

Workshop: Wednesday | July 5th, 2018 | 14:30 – 16:00 p.m.

Klaus Friedrich Meier

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Best Practice: Innovation

Workshop Title:

“Practical Examples - How “digital” makes “analog” possible in the first place”

Content of Workshop:

With ever increasing social media hype, how can "digital" and "analog" complement each other at an exhibition?

What is the measurable result at a live event?

How can the participant experience at a trade fair be improved by digitalization and easy access online? Which new profitable concepts could arise from digitalization?

Is the digitalization the end of the existence of traditional exhibitions?

How much digital offer does the customer journey at a trade fair, congress and event do?

How is the customer experience at a trade fair, conference or event improved by digitalization?

We will wrap up the day by working in groups to find the answers to these questions and work on practical guide-lines on how to implement “digital” wisely into the exhibition world.

CV of Klaus Friedrich Meier

Klaus Friedrich Meier is Business Development Manager at Converve, one of the world's leading event and networking software companies. He holds a degree in Business Administration and has been in the exhibition business in different positions at Reed, Messe Frankfurt and koelnmesse. After a period in international trade, he moved to the IT industry as head of various visitor management solutions for the trade fair and congress industry. Wherever he worked the focus was on database-based marketing in the B2B area. The range of his work was CRM-Database, E-Mail-Marketing, Newsletter-Marketing and the enrichment of databases in order to be able to increasingly individualize the approach to the customer, until digitalization changed the game from an advertising- to a content-driven approach. With the further development of the various visitor management solutions, Meier has already made a major contribution to the digitization of the exhibition industry: online ticketing and voucher shops, online exhibitor catalogs, automated ticket e-mail campaigns, recommendation marketing tools for the event industry as well as responsive content of newsletter depending on the interests of the visitor.