

Workshop: Thursday | July 5th, 2018 | 16:00 p.m. – 18:00 p.m.



Till Wollenberg
VestiFi GmbH, Rostock



Andreas Hanke
UCOPIA, Paris

Best Practice: Sales

Workshop Title:

“How to employ usage data from your WiFi to boost marketing and sales”

Content of the Workshop:

Fair visitors get digital just as consumers in general do. Nowadays, most people carry at least one mobile device (e. g. smartphone, tablet) with them. Regardless of whether they actively use your wireless network (WLAN, WiFi) or just carry their WLAN enabled device with them, they deliver valuable information to your wireless infrastructure. The workshop will shed light on the different technical possibilities which WLAN offers. Building on that, we will work out how to employ WLAN usage data to enhance marketing and sales in the exhibition industry.

CV of Till Wollenberg

Till Wollenberg is co-founder and managing director of VestiFi GmbH. He holds a diploma in computer science from the University of Rostock. Before founding VestiFi, Till has worked as member of the Research Group on Information and Communication Services at the University of Rostock. His research was on wireless networks with emphasis on empirical modelling. Till published different papers on the topic of wireless networks and will submit his PhD thesis on wireless channel utilization in 2018.

In 2016, Till co-founded VestiFi, a startup that helps to solve WLAN problems in corporate environments by using an innovative sensor device. During the first business years, Till and his team earned different awards and built a reputable customer base. Their customers include the German Bundesliga football club 1. FC Köln, the leading European port and transport logistics

company Hamburger Hafen und Logistik AG (HHLA) and the Catholic University of Eichstätt-Ingolstadt. Currently, VestiFi starts the international rollout of its services.

CVs of Andreas Hanke

Andreas Hanke is Pre-Sales Consultant at UCOPIA and responsible for Central Europe. As Europe's market leader, UCOPIA offers solutions for monetizing WiFi infrastructures and generating commercial benefits in wireless networks. Andreas supports end-customer and resellers in business-case and solution design. He has high expertise in large public venue projects, especially exhibitions.

Numerous cities and municipalities are using UCOPIA to operate their WiFi. Even industrial enterprises, banks and insurance companies are relying on the solution to manage WiFi access for their guests and staff. In addition to WiFi connection management, the portfolio comprises solutions for assessing user behavior for marketing and business development or controlling and conducting promotional campaigns on the WiFi.