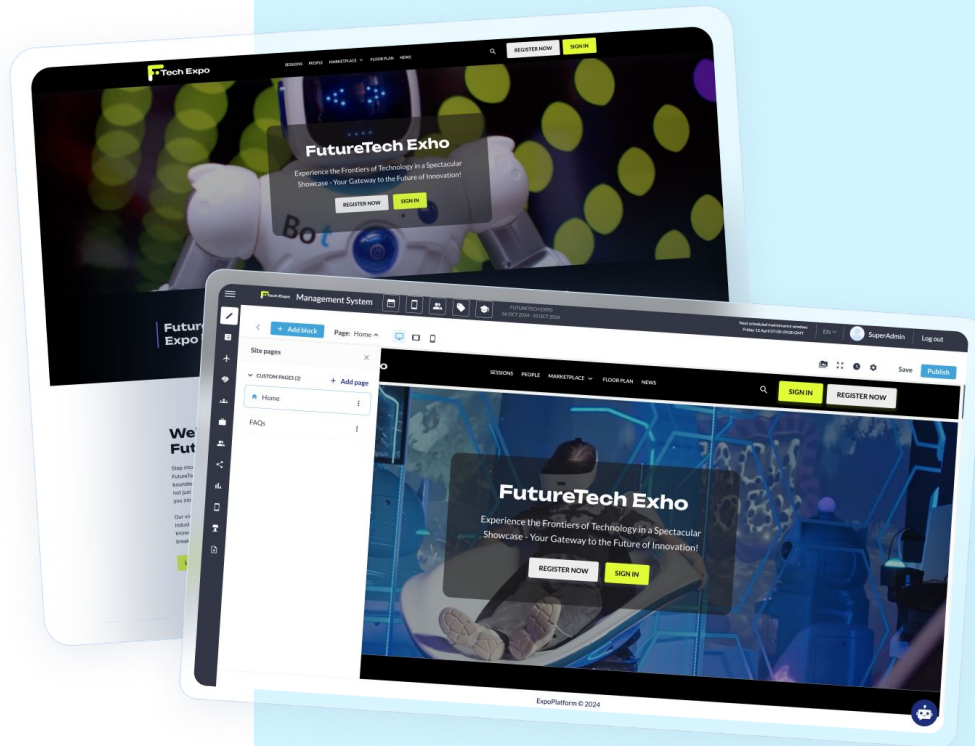# EP EXPOPLATFORM

Differences between the Legacy & New website builder Workshop Presentation

Shubham Goswami
Senior Technical Account Manager

What We'll Cover Today

EP EXPOPLATFORM

01 Why was New Builder created

02 What are the main blocks in the New Builder

03 Things that customers/TAMs can do on their own in new builder

04 Modules missing in new builder that were present in legacy builder

05 Additional things that can be achieved with help of the Design Team and/or Front-end team

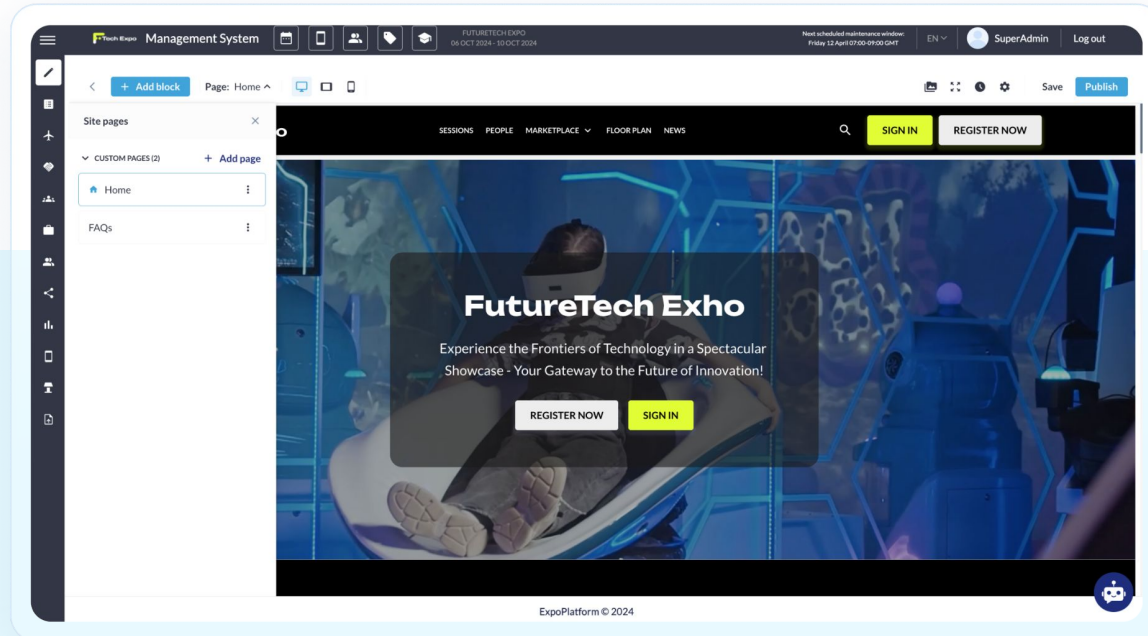**06** Guidelines for designing websites for customers

07 Key Takeaways/Links

Why was New Builder created

- Legacy builder was revamped to improve the **UX** for the websites

- To minimize the number of custom designs/styles and add inbuilt features within the modules

URL of homepage - /newfront
URL of custom Page - /newfront/page/pagename

What are main blocks in New Builder

1. **Static Content** - Content Module

2. **Dynamic Content** - Platform Modules

3. **Custom HTML**

4. **Element Block**

5. **CSS/JS**

Help Article

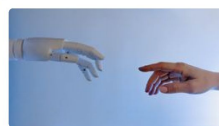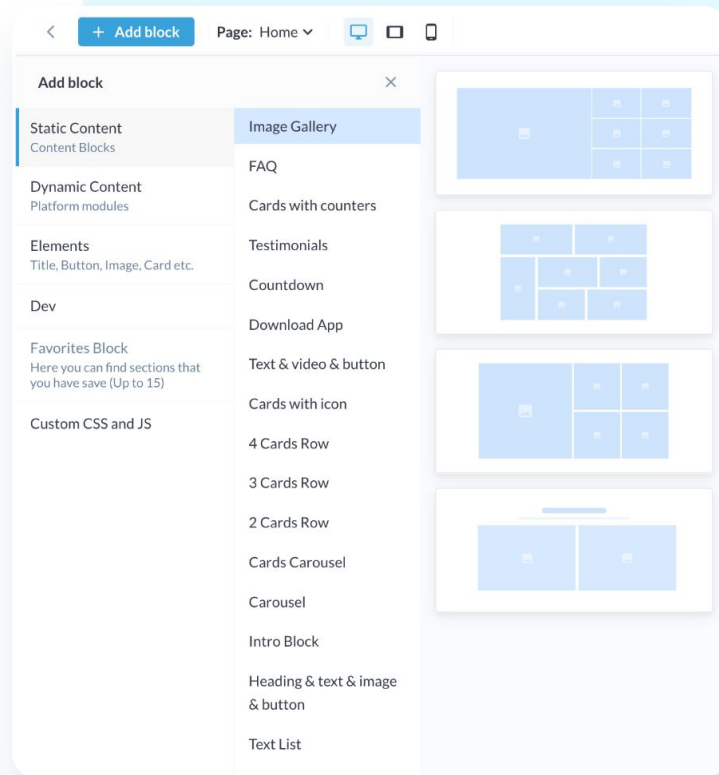# What are main blocks in New Builder

- Static content is same as **Content Module** in legacy builder

  - To add a content block Navigate to Admin Panel → Event Setup →
    Build Website → Click on Edit Website → Click on Add Block on
    the top left of the screen → Static/Content Block → Click on the
    block type → Finally select the layout in which you wish to
    showcase the details of your content

- Each block and its element can be individually customized
  by clicking on the setting icon for that very element.

Help Article

EP
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< | + Add block | Page: Home ⌄

Add block ✕

Static Content	Image Gallery
Content Blocks	
Dynamic Content	FAQ
Platform modules	Cards with counters
Elements	Testimonials
Title, Button, Image, Card etc.	Countdown
Dev	Download App
Favorites Block	Text & video & button
Here you can find sections that you have save (Up to 15)	Cards with icon
Custom CSS and JS	4 Cards Row
	3 Cards Row
	2 Cards Row
	Cards Carousel
	Carousel
	Intro Block
	Heading & text & image & button
	Text List

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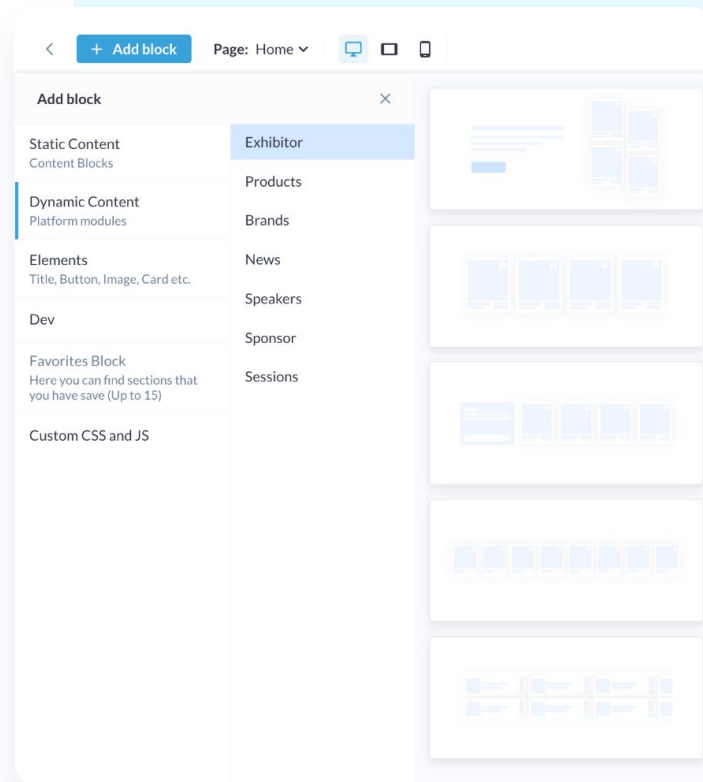
What are main blocks in New Builder

- Dynamic Content is same as **Platform Module** in legacy builder

  - Navigate to Admin Panel → Event Setup → Build Website →
    Click on Edit Website → Click on Add Block on the top left of
    the screen → Dynamic/Platform Block → Click on the block
   → Finally select the layout in which you wish to showcase

Help Article

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What are main blocks in New Builder

- **Custom Content Block** - The primary objective of integrating the Custom Content block into the New Website Builder is to provide users with a tool for creating highly customized and visually engaging web pages

  - Navigate to Admin Panel → Event Setup → Build Website → Click on Edit Website → Click on Add Block on the top left of the screen → Dev→ Click on Custom HTML → Finally add the block and text and codes
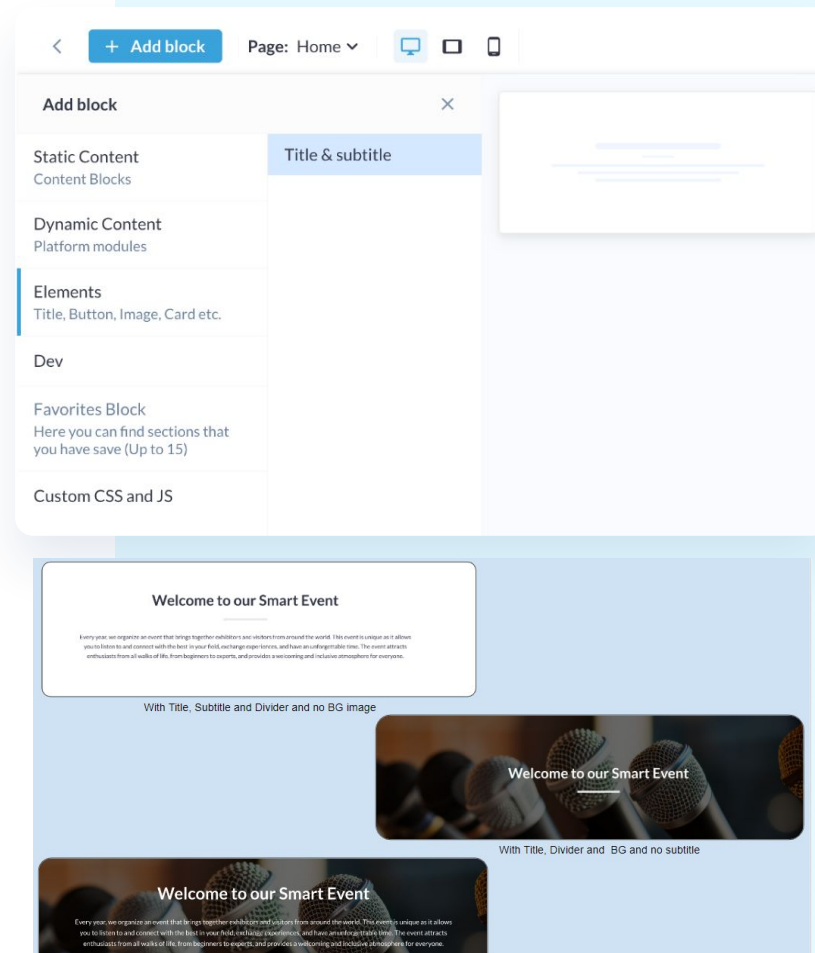
Help Article

EXPOPLATFORM
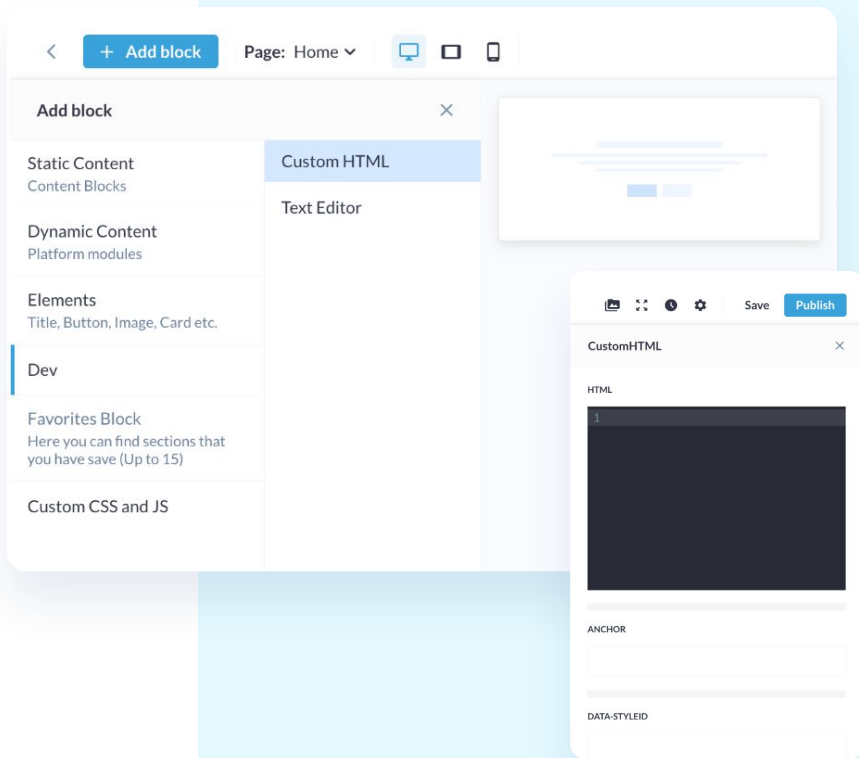
What are main blocks in New Builder

- **Element block** - For managing Titles and Subtitles,it is a predefined section or component that can be added to a webpage to enhance its functionality or design. They are designed to simplify the process of building a website by providing ready-made elements that can be easily inserted and configured according to the organisers' needs (with or without image)

  - Navigate to Admin Panel → Event Setup → Build Website → Click on Edit Website → Click on Add Block on the top left of the screen → Elements→ Click on Titles and Subtitles → Finally add the block

Help Article

Add block   Page: Home ⌄

Add block   ✕

Static Content
Content Blocks

Dynamic Content
Platform modules

Elements
Title, Button, Image, Card etc.

Dev

Favorites Block
Here you can find sections that you have save (Up to 15)

Custom CSS and JS

Title & subtitle

Welcome to our Smart Event

Every year, we organize an event that brings together exhibitors and visitors from around the world. This event is unique as it allows you to listen to and connect with the best in your field, exchange experiences, and have an unforgettable time. The event attracts enthusiasts from all walks of life, from beginners to experts, and provides a welcoming and inclusive atmosphere for everyone.

With Title, Subtitle and Divider and no BG image

Welcome to our Smart Event

With Title, Divider and BG and no subtitle

Welcome to our Smart Event

Every year, we organize an event that brings together exhibitors and visitors from around the world. This event is unique as it allows you to listen to and connect with the best in your field, exchange experiences, and have an unforgettable time. The event attracts enthusiasts from all walks of life, from beginners to experts, and provides a welcoming and inclusive atmosphere for everyone.

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What are main blocks in New Builder

CSS/JS console helps to add custom styles or JS codes for websites same as legacy builder and you just need to save (no need to publish).
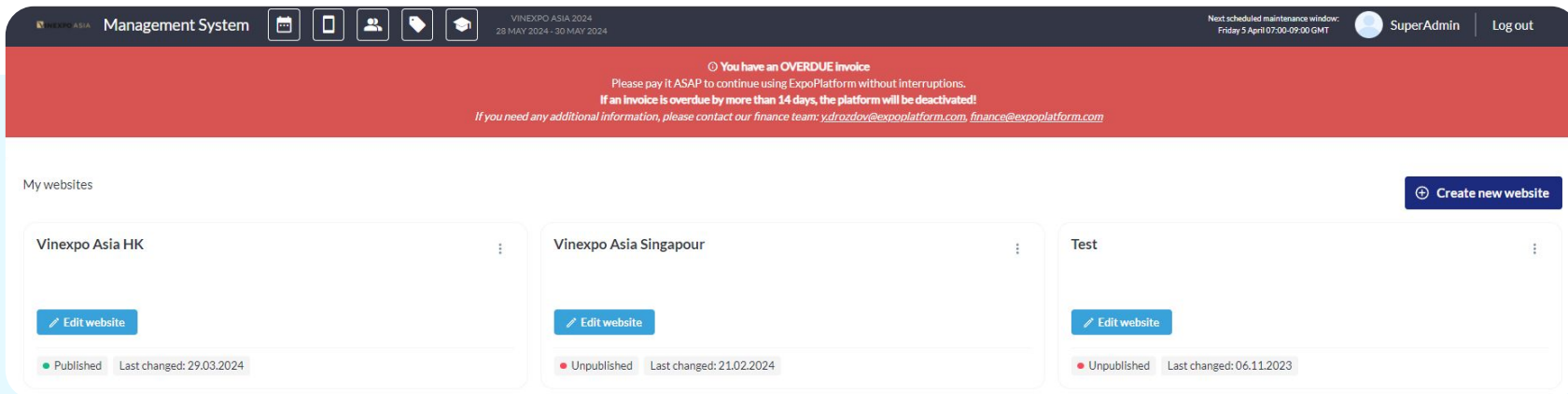
Instructions
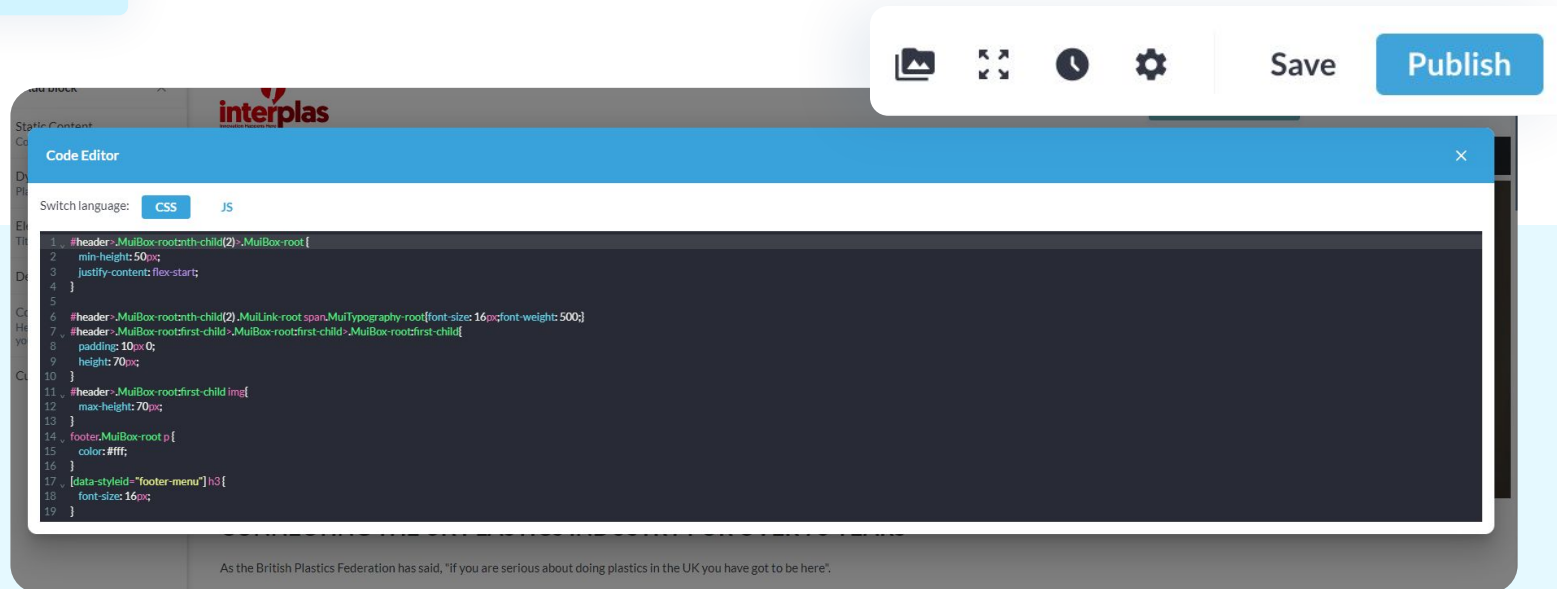
Things that customers/TAMs can do on their own in New Builder

1. Create multiple versions

Feature Use: It helps to create multiple versions, sometimes for testing purposes.

Things that customers/TAMs can do on their own in New Builder

2. Version History

Feature Use: It will help to identify & restore any previous versions, in case something has changed by mistake.
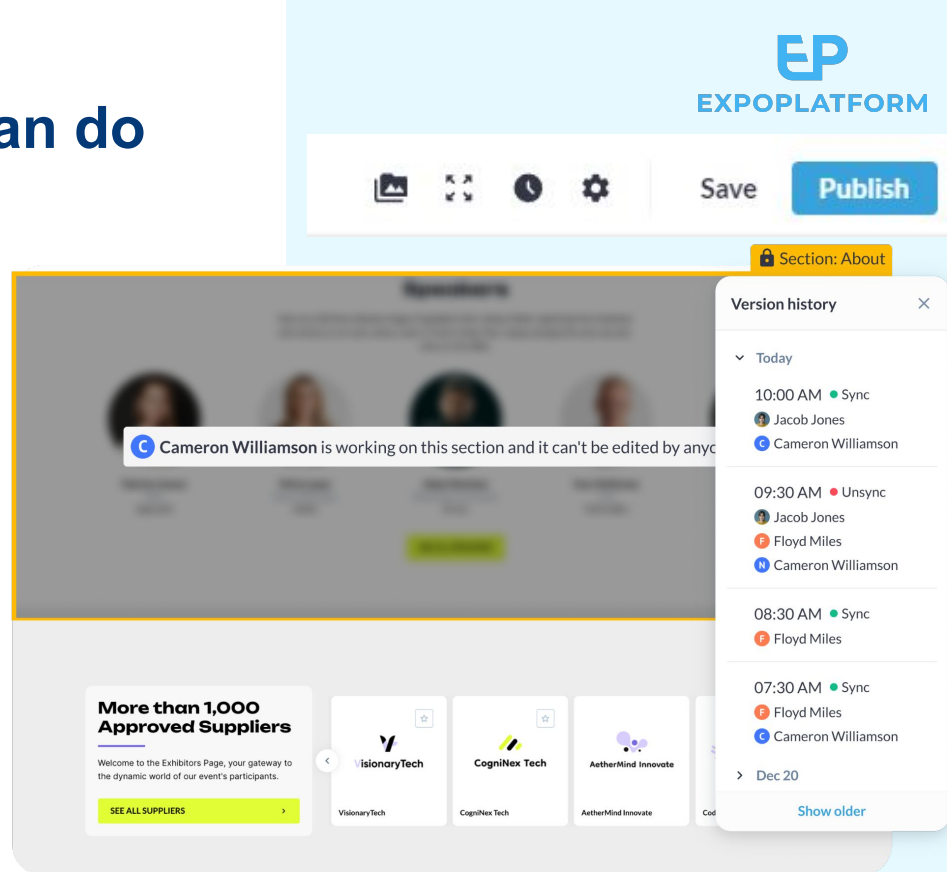
Things that customers/TAMs can do on their own in New Builder

3. Controlling Autosave

Feature Use: It will help clients to control the ability of web builder to automatically overwrite any changes when someone mistakenly stays in the builder.
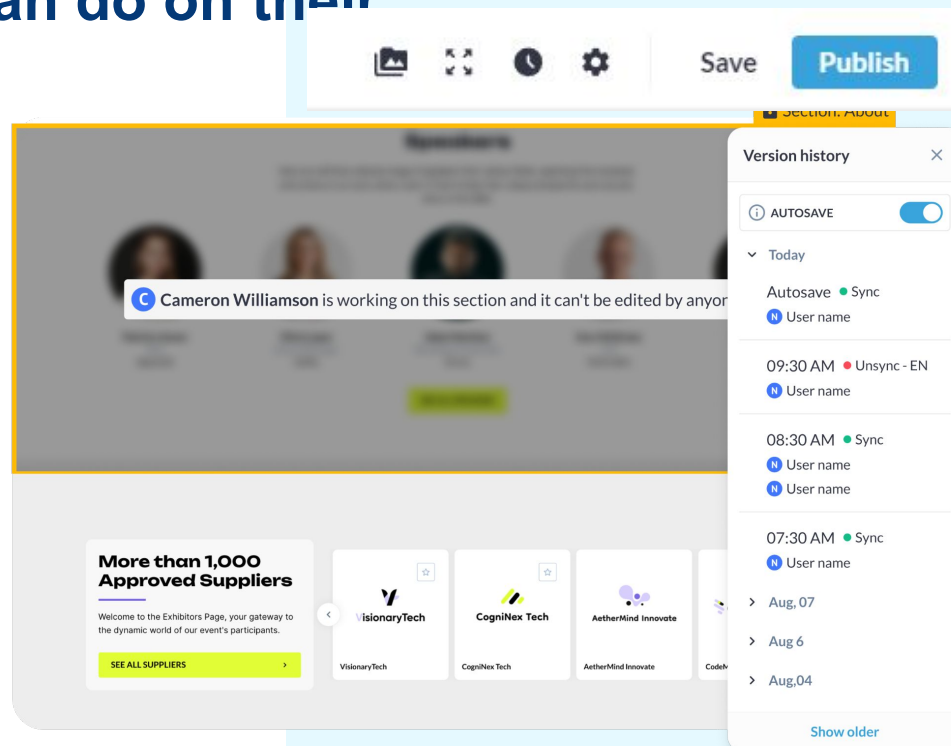
EP EXPOPLATFORM

Things that customers/TAMs can do on their own in New Builder

4. Cosmetic alignments - Adjusting Margins between Text and Image/Background Colors
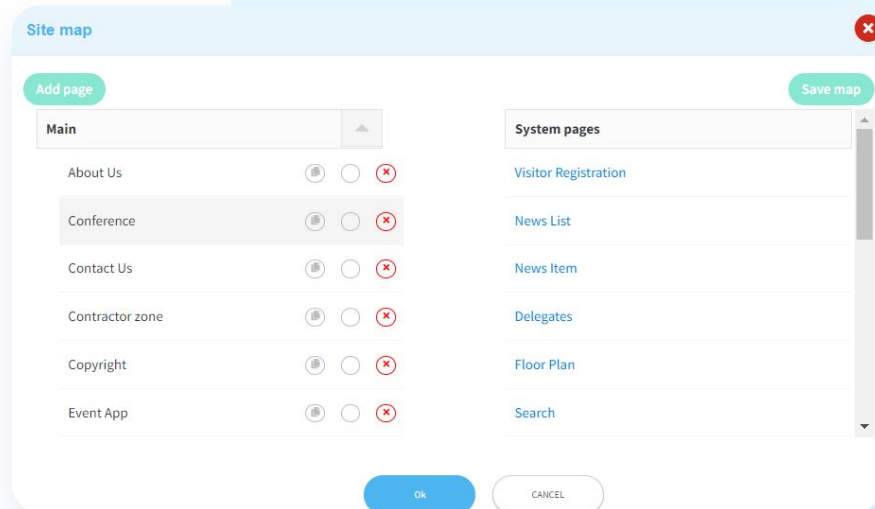
EP **EXPOPLATFORM**

Things that customers/TAMs can do on their own in New Builder

5. Managing SEO

Feature Use : In case, client has cloned an event from a previous edition which used legacy builder, then the legacy builder pages would still exist in search engines. 3 Steps to be followed for managing SEO :

1. Before the launch, turn off the new builder from module management(don't worry you won't lose the work done in new builder)

2. Go to site pages, and delete the legacy pages

3. Switch the new builder back from module management

Site map

Add page

Save map

Main	▲	System pages
About Us	⊙ ○ ✕	Visitor Registration
Conference	⊙ ○ ✕	News List
Contact Us	⊙ ○ ✕	News Item
Contractor zone	⊙ ○ ✕	Delegates
Copyright	⊙ ○ ✕	Floor Plan
Event App	⊙ ○ ✕	Search

Ok   CANCEL

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Things that customers/TAMs can do their own in New Builder

6. Managing Multilingual website only in Sync Mode (Part 1)

Feature Use : By default, all content blocks are synchronized across all language variants, ensuring consistency in layout and structure. However, users have the flexibility to customize text elements independently for each language version, allowing for translation, font variations, styling, and the inclusion of hyperlinks.

1. All content blocks are synchronized by default, if there is certain content/blocks that organizer wants different per language that is not possible. (part 2)

2. Edits, additions, or removals of blocks automatically apply to all language versions

EP EXPOPLATFORM
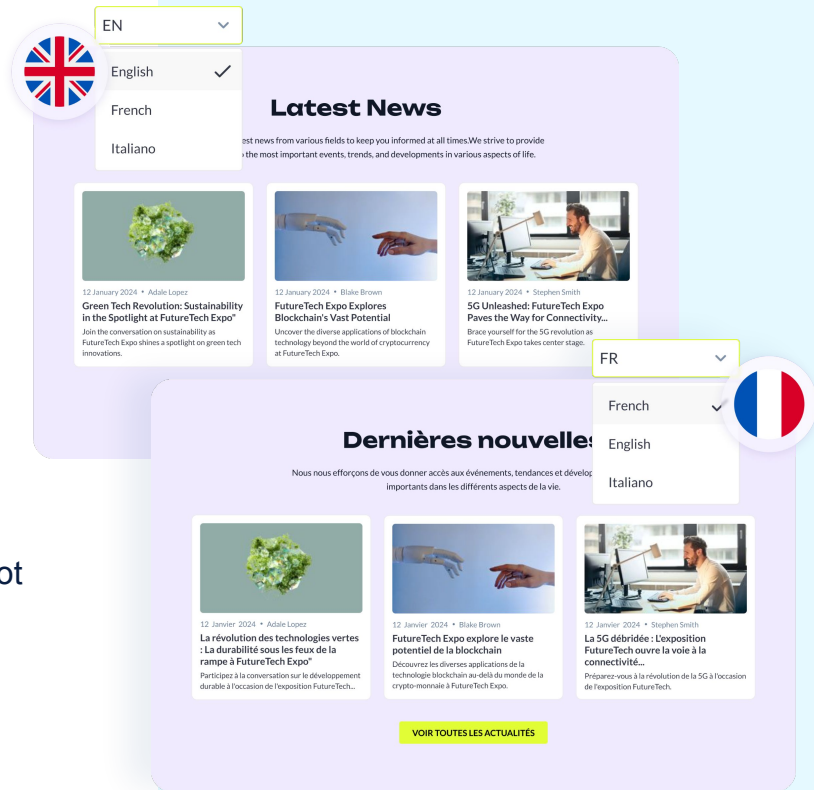
Modules missing in New Builder that were present in Legacy Builder

1. Cloning from Legacy Builder to New Builder

Feature Use in Legacy : Earlier in legacy builder, we could clone an entire website from previous edition to current edition by clone button

Where can you find this block? Legacy builder → Event>>Clone button

JIRA LINK

Modules missing in New Builder that were present in Legacy Builder

2. Custom Forms

Feature Use in Legacy : This section allowed the organizers to use custom forms in the website builder using the Custom Form block to capture additional information from the end users. The forms can be created under Marketing>>Forms and can be used across the website.

Where can you find this block?
Legacy builder → Platform Modules
(/admin/template/builder)

JIRA LINK

EP EXPOPLATFORM
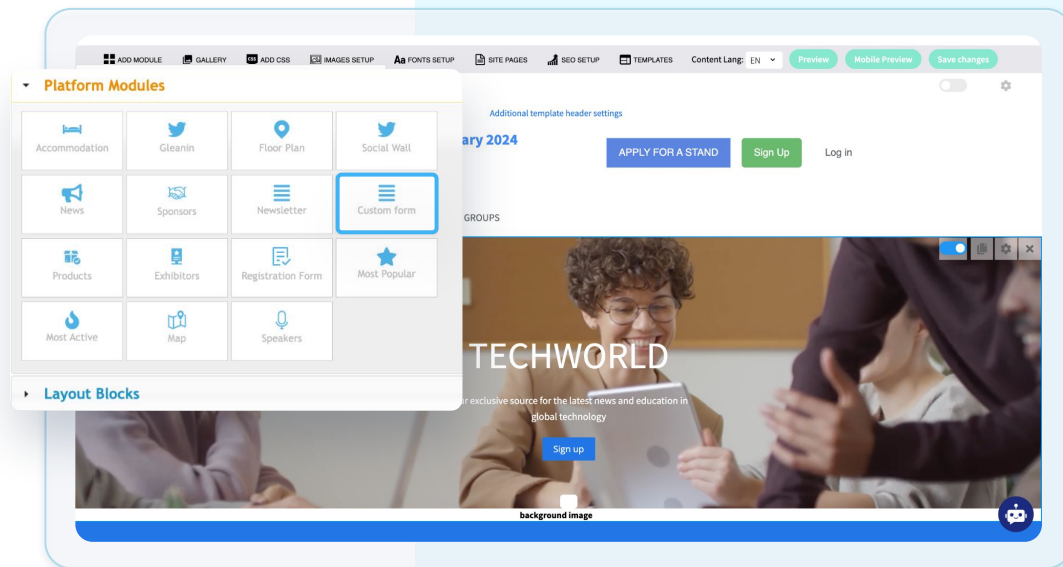
Modules missing in New Builder that were present in Legacy Builder

3. Adding Banners (Content Blocks)

Feature Use in Legacy : Clients were able to add multiple banners to custom pages, so that they can showcase different content and promotions to end users at set intervals.

Where can you find this block?
Legacy builder → Content Blocks
(/admin/template/builder)

JIRA LINK

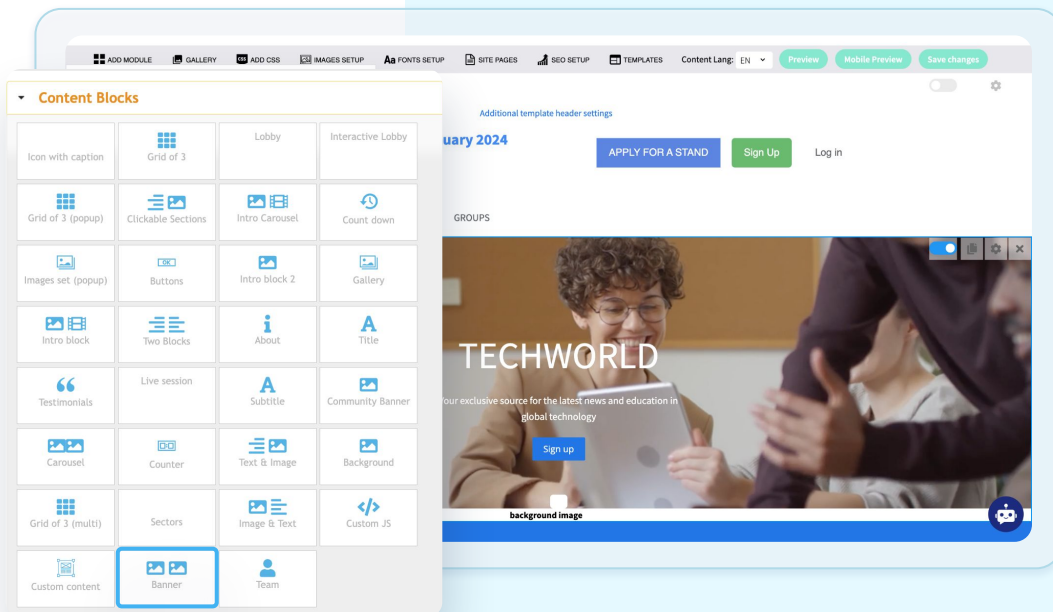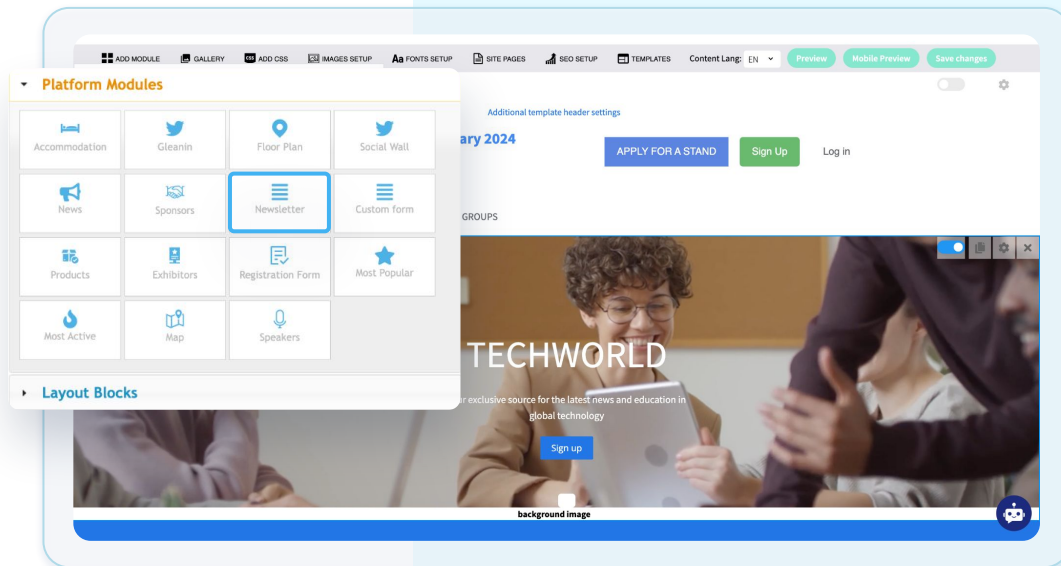# Modules missing in New Builder that were present in Legacy Builder

4. Newsletters

Feature Use in Legacy : Users were able to add their names, surnames and emails to subscribe to the newsletter from website

Where can you find this block?
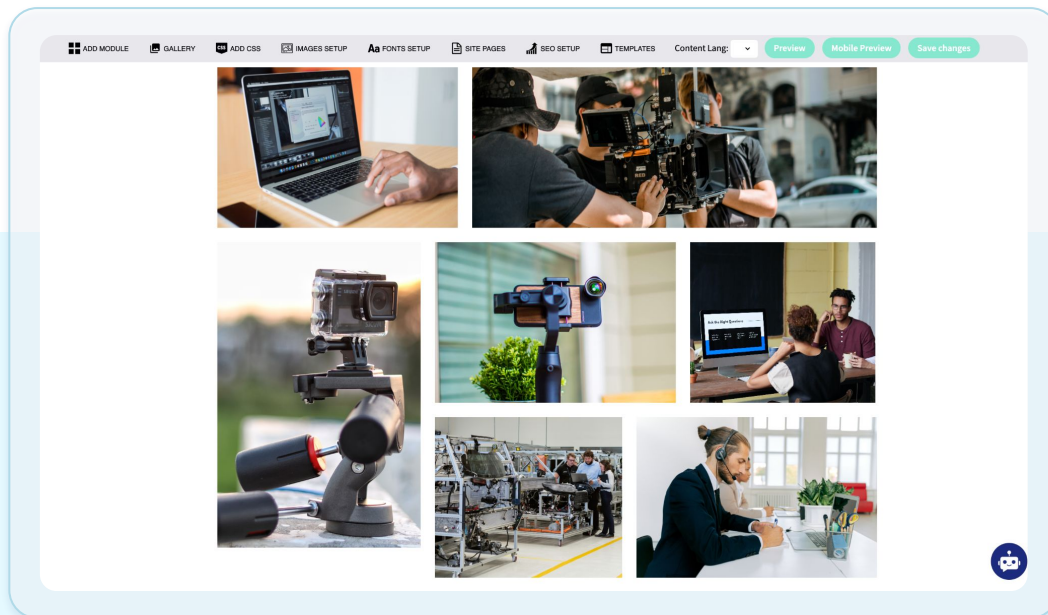Legacy builder → Platform Modules (/admin/template/builder)

JIRA LINK

Modules missing in New Builder that were present in Legacy Builder

5. Images Asset dimensions

Feature Use in Legacy : Clients were able to crop the images while adding assets.

JIRA LINK

EP EXPOPLATFORM

Modules missing in New Builder that were present in Legacy Builder

6. Mail to link in buttons block

Feature Use in Legacy : Clients were able to add direct "mail-to" link in a custom html block, so that users can just click on the "mail-to" link to directly email.

Where can you find this block?
Legacy builder → Content Block (button block) (/admin/template/builder)

JIRA LINK

New Builder

Button

- ● None
- ○ Page
- ○ Web address
- ○ Sitemap
- ○ Anchor
- ○ Registration/Sign in
- ○ Attach file

No link
Choose from the list of options to add a link to your element

Cancel   Save

Legacy Builder

Edit Link

Custom form
Select custom form

Title
Send a message

Role
None

URL:(full address including http://)

Pages   Files   mailto:sales@vinexposium.com

New window ☑

Ok   CANCEL

Additional things that can be achieved with the help of design/front end team

- Can add animation to the site

- Develop the design of custom blocks or pages if necessary

- Improve the design of an already created site by the Clients or TAMs

- Stylize the site in unique branding

- Can make hero video at the top of the homepage or for different blocks, and other custom pages

Examples - https://vinexpoasia.com/newfront ,https://dubai.worldofcoffee.org/ ,worldbulkwine.com
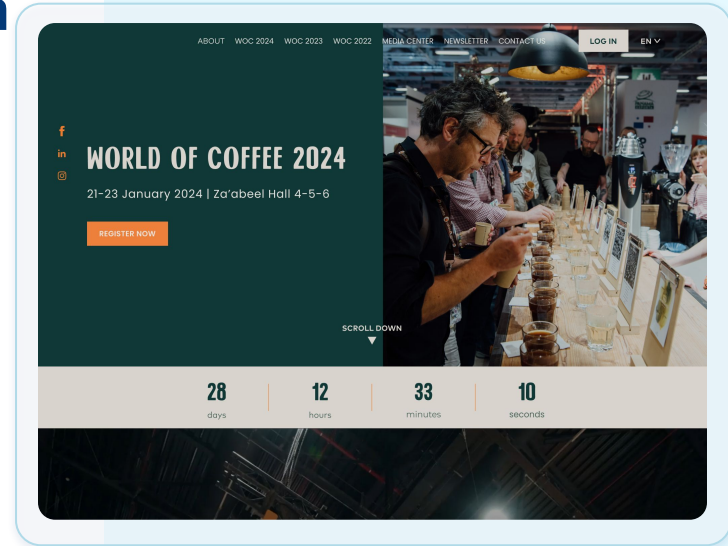
Guidelines for designing websites for customer

	Design services included when upgrade is purchased	Design services included with purchase of website builder
Initial creative design from our Design Team included?	YES	NO
Starting point for website	Design team using website builder + coding	TAMs (or client) using website builder to add blocks
When does Design Team review website?	During their design process	Once TAMs (or client) have built what they can with the website builder, Design Team will check colors and images, and will beautify the site
Limit on changes that are included	2 rounds of changes	Maximum of 3 hours of Design Team work per client website

Help Article

Key Takeaways/Links

01 New Builder has a new and improved UX clients should be suggested to start using over legacy

02 For a current transition, we cannot clone website from Legacy

03 Please set up the new environment for new clients by following the **instructions**

04 Here is a list of all important **Features** that are missing in new builder, some of them are in progress and others eliminated

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Thank you!

Any Questions / Comments?