

Lecture Wednesday | June 6th, 2019 | 10:30 a.m. – 11:15 a.m.

Sophie Holt

Global Strategy Director at Explori



Rethink the Matchmaking Strategy

Lecture title:

“Making Connections. How are visitor and exhibitor expectations changing and why is this important?”

Content of the lecture:

With reference to The Global Visitor Insight project, Sophie will explore what the world’s biggest ever study of visitor experience can tell us about the importance of face-to-face connections between visitors and exhibitors. Where should organisers be placing their focus and what tactics are likely to prove most effective today and in future?

CV of Sophie Holt

Sophie is an experienced event marketer who has worked with a number of respected B2B and B2C organisers. Over her career, she has launched 11 trade and consumer events in sectors as diverse as healthcare management, fitness and gaming.

Sophie has first-hand experience in the power of customer insight to shape event strategies that deliver sustainable growth. She is passionate about the role of customer experience in the future of exhibitions.

She regularly authors white papers and opinion pieces for the industry press and association bodies including the Global Visitor and Exhibitor Insights Reports for UFI and FaceTime research for the AEO.

Prior to joining the exhibitions industry, Sophie worked in PR and events client-side, with a number of well-known brands including Avon Cosmetics and Toyota.