Leveraging the Cloud to Host Online Events and Exhibitions

Tencent Cloud

Enterprise

Tencent Cloud Conference

Content Management	Registration
CRM	VR Booth
Data Statics	Live Streaming
Ticketing	Business Matching
Chat box	Online Business Negotiation

Organizer

1

2

3

Visitor
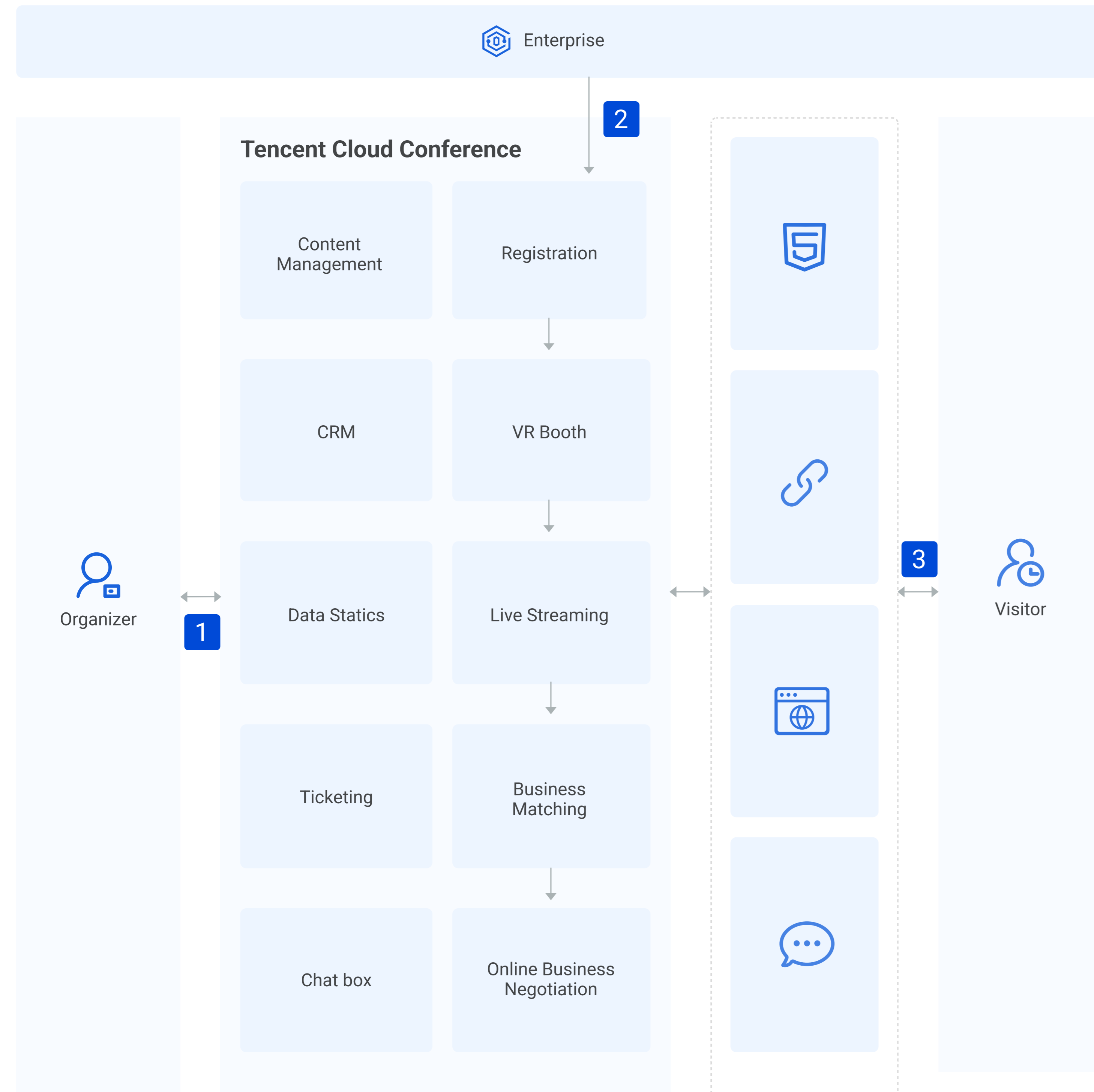
Tencent Cloud Conference (TCC) is an all-in-one virtual and hybrid event management solution that provides features such as a site builder, virtual booths, live streaming, and a business matching system to help customers digitalize their offline events.

1 Tencent Cloud provides the appropriate software, applications, systems, and training services to ensure that event organizers can easily and efficiently operate and manage the TCC platform.

2 Enterprise participants can easily register for events on the TCC platform. Based on the specific requirements of the enterprise, the enterprise's personalized virtual booth can be created to help visitors learn more about the company and the services it offers. During the event, the enterprise can introduce its products via live streaming sessions, product introduction pages, and VR booths, links for which can be pushed to event visitors through notifications. The TCC platform can also automatically match enterprises with visitors based on their interests and needs via a built-in algorithm to help both parties achieve their goals in an efficient manner. Visitors that are interested in a specific product or service can be directly connected to the relevant provider through the online business negotiation feature, which is equipped with capabilities such as audio conferencing, chatrooms, automatic translation, and business card exchange. After a contract is signed between a seller and a buyer, the buyer can pay for the product and the seller can deliver the product through TCC's smart procurement feature. TCC also increases the ease of doing business at virtual events by providing content management, a CRM system, and data statistics and analysis.

3 Event visitors can easily access virtual or hybrid events hosted on the TCC platform via various clients including WeChat Mini Programs, PCs, phones, and H5.