

JET JONAS
EVENT TECHNOLOGY



Contents

Mission

Vision

Challenge 2020

Company Profile

One Liner

Elevator Pitch

Brandscript

Culture





The Mission

What we strive for every day

To provide the best registration experience to event organisers and their attendees, using our industry leading software and passionate, knowledgeable staff.





The Vision



Where we want to be

It's 2022, we have exceeded £2.6M in revenues, have a 35% BQR and profits of over £500K.

Our presence is dominant in the market and we are a top 3 player within the UK event technology and registration space and our market share is 15%.

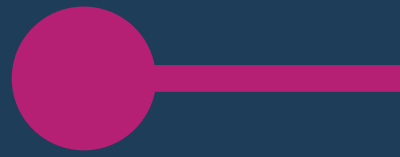
We work in close partnership with industry bodies and are in contact with all the key trade organisers.

Our customers rave about the technology and service we provide and retention rates are at 90%.

We have pushed new revenue streams and 15% of our Net Revenues are recurring and generated from customers who utilise the fully self-service solution.

Our team size has increased to 22 with 10 onsite contractors acting as an extension of the company. All members of JET work together to deliver our goals and all fit the company culture.

CHALLENGE 2020



STAFF

We expect 100% commitment from our staff and in return provide 100% of the support required to do their job.



CLIENTS

An NPS score of 40 from our clients.



INVESTORS

A BQR of 30%.



Company Profile

Jonas Event Technology are an award winning provider of event registration at trade exhibitions, consumer events and conferences. They remove the stress of event registration and provide the best registration experience for event organisers and their attendees.

JET have always provided the best service to their clients, often going above and beyond in assisting organisers with delivering their events. Now, with the backing of Jonas Software, JET are able to offer rapid product development and innovative technology so their clients have access to industry leading solutions that match the friendly, personal service JET have always provided.

One Liner

If you run an event, getting people in the door is critical to its success.

Jonas Event Technology offer the products and services that provide the best registration experience for event organisers and their attendees.

The result? Your best event yet.



Elevator Pitch

I work for Jonas Event Technology and we help event organisers get their attendees registered and into the door of their events. We work at trade exhibitions, consumer events and conferences including The Homebuilding & Renovating Show, the BBC Good Food Show and The Photography Show.

Our technology and experienced staff remove the stress of event registration and help event organisers provide the best registration experience for their attendees.



BRANDSCRIPT

What do they want?

The event organiser wants to get visitors and exhibitors registered and badged for their event and then for them to enter the event with no issues.

What is their problem?

Lots of things to manage, event registration is just one part of event management.

Introducing the guide

Jonas Event Technology understand that event organisers have a lot to do, and registration is just one part of that. JET can help remove the stress of event registration so the event organiser can focus on putting on their best event yet.



BRANDSCRIPT

Character transformation

From: Stressed with too much to do and no idea how to get attendees registered, badged and into the event.

To: Event registration has been solved so more time to focus on the rest of the event and all attendees are registered, badged and into the event.

We give them a plan

We can capture and store attendee data, badge and ticket visitors and get them into the event onsite, removing the whole process from the event organiser. We work with some of the biggest event organisers on the biggest events at the biggest venues.

And call them to action

We can manage event registration from initial registration to onsite, taking the stress away.

Ends in success

Quality registration data, more registrations, more attendees, better reporting and secure storage with a seamless onsite service.

Avoiding failure

Poor registration data, queues, poor reporting.



CULTURE



**These aren't just phrases, but what we're
actually doing.**

We are happy, healthy and open



Flexible & remote working possibilities

Open door policy

Social Committee

Medicash, travel and private medical insurance

Physical activity encouraged (Myzone, running club, bootcamp)

Quarterly town hall updates

Mental health training

We push our boundaries



Personal development plans/MAPs/Yearly Review

Talent Development Programme

Development roadmap

JET Summit

NPS Scoring

We are a guide



Someone on hand to offer help
Experience and knowledge throughout and across
departments
Discuss, plan and provide advice

We want to lead our industry



Develop the products the industry wants and needs

Provide the service our industry requires

Flawless from brief to onsite

Look good onsite

Lead on sustainability and the environment

We want to grow



Investing in people

Investing in equipment

Investing in technology

Help organisers to grow so we can grow



LUCY BRENNAN

ACCOUNT MANAGER

“Our social committee is great for getting everyone out and about and has really built up relationships. We work hard, so being able to blow off steam as a group makes all the hard work worthwhile and gives us something to look forward to each month. It’s given us a chance to raise some money for charity, enjoy some healthy competition and added to the culture here at JET.”

DAVID PEARSON

ONSITE MANAGER

“JET have sponsored and supported events I run for the Specialeffect and Hearing Dogs for the Deaf charities. The help from all of the team at JET is invaluable in helping us with the charity events, both personally from colleagues and at a company level.”

OLIVER SMART

TECHNICAL SERVICES MANAGER

“I’ve been on more training courses than anybody which has helped me to learn more about myself and how best to help others. It’s been particularly useful as my career has progressed rapidly at JET and this year I have grown a team and now manage two people.”

ALEX HEAD

HEAD OF OPERATIONS

“We’ve been working on our sustainability policy this year which looks at everything we can do to be more sustainable and we’ve renewed our tenancy at Howbery Park as we value the benefits of the solar park.”

STUART BROWN

HEAD OF SALES & MARKETING

“As a business we all work together to achieve company goals. To do so, being open and transparent with our employees not only creates an environment of trust and openness, it allows for everyone to feel part of the wider picture.”

KRISSY MILLICAN

ACCOUNT DIRECTOR

“We take mental health extremely seriously, especially working with the pressures of our industry. I attended an intensive mental health first aid course which completely exceeded my expectations and I finished it knowing I am in a much better position to identify and help people in their time of need.”

GRAHAM PARKINS

TECHNICAL DIRECTOR

“JET has a great culture that encourages us to stay fit and healthy. There are opportunities to go running with colleagues, attend fitness bootcamps or just enjoy a mental break with a walk after lunch. Tying it all together is our MyZone fitness bands which introduce a healthy element of competition.”

MATTHEW ROGERS

MARKETING MANAGER

“I work remotely a couple of days a week which saves me from my normal hour commute, whilst being able to hot-desk when in the office means I can plug into a ready-to-use workstation and get straight to work.”