



XR EVENT PLANNER

VIDEO TRANSCRIPT

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In the U S alone meetings and event planning is a \$330 billion per year industry. But booking

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an event space is a slow and complicated process requiring planning, research, travel, and

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remote collaboration between multiple parties over a long period of time. This process can

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take up to six months, carrying a risk of lost sales opportunities and increased booking

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costs for hotels, event planners and buyers. We wanted to make this process easier for

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everyone involved, so we created the XR Event Planner, a cross platform solution that gives

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all parties the abilities to visualize, customize, and move through event spaces remotely, all

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while collaborating in real time. The result is it faster, more efficient, and more immersive

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process that can shorten the sales cycle, lower booking costs, increase event room bookings,

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and increase brand affinity, especially with millennials or gen Y.

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Qualcomm partnered with Accenture, IHG and InterContinental hotel in downtown Los Angeles

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to create a new cross-platform solution with new XR tools powered by Qualcomm technology.

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The XR event planner starts with a typical search for an event space, but what comes

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next is special: a 3D recreation of the Hollywood ballroom in the [InterContinental](#) hotel,

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But the biggest improvements come from the real time space configuration and the

collaboration

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tools in XR. These tools allow for immediate modifications of room layouts, table and chair

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density, decorative options, and even lighting environments, and include the ability to leave

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design notes. The experience can run on a smartphone or

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a tablet. We can place a 3D recreation of the event space anywhere and get a dollhouse

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type view and using the collaboration tools, we can change the flow in real time across

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any device, whether we're in the same room or on different continents. For a deeper level

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of immersion, we also developed the experience for the Nreal mixed reality glasses. These

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are powerful, lightweight, smartphone-powered glasses that project 3D content directly into

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the user's field of view. This allows for a rich hands-free experience in a form factor



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that is comfortable, familiar, and portable.

Raffaella: For the most immersive experience,

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we use the vibe focus VR headset. In VR, the user can truly experience an event space at

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a one to one scale. They can walk around the space and get a real sense for the flow and

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the details of the setup. Patrick: We tested the solution with

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event planners, corporate buyers, and our partners at IHG and the Intercontinental hotel.

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The hoteliers saw clear benefits. I think this is going to be a very collaborative

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tool, it seems incredibly innovative. It sort of, it brings it to life in three dimensions.

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I, I think that, you know, the the, in sort of real time being able to sit there with

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a customer and make these changes, whether you're sitting right next to them in a trade

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show situation or in their office or even, you know, remotely they're in their office,

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you're, you're in your office, I think would definitely help build their confidence and

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help us close the sale as well. Yes, I think this tool would definitely help

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shorten the selling cycle. I think that the value that I really see in it is being able

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to sell your property and your spaces to people who are not directly in the city.

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Well, and the cost for us too, because quite often when you do site inspections you're

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having to allow yourself for rooms that you take out of inventory, so if you can make

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the sale without having them to come, I think that it's a win win for both client and hotel.

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Our combined analysis from the focus group feedback and market data shows that individual

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hotels could see increased revenue 8% by using our solution.

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Participating in the XR Event Planner tool pilot with Accenture and Qualcomm is another

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great example of this focus. Through the use of augmented reality and virtual reality technology,

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we can help our hotels close event sales faster, increase overall productivity, ultimately

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have the potential for increased revenue. At the same time, we're helping groups and

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meetings clients experience an event space up close without having to visit in person,

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which reduces our carbon footprint and gives them added assurance that their event will

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be a success by bringing it to life in even more dynamic ways during the planning process.

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