

FOR IMMEDIATE RELEASE

## **Connect and Sciensio to Expand EventBot Partnership**

ATLANTA, March 6, 2019—Connect is pleased to announce an expanded partnership with Sciensio, now the official chatbot provider for all Connect 2019 events. Connect's EventBot, nicknamed "Connie," responds in seconds to the most commonly asked questions and features customized conversations, reminders and alerts. The streamlined process improves attendee engagement while eliminating human error and oversight.

The expanded partnership between Connect and Sciensio leverages the insights gained in their trial launch last year. In 2018, as a brand-new technology, Connie engaged with 63 percent of the attendees who provided a valid mobile number and achieved a 97.2 percent correct response rate.

"To achieve such ease of use and accuracy in the first deployment is unprecedented," said Executive Vice President of Connect, Matt Johnson. "We are excited to increase the integration of Sciensio's industry-leading EventBot technology, which proved to be a force multiplier for our event team and complement all of our other communication channels."

Sciensio is one of the leading platforms in developing and deploying AI chatbot technology to improve the attendee experience and create real and measurable customer value.

Representatives from Sciensio will attend and take appointments for five tracks at Connect 2019 in Louisville on Aug. 26-28. The tracks include Corporate, Association, Specialty, Expo and Sports. Sciensio will also host a dedicated lounge area during Registration.

Sciensio CEO Chuck Elias said, "In our experience, the Connect hosted-buyer meetings are one of the most efficient ways to drive new business and foster client relationships. We are proud to deliver our award-winning AI Chatbot technology to help drive deeper engagement. With amazing new features like personalized schedules and badge delivery, engagement with attendees is more helpful, expedient and the overall communication process is streamlined."

Connect's reverse-style trade shows provide exposure and face-to-face opportunities that are crucial to developing business. During Marketplace, planners and suppliers meet in prescheduled appointments to exchange RFPs, arrange future site visits and book events. In addition to one-on-one meetings, Connect events feature high-quality education sessions, networking opportunities with like-minded professionals and motivational keynote speakers.

# Connect

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For more information, contact Executive Vice President Matt Johnson at [mjohnson@connectmeetings.com](mailto:mjohnson@connectmeetings.com).

## **ABOUT CONNECT**

Connect is a leader in the meetings, events, travel and tourism industry. Specializing in destination marketing, the company produces digital programs, online and mobile solutions, meetings business and travel magazines, trade shows and consumer events, travel guides for newspapers and leisure magazines and destination information, which is distributed through broadcast and custom programs. Connect, formerly known as Collinson Media & Events, introduced the popular Marketplace format to the meetings industry and now produces national shows for meeting planners in the Corporate, Expo, Sports, Diversity, Association and Faith sectors as well as other state- and region-specific meetings- and hospitality-focused events. More information about the company's brands and services is available at [connectmeetings.com](http://connectmeetings.com).

## **ABOUT SCIENSIO**

Sciensio is one of the leading pioneers of AI ChatBot for customer support and the global leader for EventBots. Its award-winning solutions have been deployed for events from 10 to 100,000+ attendees and can be used for any type of meeting, conference, festival or gathering. The company has won more than a dozen industry awards, including MPI WEC Tech Showcase 2018, National Sports Forum Tech Tank 2018, IMEX America #IMEXpitch 2017, SISO Innovation Battlefield 2017, IBTM World Technology Watch 2017 and was named to CIO Review's 10 Most Promising Conversational Platform Solution Providers list for 2018. Learn more at [sciensio.com/eventbots](http://sciensio.com/eventbots) or text "demo" to 45426 to experience EventBots over SMS.