

**Lecture** Friday | July 6<sup>st</sup>, 2018 | 11:00 a.m. – 11:45 a.m.

## ***Gunnar Heinrich***

*Adventics GmbH*



### ***Best Practice: Sales***

#### **Lecture Title:**

“Digital Transformation in the Exhibition Industry 4.0”

#### **Content of the Lecture:**

“AI, Big Data, Blockchain and entirely new Digital Business Models are just some of the major digital trends currently affecting the global exhibition industry. In this session Gunnar Heinrich – a long year member of the Ufi Digital Innovation Committee – is going to cover these trends. He will give a summary of the latest Ufi meetings, where he discussed these trends together with his Committee Colleagues – especially the meetings in Verona and Hannover during the Cebit and how the audience voted on these topics. So, in this session, you will have the chance to learn more about what is really going on, and how these trends can be successfully implemented into your business. There will also be opportunities to compare notes with like-minded colleagues– time to share, to benchmark, to debate...”.

#### **CV of Gunnar Heinrich**

After several years in management positions at consulting companies and global exhibition organizers Gunnar was co-founder of adventics, a management consultancy and service provider dedicated to "Innovation for the Exhibition Industry". Together with his experienced adventics colleagues he is working exclusively for the international exhibition industry. With his international track record in the areas of CRM, Visitor Value and Innovation Management he helps CEOs of global organizers to achieve their growth targets, drive the change towards a customer centric organization and manage the implementation of a successful digital business.