



# 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

00:11

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,

01:00

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

01:31

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

01:45

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

01:49

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



02:12  
that is comfortable, familiar, and portable.  
Raffaella: For the most immersive experience,  
02:17  
we use the vibe focus VR headset. In VR, the  
user can truly experience an event space at  
02:23  
a one to one scale. They can walk around the  
space and get a real sense for the flow and  
02:28  
the details of the setup. Patrick: We tested the  
solution with  
02:31  
event planners, corporate buyers, and our  
partners at IHG and the Intercontinental hotel.  
02:36  
The hoteliers saw clear benefits. I think this is  
going to be a very collaborative  
02:40  
tool, it seems incredibly innovative. It sort of, it  
brings it to life in three dimensions.  
02:47  
I, I think that, you know, the the, in sort of real  
time being able to sit there with  
02:53  
a customer and make these changes, whether  
you're sitting right next to them in a trade  
02:58  
show situation or in their office or even, you  
know, remotely they're in their office,  
03:03  
you're, you're in your office, I think would  
definitely help build their confidence and  
03:09  
help us close the sale as well. Yes, I think this  
tool would definitely help  
03:13  
shorten the selling cycle. I think that the value  
that I really see in it is being able

03:19  
to sell your property and your spaces to people  
who are not directly in the city.  
03:25  
Well, and the cost for us too, because quite often  
when you do site inspections you're  
03:28  
having to allow yourself for rooms that you take  
out of inventory, so if you can make  
03:33  
the sale without having them to come, I think that  
it's a win win for both client and hotel.  
03:38  
Our combined analysis from the focus group  
feedback and market data shows that individual  
03:44  
hotels could see increased revenue 8% by using  
our solution.  
03:50  
Participating in the XR Event Planner tool pilot  
with Accenture and Qualcomm is another  
03:55  
great example of this focus. Through the use of  
augmented reality and virtual reality technology,  
04:01  
we can help our hotels close event sales faster,  
increase overall productivity, ultimately  
04:08  
have the potential for increased revenue. At the  
same time, we're helping groups and  
04:12  
meetings clients experience an event space up  
close without having to visit in person,  
04:18  
which reduces our carbon footprint and gives  
them added assurance that their event will  
04:22  
be a success by bringing it to life in even more  
dynamic ways during the planning process.

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