



Event Details

Visitor Tracking – Optimize Your Event Concept With Digital Technologies!

Date	Time	Location
March 4, 2020	14:00 - 14:45	Convention Hall 7.1a, Auditorium New York 1

- Which digital methods are available to obtain data on the behavior of visitors at trade fairs and events?
- How does the customer journey at an event work?
- What are the important touch points?
- Which attractions are particularly popular and are visited the longest?
- Which offers are not used or not perceived?
- How can intelligent data evaluation contribute to the success of an event?

Tags

[Customer Behavior](#) [Event Management](#) [MICE Technology](#) [Digitalization](#) [Sustainability](#)

Speaker:

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