

Data Performance for your next best event

UFI Global Congress, Oman

Vasileios Papadopoulos, Managing Director
Wilbert Heijmans, Partner and Chair

 info salons

Info Salons Group

90 staff / 100 clients / 300+ events annually

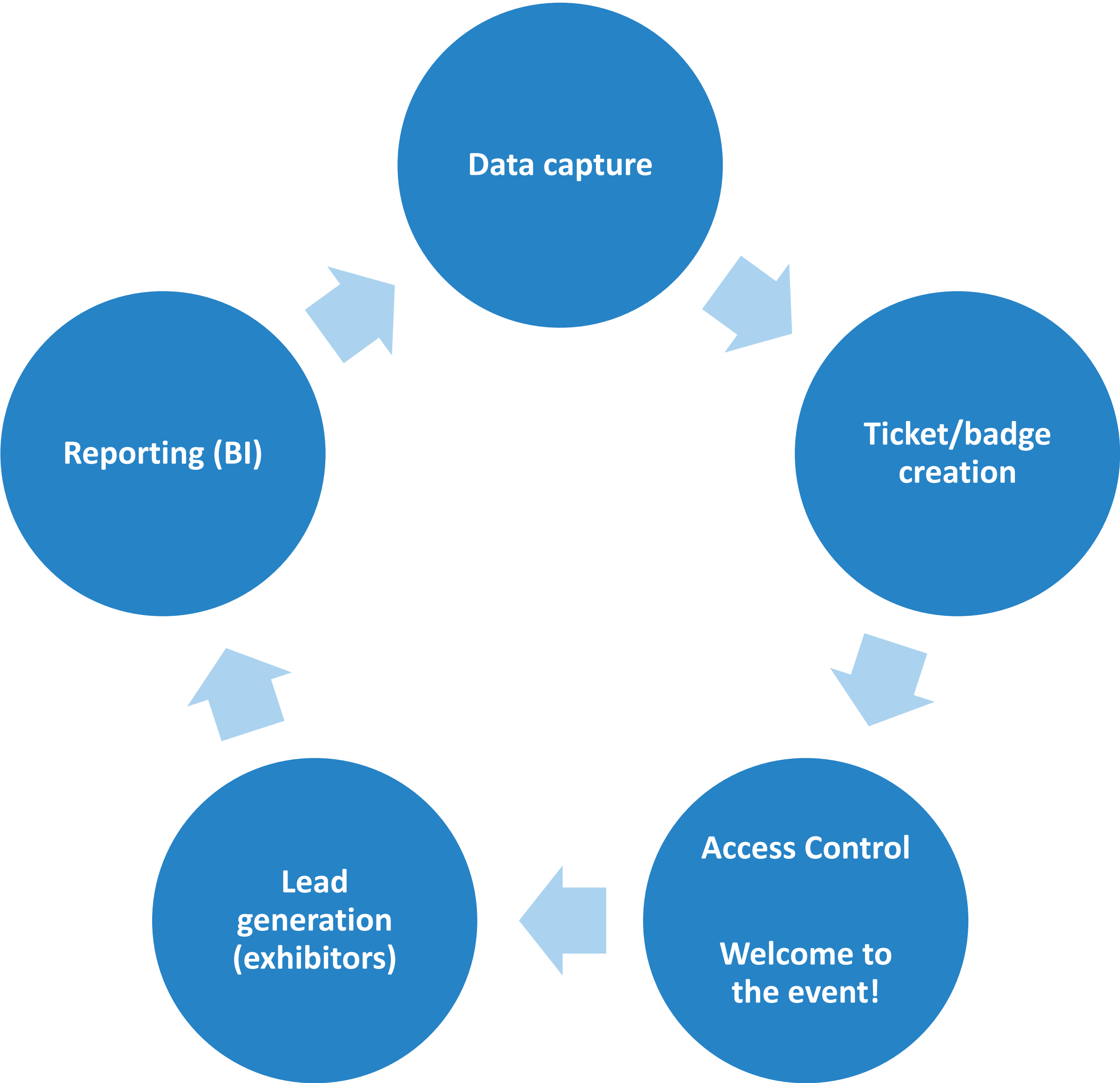
MENA region: HQ Dubai, UAE

GRS + Wilbert Heijmans: Info Salons MENA (Dubai office)

China + SE Asia: HQ Shanghai

MBU

Info Salons Services



Data Capture

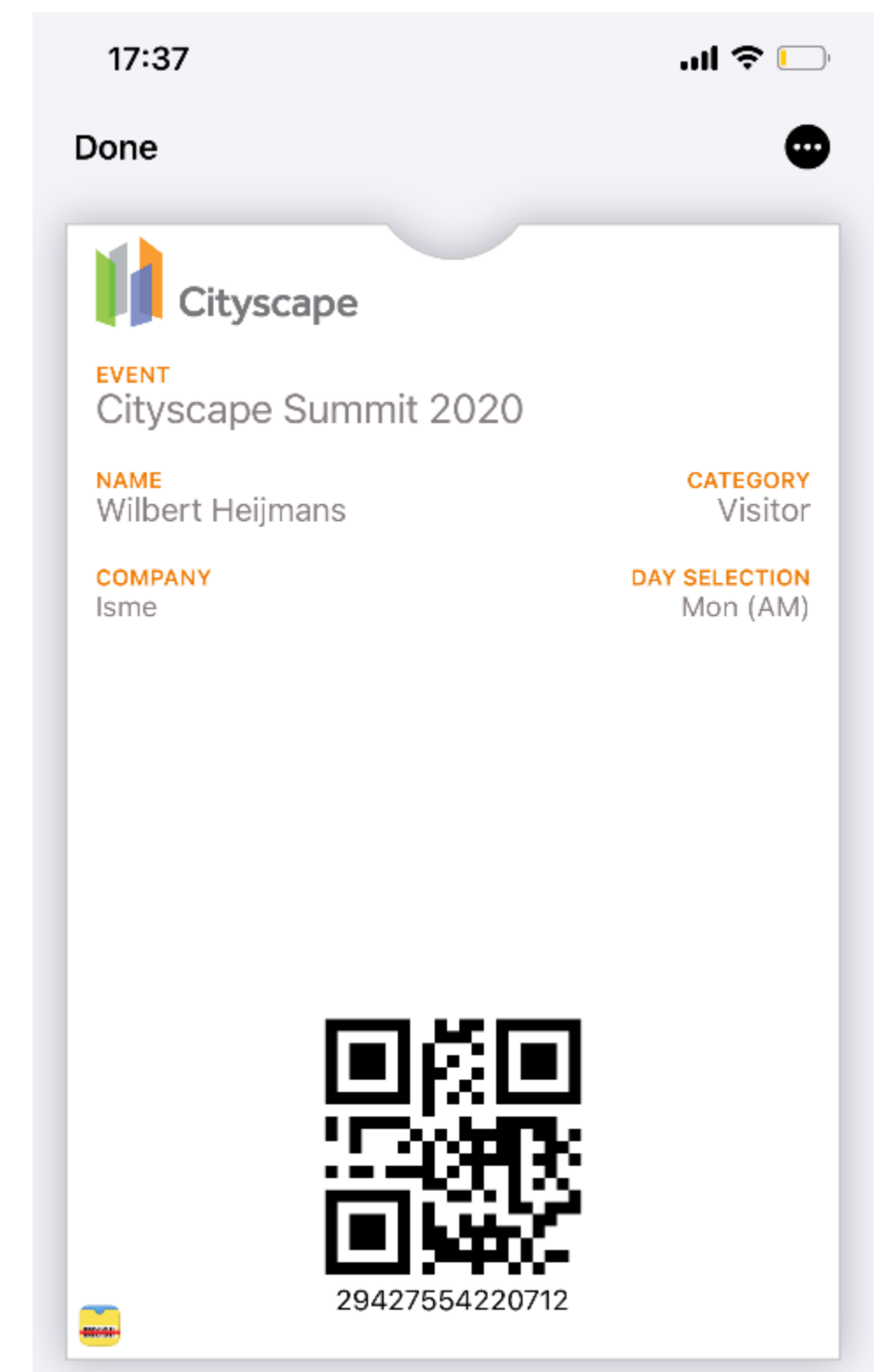
Online pre-event / Online during the event

SaaS model
Bespoke

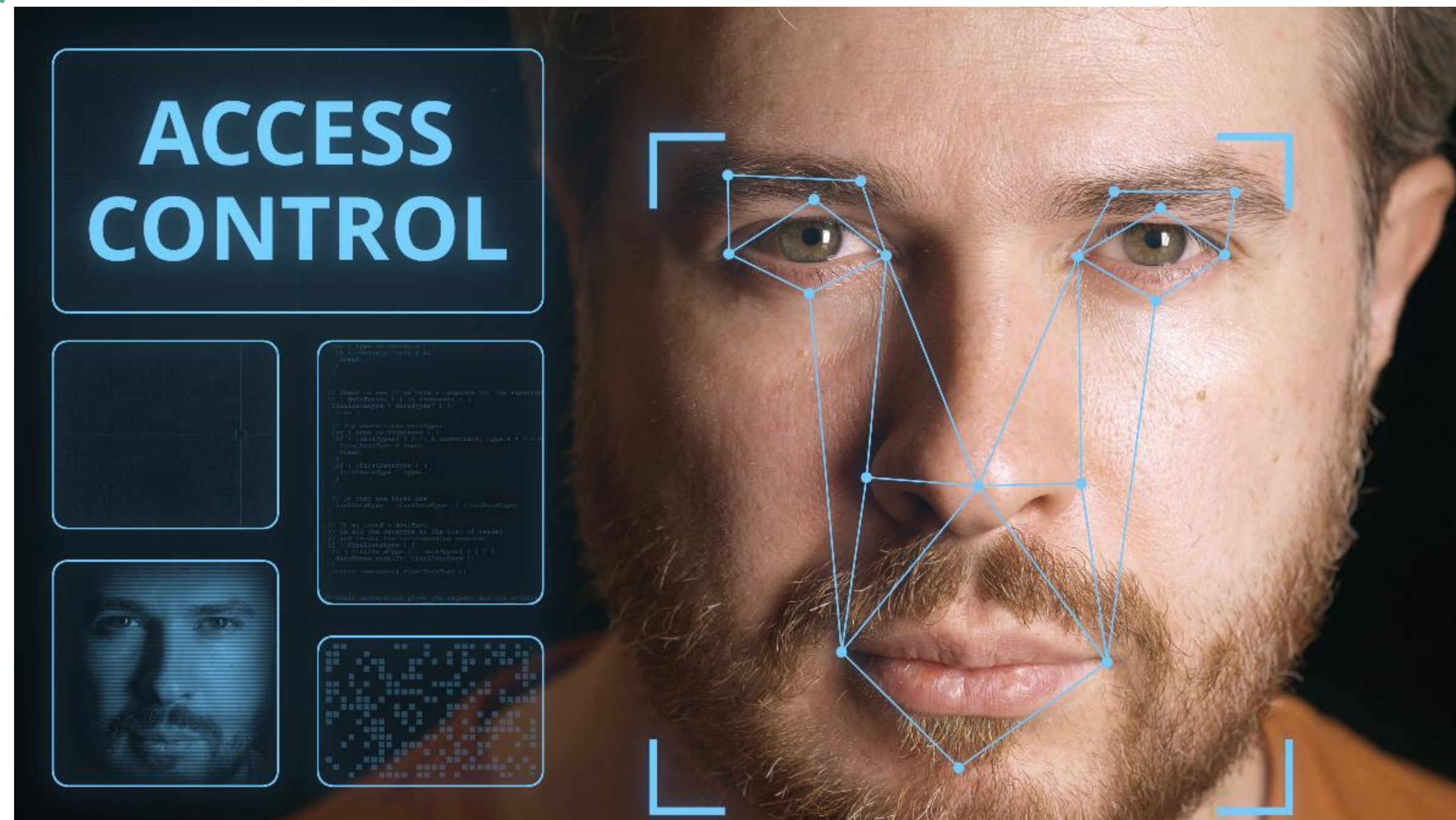
Organiser's CRM systems (API)



Ticket / Badge



Access Control



Facial Recognition

Traditional Badge Scanning

Beacons

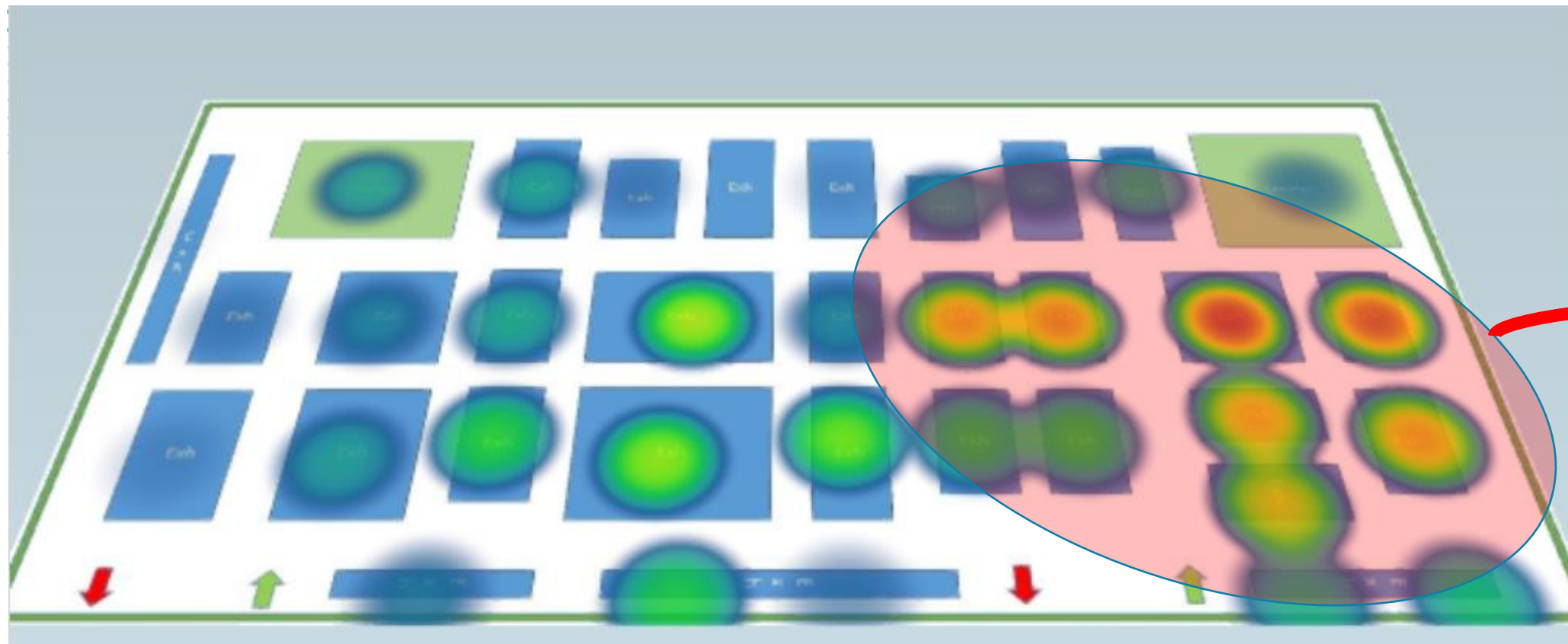
NFC/RFID

Attendee Tracking

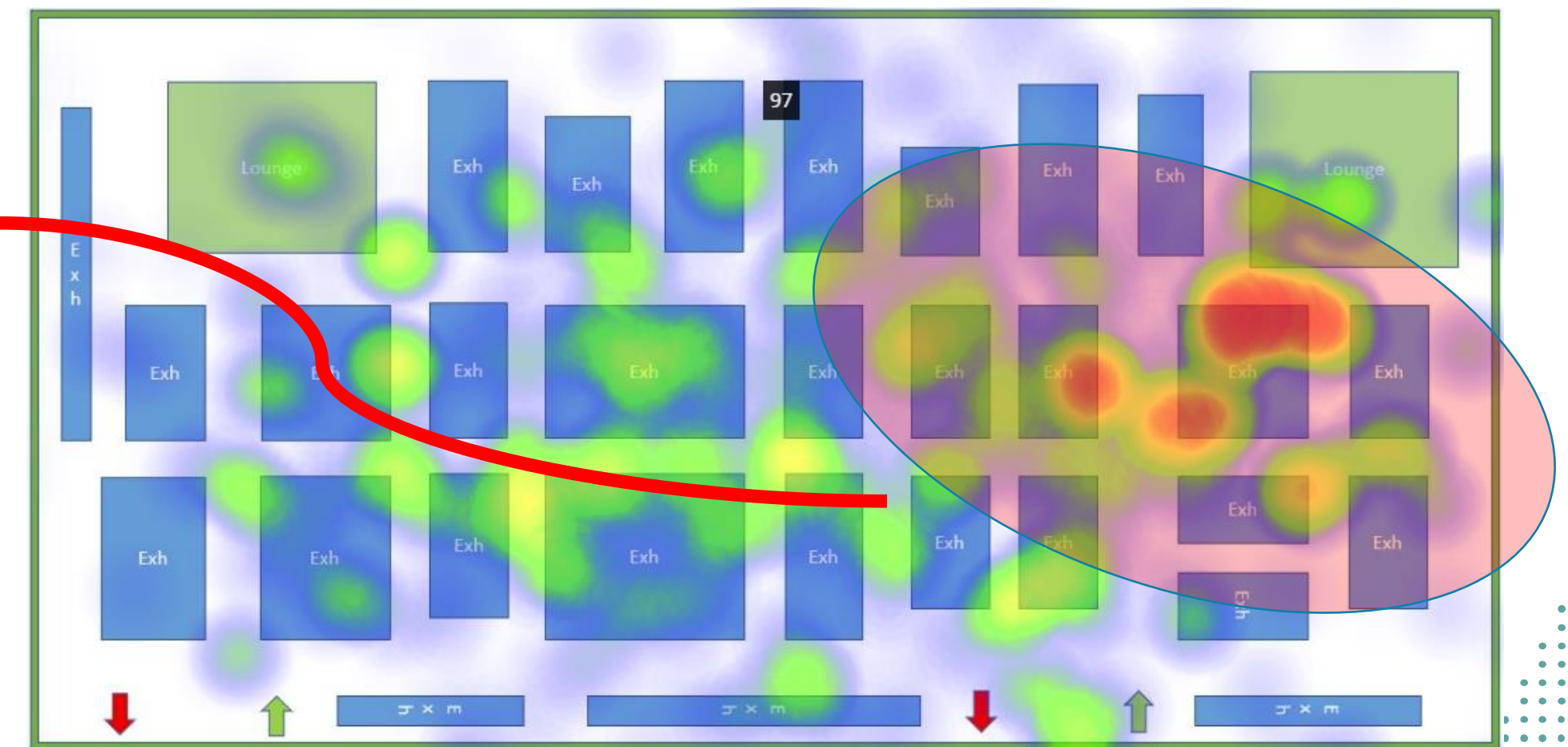


VISITORS ENGAGEMENT

8

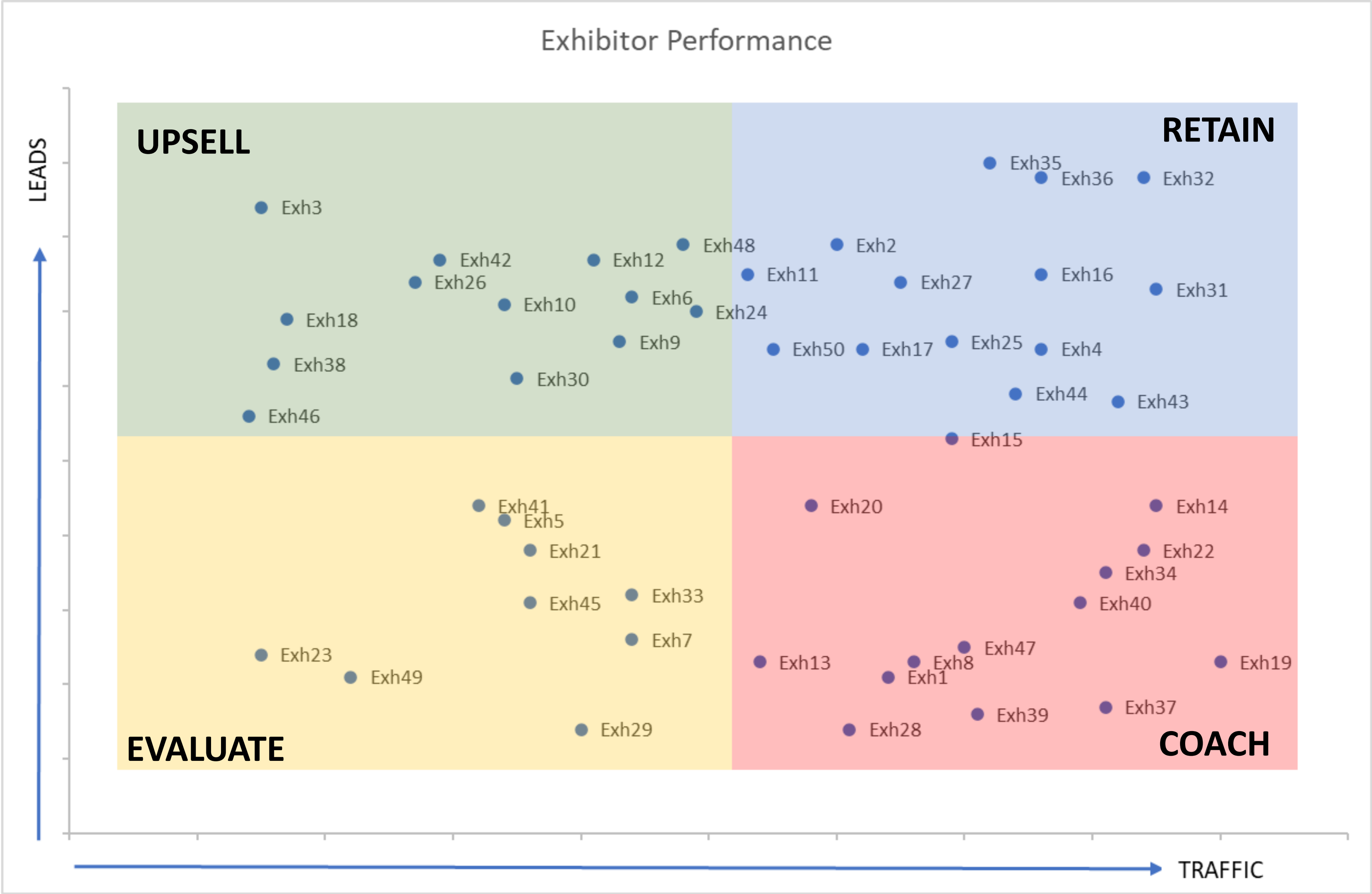


Leads heatmap
by badge scanning



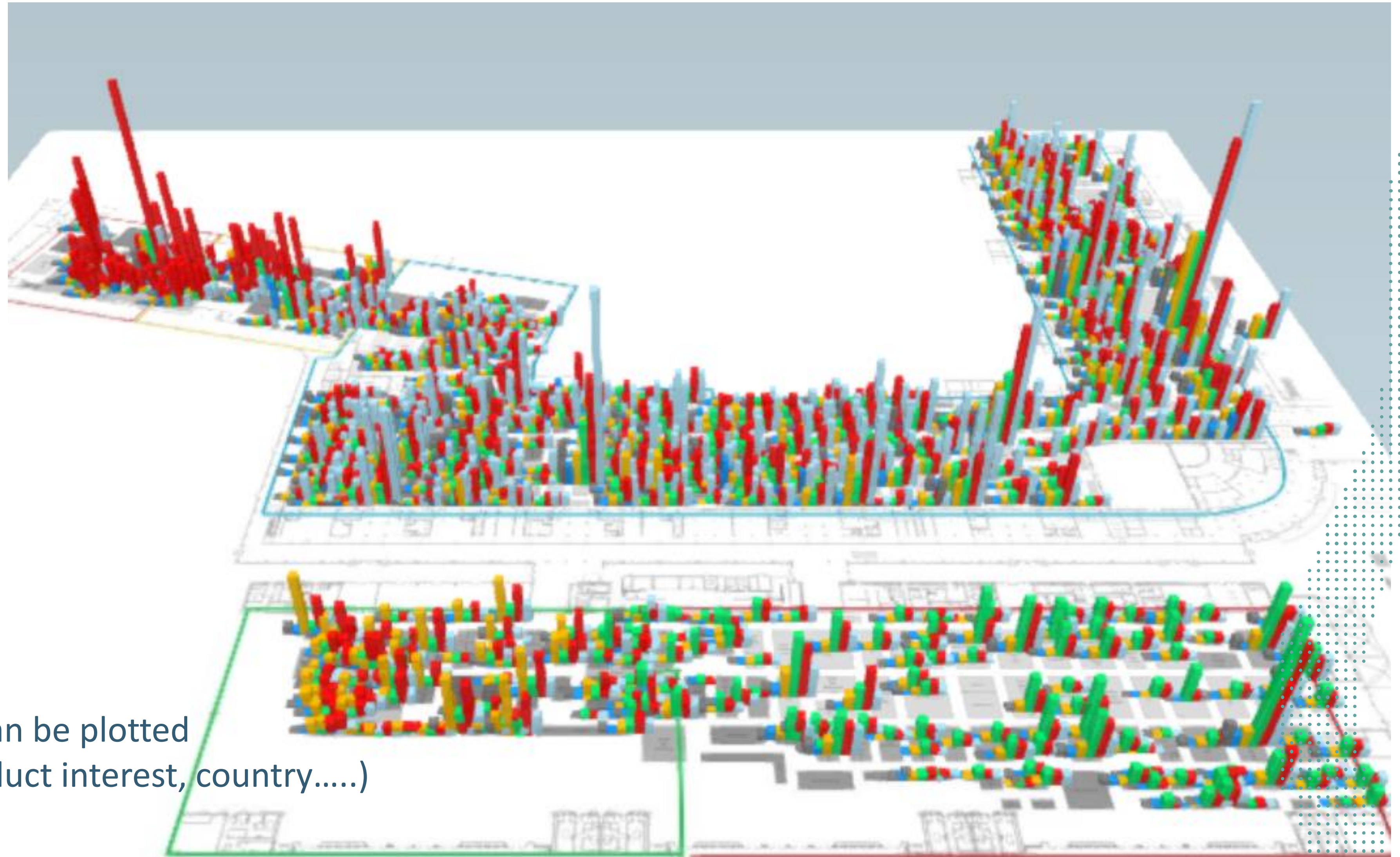
Visitor flow heatmap

PERFORMANCE QUADRANT

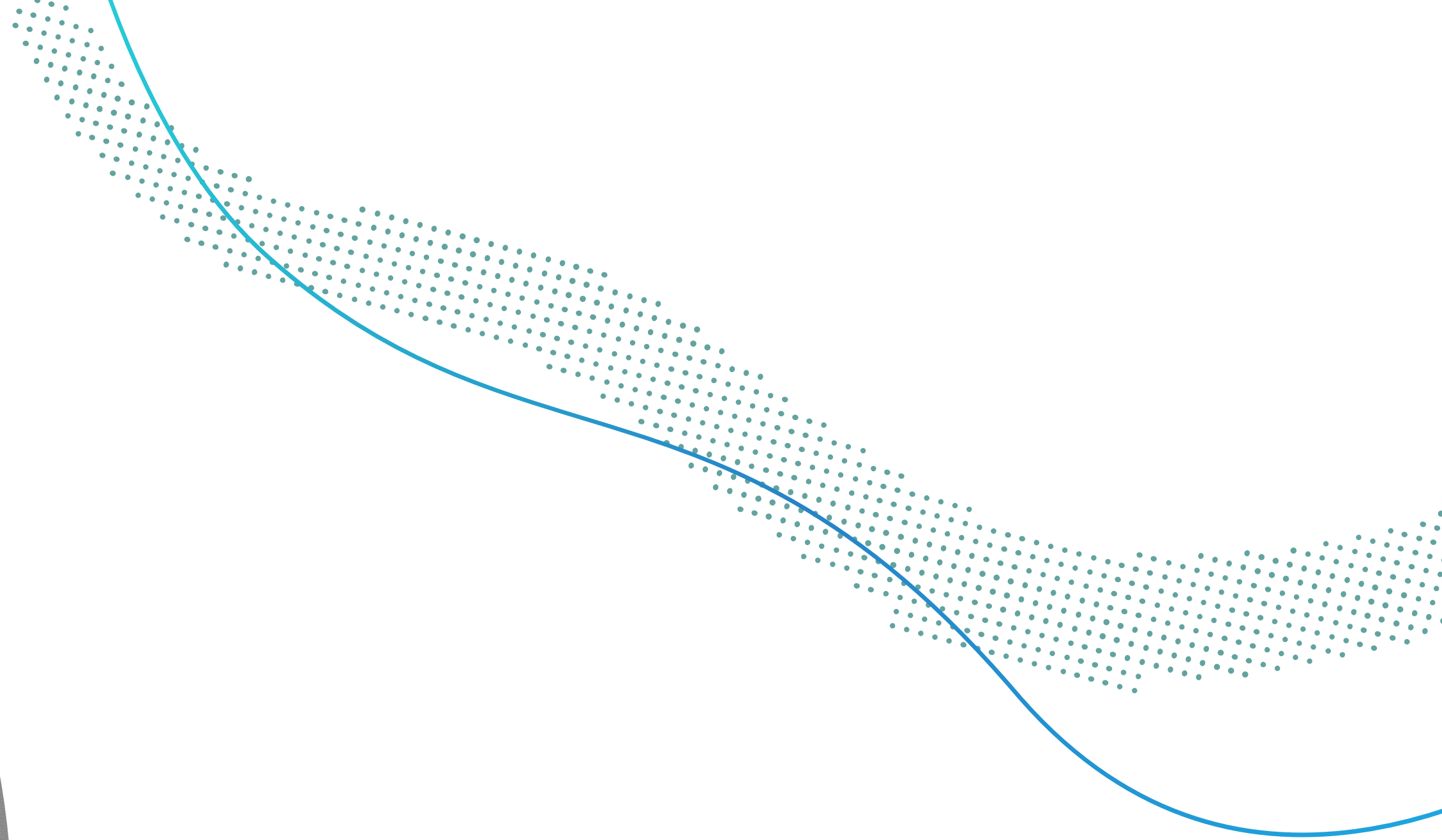


FLOOR ENGAGEMENT

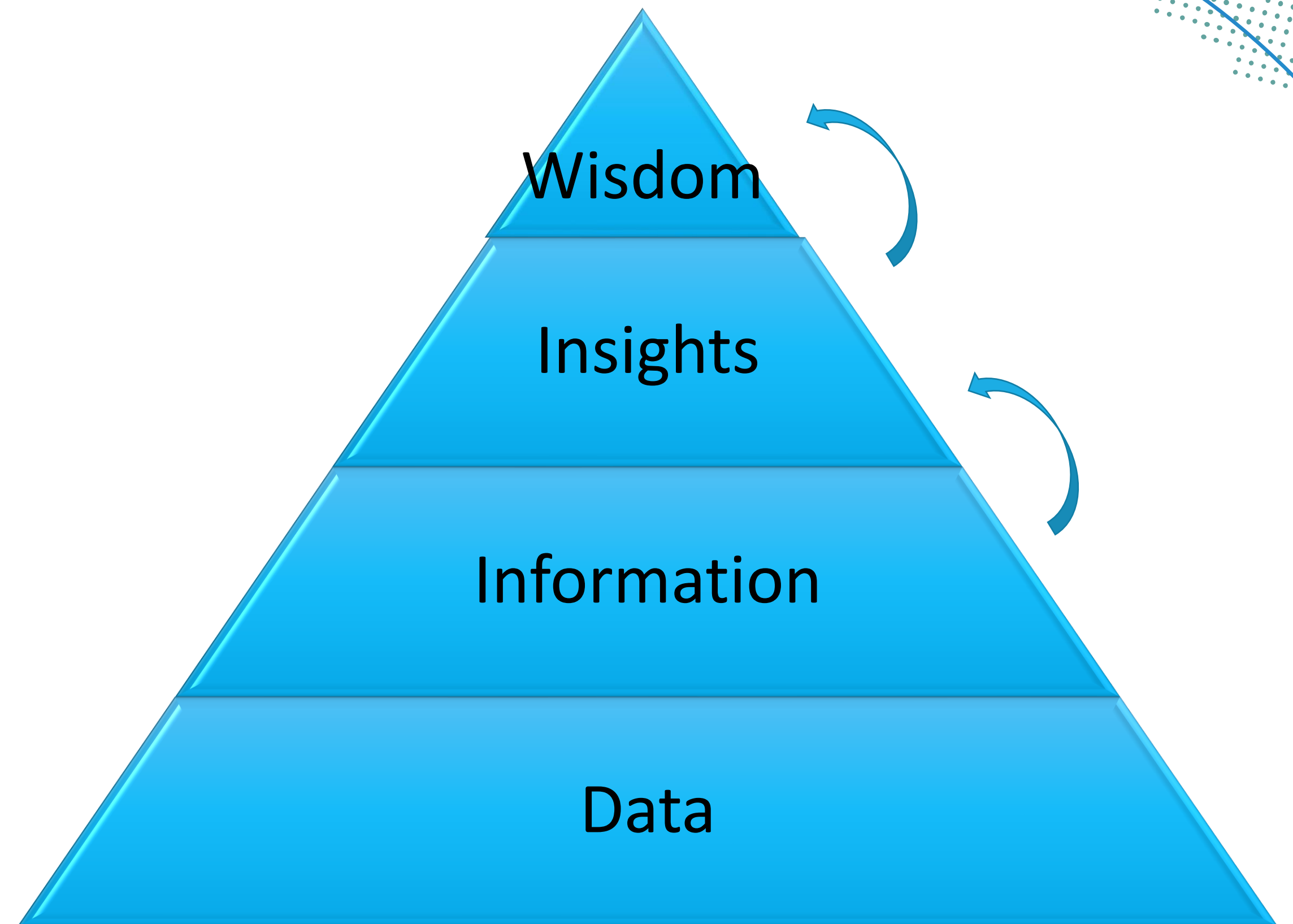
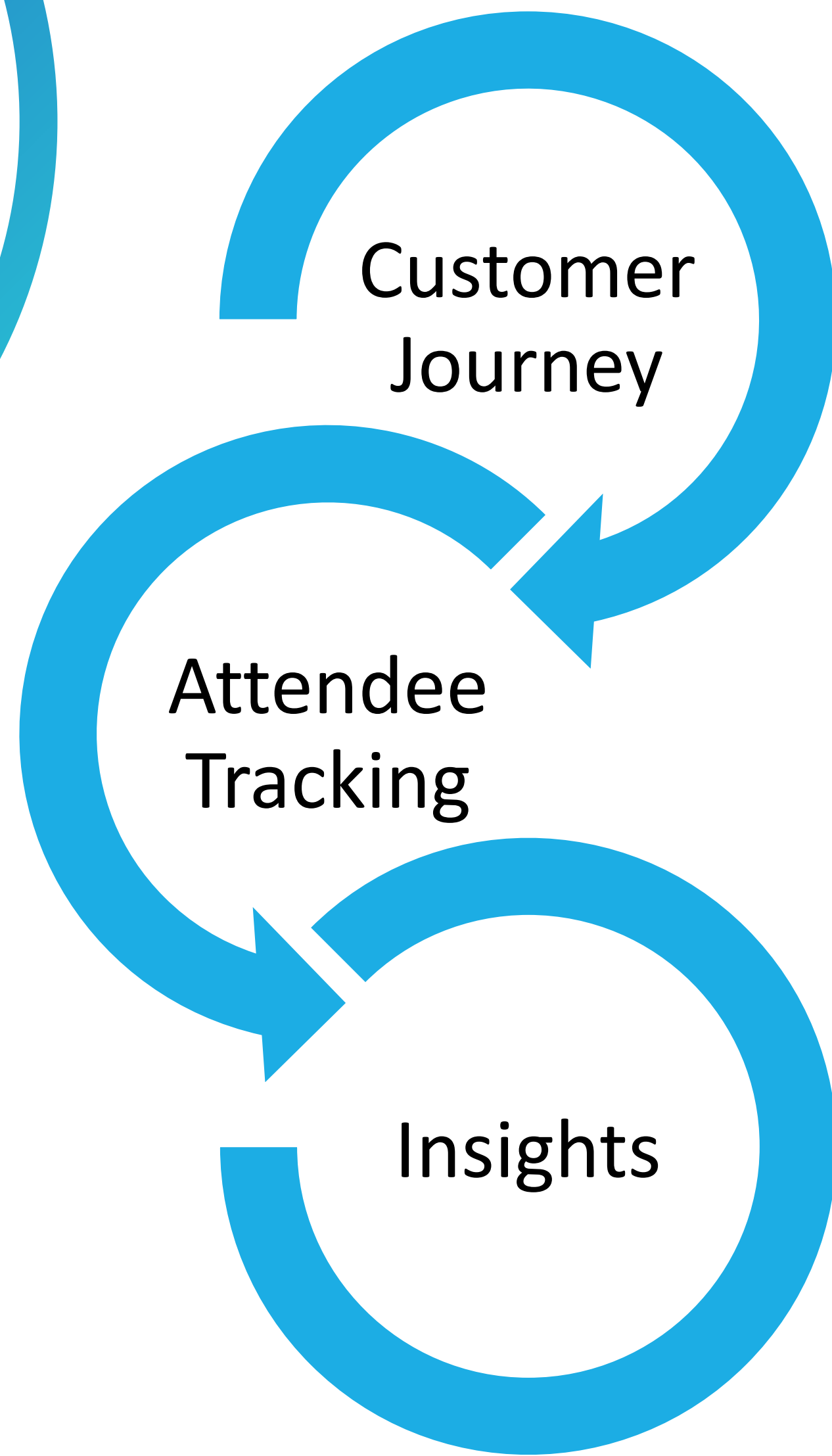
10



Registration questions can be plotted
(nature of business, product interest, country.....)



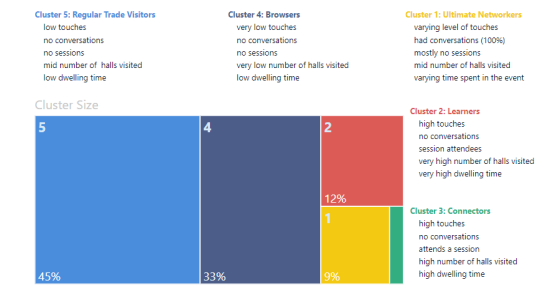
SO WHAT?



Wisdom?

Understand your attendees

Create personas / data driven
learners, connectors, browsers, traders...
understand the function of your event better



Predict their behaviour

Intendees => attendees

Steer the behaviour

Better matching, optimize lead follow-up, tailored
notifications

Cluster 5: Regular Trade Visitors

- low touches
- no conversations
- no sessions
- mid number of halls visited
- low dwelling time

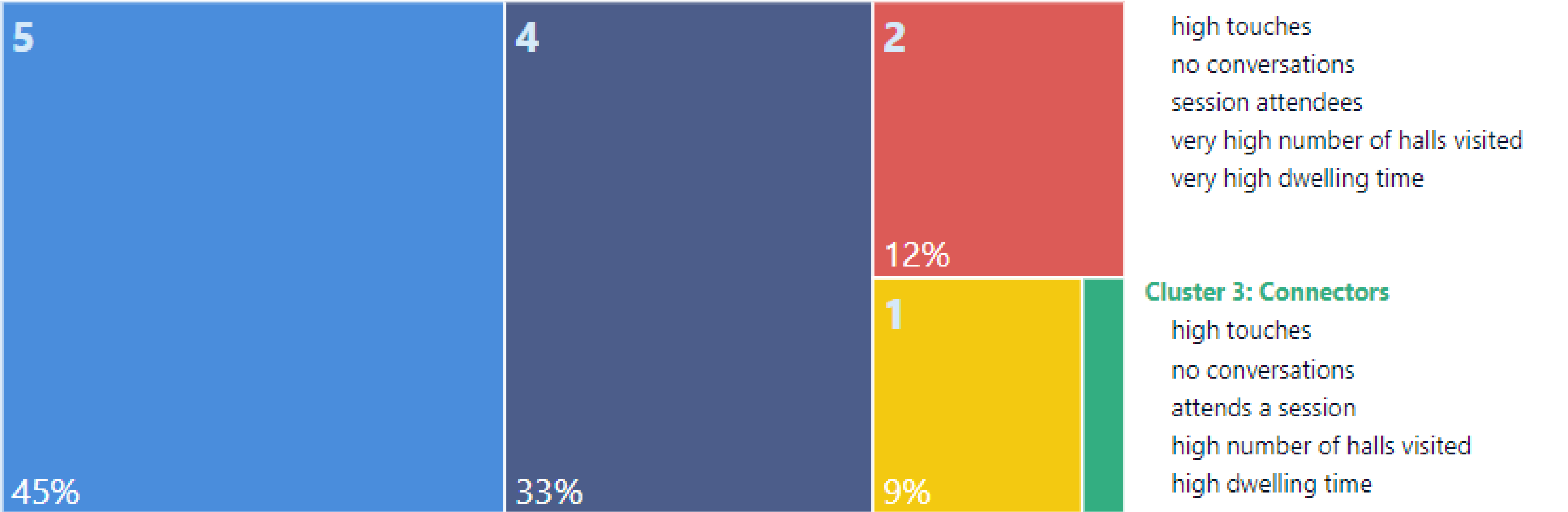
Cluster 4: Browsers

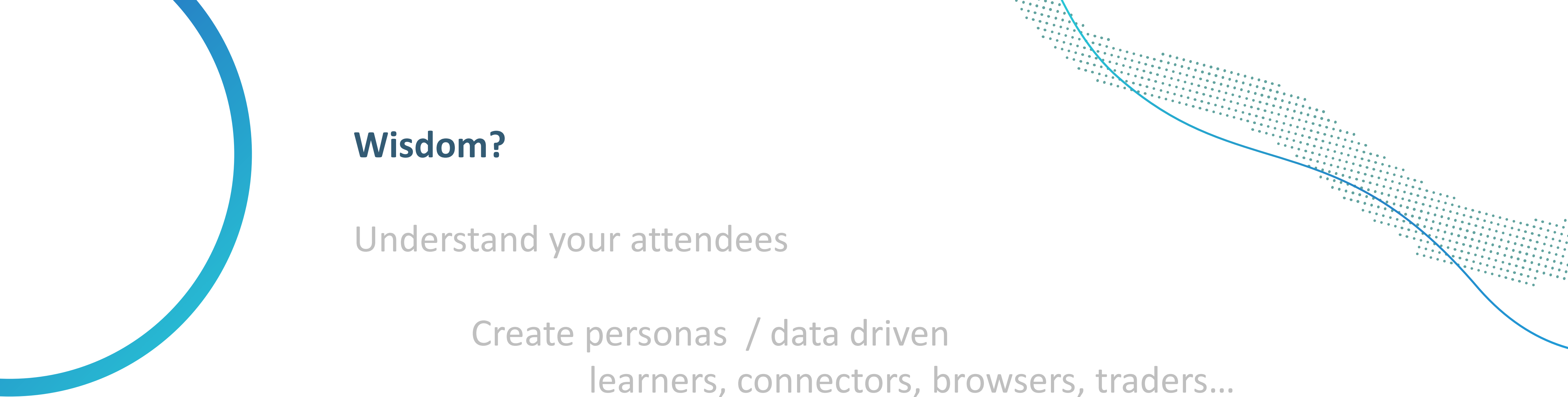
- very low touches
- no conversations
- no sessions
- very low number of halls visited
- low dwelling time

Cluster 1: Ultimate Networkers

- varying level of touches
- had conversations (100%)
- mostly no sessions
- mid number of halls visited
- varying time spent in the event

Cluster Size





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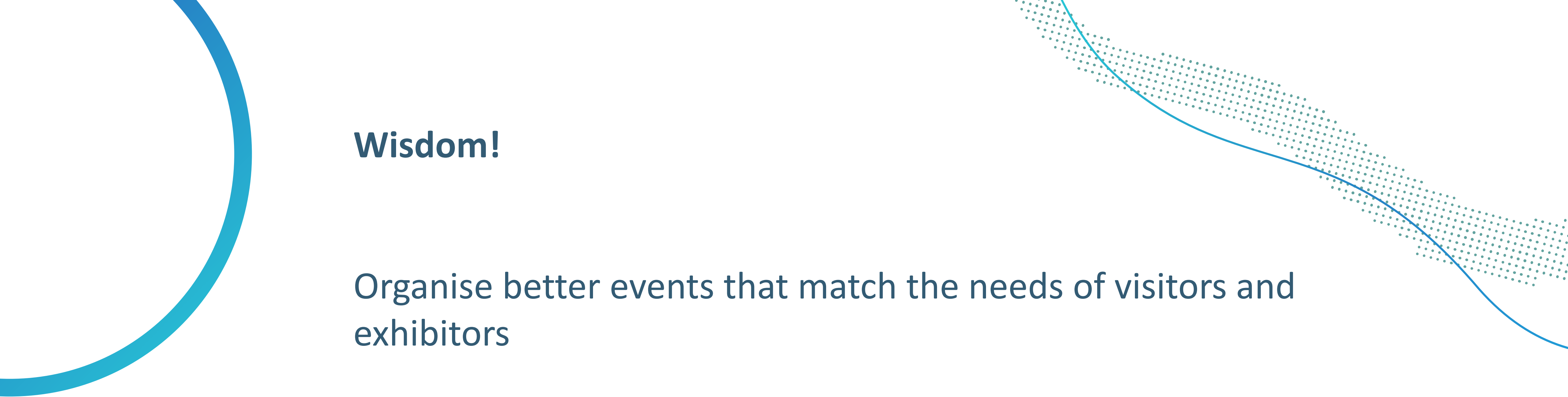
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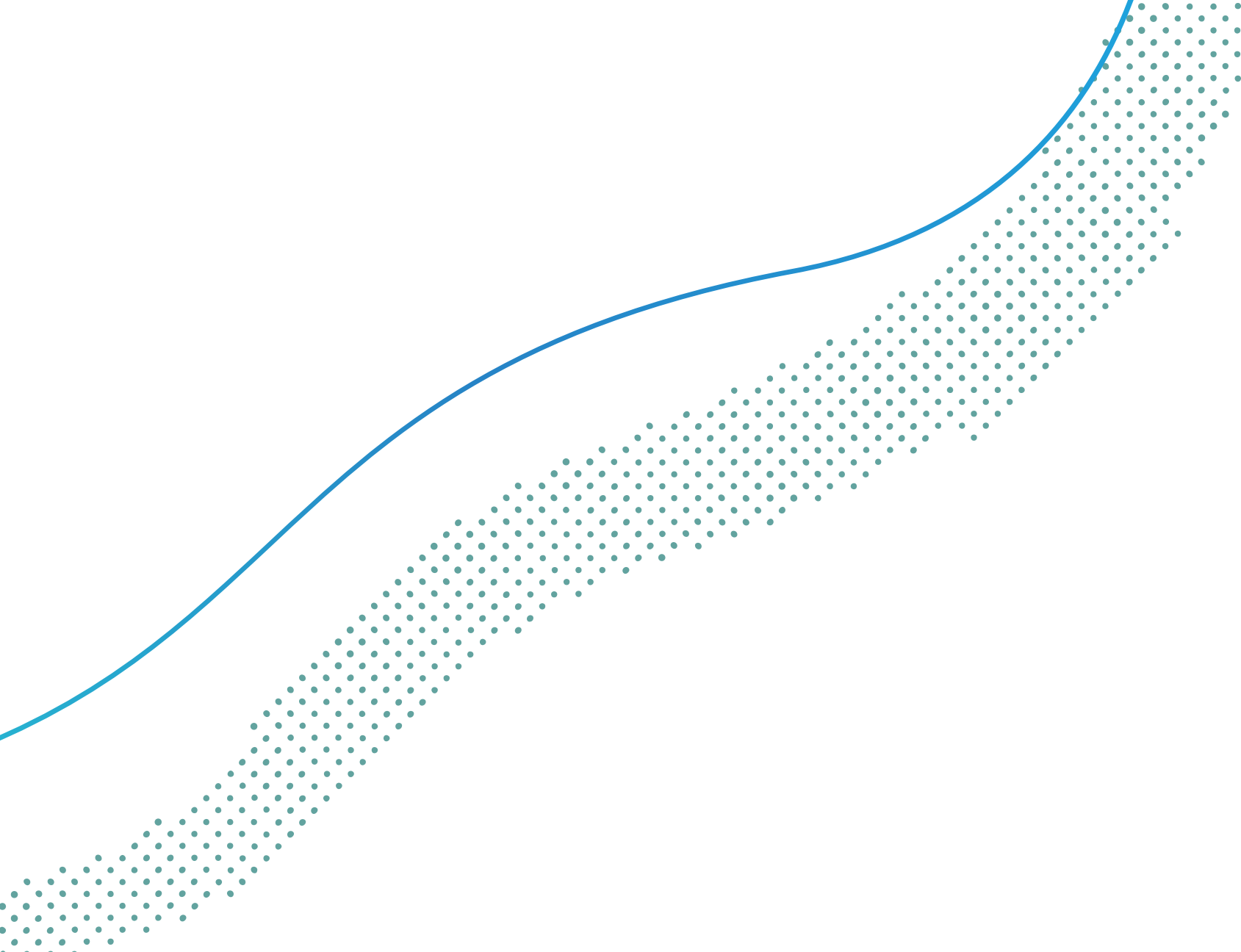
Better matching, optimize lead follow-up, tailored
notifications, one-on-one marketing campaign



Wisdom!

Organise better events that match the needs of visitors and exhibitors

Better ROI for exhibitors, better ROM for organisers
most important better ROX for all participants



QUESTIONS ?

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