

Retail Congress MENA runs on one event platform

The Middle East Council of Shopping Centres and Retailers (MECSR) is the leading trade body for the shopping centre and retail industry across the Middle East and North Africa.

CHALLENGES



PROCESS

Slow and error-prone, manual attendee registration created inefficiencies.



OPERATIONS

Ticketing, payments, and registrations were managed separately.



BADGING

Manual badge creation was slow and prone to errors at scale.



ACCESS CONTROL

Zoned entry and tracking could not be managed digitally.

SOLUTION

ZOHO BACKSTAGE



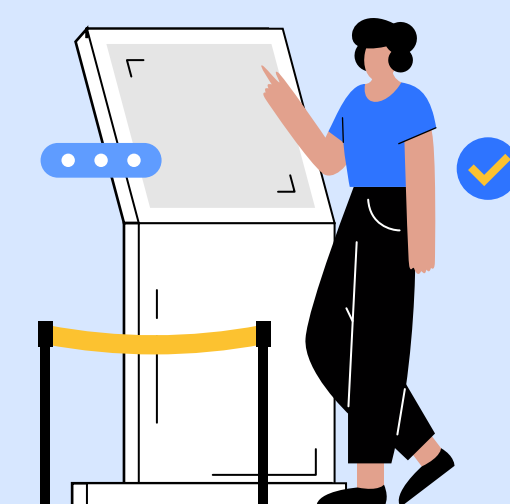
TICKETING

Online ticketing, integrated payments, and automated badge generation on one platform.



LIVE BADGING

Instant badge printing with personalized QR codes for faster check-ins.



ZONED ENTRY

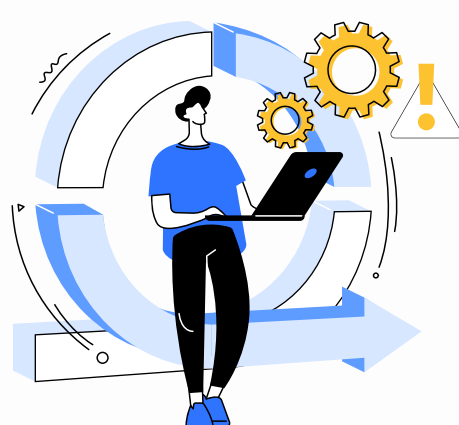
QR validation ensuring attendees entered only the event areas they had registered for.



FLOOR PLANNING

Interactive booth mapping with real-time tracking of sold, reserved, and available spaces.

THE IMPACT



EFFICIENCY

Reduced manual effort and errors across badging and check-ins.



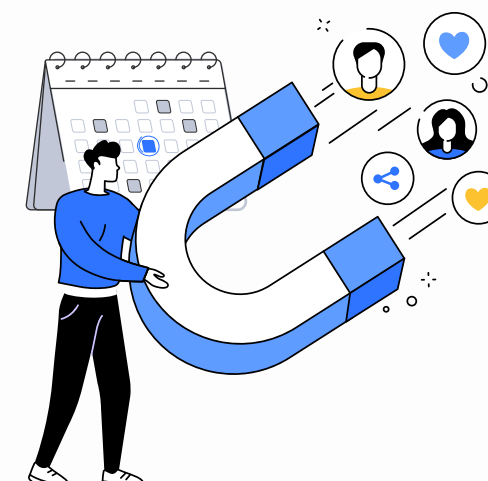
SCALABILITY

Successfully powered 10+ events on Zoho Backstage.



SECURITY

Controlled attendee access across conferences, exhibitions, and restricted zones.



ENGAGEMENT

Enabled exhibitors to capture leads and schedule meetings easily.