

**EXHIBITOR ADVERTISING PACKAGE**

We want to help our exhibitors to stay connected with the sector during these challenging times. Museums + Heritage is well placed to do that, with more than 17,000 newsletter subscribers and 26,000 followers on Twitter and Facebook. The advertising package, which was outlined to you previously, will help you to achieve increased awareness of your products and services – it has been designed to provide as much flexibility as possible.

Throughout the course of this year we will be doing everything possible to help you to raise awareness of your business so please do let us know if there is anything we can do to help at any time.

Below is further detail about the information we require in order to promote your business but if you would like to discuss any of the detail please do not hesitate to email [sara@museumsandheritage.com](mailto:sara@museumsandheritage.com) who will be able to help and advise.

**SUBMITTING YOUR IONFORMATION TO US**

Over the page is a simple form for you to complete, along with a list of materials which you need to send to [sara@museumsandheritage.com](mailto:sara@museumsandheritage.com) so we can publish the Spotlight plus your Museums + Heritage Advisor directory listing as outlined in my previous email.

**YOUR DETAILS**

Please complete and return this form to [sara@museumsandheritage.com](mailto:sara@museumsandheritage.com)

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| Company/Organisation Name | Vennersys |
| Web address | <https://www.vennersys.co.uk/> |
| Facebook page | N/A |
| Twitter handle | <https://twitter.com/vennersys> |
| Any other social media pages: | <https://www.linkedin.com/company/vennersys/> |

**MATERIALS**

Please remember to include the following additional attachments:

Up to 10 images (jpeg format)

Your logo

Video link, if you have one

**YOUR COMPANY SPOTLIGHT**

The suggested format for this is a Q&A but if you prefer you could provide an editorial piece for us to publish. Either way, it will be supported with images and/or video. Your company spotlight will be shared via our social media channels as well as via our newsletters and published as a ‘virtual showcase’ on the Museums + Heritage Show website. These spotlights (which will be provided to all 2020 exhibitors who are joining us again next year) will be uploaded to the Show website and then released gradually via our social media channels and newsletters in the order in which they are receive, with no more than 6 being published on a newsletter at any one time. We are conscious that we do not want to overwhelm the market and want to ensure each spotlight is given the focus it deserves.

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| **EXHIBITOR SPOTLIGHT Q&A**  We realise that not all questions will be relevant to all companies so feel to tweak in whatever way works best for you. Bear in mind that the objective is to provide insight into your business and demonstrate how you can help potential clients and customers.  We recommend limiting the length of you answers to appx 150 words each or combined to be no more than 600. If you would prefer to submit an article instead of the Q&A we suggest that the length is best kept to appx 600 words too. |
| Q1 Please introduce your company by providing a brief overview of the products or services which you provide  **Vennersys have been providing integrated ticketing, retail and visitor management software to a wide variety of visitor attractions for over 25 years, ranging from play centres to World Heritage sites. We pride ourselves on equipping our clients with hard-wearing, reliable equipment, intuitive and easy to use software and most importantly, providing an enthusiastic and experienced team, which are in tune to the needs and requirements of visitor attractions.**  **Some of our customers include Blenheim Palace, Museums of East Anglia Life and Cardiff Castle.** |
| Q2 How do your clients benefit from working with you and what sets you apart from your competition?  VenposCloud, our Ticketing and EPOS system enables Visitor Attractions to operate more efficiently and helps to improve their customer experience.  Front of house staff are at the forefront of VenposCloud. Our system quickly and easily processes admissions and the sales of tickets, leading to a reduction in queues and waiting time for your visitors. The intuitive system utilises a common-sense journey when processing transactions which is very simple for staff to follow. The powerful capabilities of VenposCloud allow the system to process multiple transactions including memberships, gift vouchers, gift aid and advance tickets for events. Not forgetting timed tickets and capacity controlled tickets and events.  Our solution produces many tangible benefits to Visitor Attractions. The collection of statistics and data relating to customer visits and behaviour can allow Attractions to increase visitor spend. In addition, evaluating customer behaviour allows attractions to create tailored marketing promotions which can drive repeat visits and more business.  **WHAT SETS US APART FROM COMPETITON?**  Vennersys have strong financial backing being part of the UK AIM Listed Christie Group offering stability and longevity. Out team are visitor attraction specialists and new members of our team are constantly developed to ensure we offer a consistent solution delivery. Our solution provides a hybrid cloud-based system, fully integrated online and at site, admissions retail and F&B. Vennersys have a clearly defined market strategy and offer an open API strategy allowing integration with other leading software and hardware suppliers. |
| Q3 Tell us about recent projects that you have worked on. Were there any unique challenges which you managed to overcome?  The outbreak of COVID-19 presented us with many challenges. Our new customers felt apprehensive about training remotely and having hardware set up remotely. Training was easier to overcome by creating a more hands on session with short activities throughout to keep participants involved and alert as it is easy for people to drift off in sessions. By providing these shorter sessions, our new customers felt that they were getting the information they needed, and they were no longer apprehensive.  Here are some issues we overcome with our recent acquisitions. Historic House Hopetoun House is in a very remote location and internet speed was an obstacle. We implemented a hybrid epos system and the ability to continue to sync data to the cloud with slow internet speeds was necessary.  Historic House Chiswick House needed the ability to have a mobile solution which can be taken around site at different times throughout the year to support their ‘Pop up shops’. It was necessary for them to ensure all data was captured with the flexibility they needed. We ensured that the mobile app was able to capture the data they needed.  We always strive to adapt to the everchanging needs of the Museums sector and the overall Visitor Attractions industry. For museums, it is important that their Ticketing and EPOS system processes gift aid and facilitates the gift aid reporting process. |
| Q4 Are you able to support museums in any specific way during this COVID-19 crisis both now and/or when museums are able to re-open [we realise that this will not apply to all companies so simply skip the question if that is the case]  During the pandemic we closely supported our museum community. We engaged with all our customers, offering online training and re-configuration advise. We reconfigured all of our museum customers to move to timed-capacity controlled tickets. Our priority was to ensure that our customers could re-open successfully and safely. |

**ADDITIONAL INFORMATION**

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| From time to time we will be promoting exhibitors alongside other content which we hope to publish, such as some of the talks which would have taken place at the Show. In order to align you with the most relevant content please can you select ONE of the following top-level categories – the one that your company would most naturally sit under. It is important in this instance that we keep to over-arching themes which is why there are just a handful to choose from. Please confirm your preferred category here (select one only): | |
|  | Collections Management & Archives |
|  | Exhibition Design |
|  | Interpretation |
| x | Buildings and architecture |
|  | Audience Development and Insight |
|  | Learning |
|  | Visitor Management |
|  | Retail and trading activities |
|  | People, management, strategy and funding |

**MUSEUMS + HERITAGE ADVISOR DIRECTORY PROFILE**

For your Directory Listing on Museums + Heritage Advisor please send us the following:

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| 350-word company description (if you prefer we can use the answer to Q1 above for this):  Please use answer to Question 1 |
| Company address:  Vennersys, Centre House  Court Parade, Aldridge  West Midlands, WS9 8LT |
| Two selected business category options, selected from the list of Serviced Types here <https://advisor.museumsandheritage.com/supplier-directory/>  1: Ticketing Systems  2 |
| If you would like us to include a short testimonial from one of your clients, please add it here:  Lloyd Glanville, Front of House Manager at Cardiff Castle, said: “The Vennersys system has saved us a lot of administration time whilst modernising the way we work. The touch-screen interface on our tills is visually appealing and simple to use. Staff operating the tills can see that there is a common sense journey. Our previous tills weren’t as intuitive, whereas now, staff complete training quickly. VenposCloud has significantly improved our admissions process. Tickets for walk in visitors are processed quickly and easily to help us avoid long queues of visitors waiting to enter the castle. Cardiff Castle welcomes over 300,000 paid visitors a year and offers a variety of tours so it’s imperative that we can facilitate admissions efficiently. We have a busy events calendar, hosting historical re-enactments, cinema screenings, theatrical performances and a full lecture series. VenposCloud gives us the option to sell advance tickets, timed tickets and capacity limited tickets which are perfect for our range of events. |