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#Technology solutions that support **#Event #Marketing**

Data? Data? Data? - It's about PEOPLE, stupid!

Sebastian Bernt, COO & CTO

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Conference – Event – Destination – Association Management

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This is me...

... some (maybe) important facts about your speaker

- IT professional since 2001
- 8 years **Freelance Software Developer** (Universities, Aviation, Web and AV/Media companies)
- 6 years **Online Gaming Industry** (Developer, Software Architect, Head of Development/IT)
- 5 years **Meeting Industry** (CTO, COO)
- 2 years **E-Commerce** (Head of IT)
- 2 **Children** (3rd arriving in October)
- 1 **Wife**
- 500+ Employees lead as a **Passionate, People Oriented Leader**
- 150+ **Video Games** played through
- 40+ Digital products shipped as a **Customer Oriented Developer or Manager**





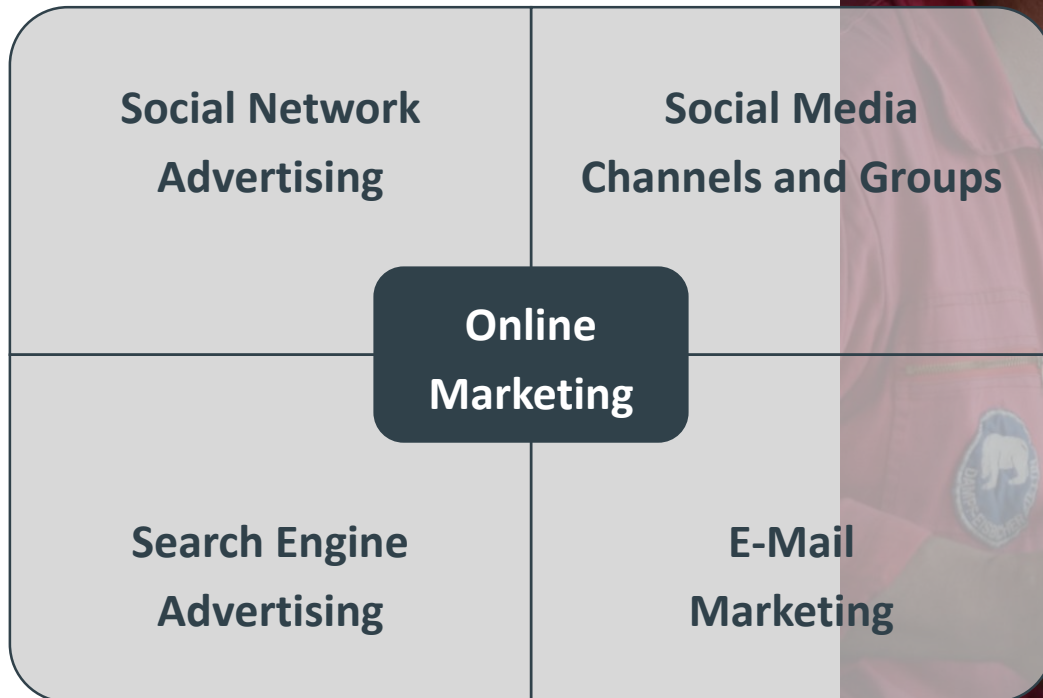
Low hanging fruits

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Captain Obvious

Online Marketing



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Okay, that was too easy

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Online Marketing Fails

Supernovae and Black Holes

The Supernovae

- Throwing money at the problem
- E-Mail Blast – literally
- Using all channels

The Black Holes

- Throwing money at the problem
- Advertise an event to a non-existing community
- Missing target (program, speakers, target groups)
- Using wrong channels





Any tech to rule the world?

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BIG DATA in small business

What? How?

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What is Big Data?

Collect, Think, Filter, Cluster!

Collect

... as much data as you can
... from many different sources

Think

... about your marketing goals
... about your actions

Filter

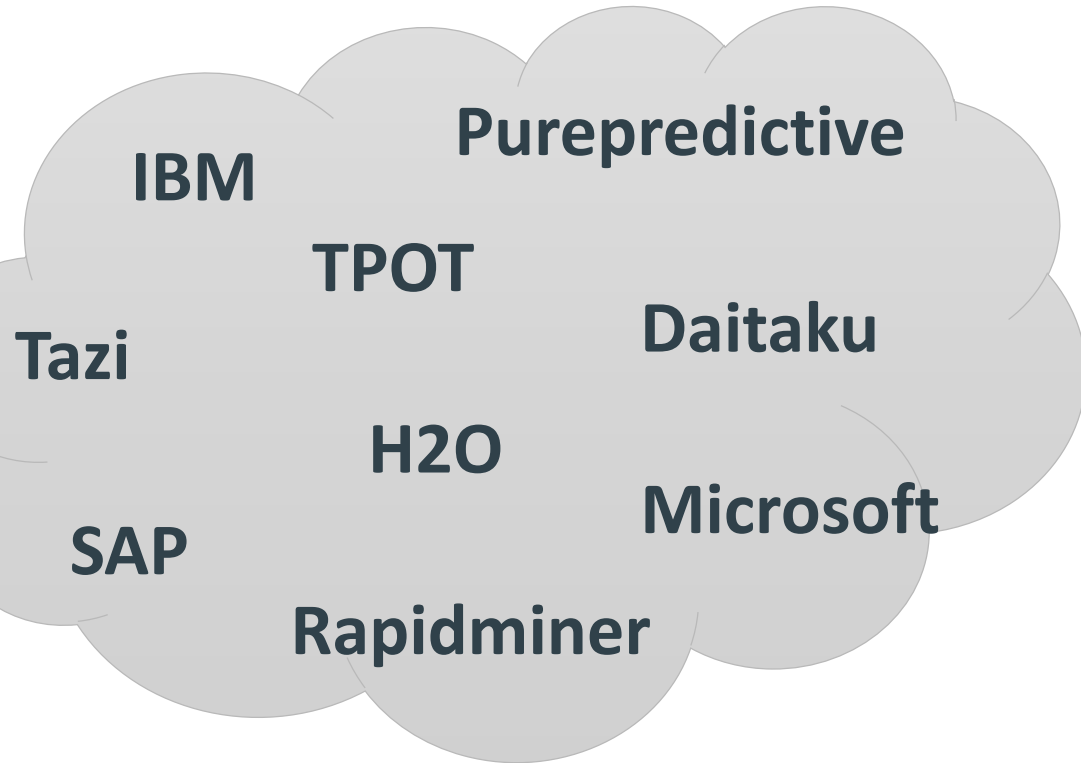
... everything, focus on your goals

Cluster

... what helps to understand your business



It's about customization
Find your right partner



... and a lot of smaller, young,
high potential companies

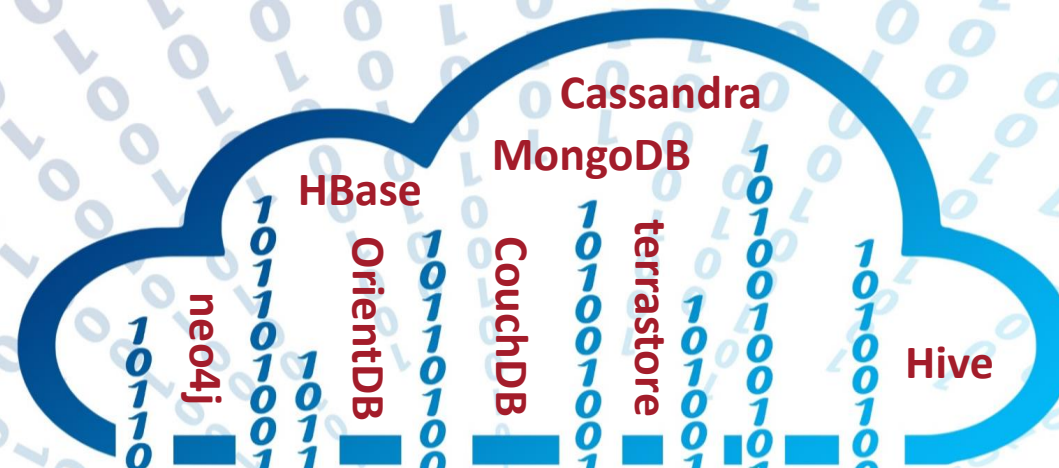


Or do it yourself...

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Collect
To the cloud



... and much more



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The Web is more than Social Networks...

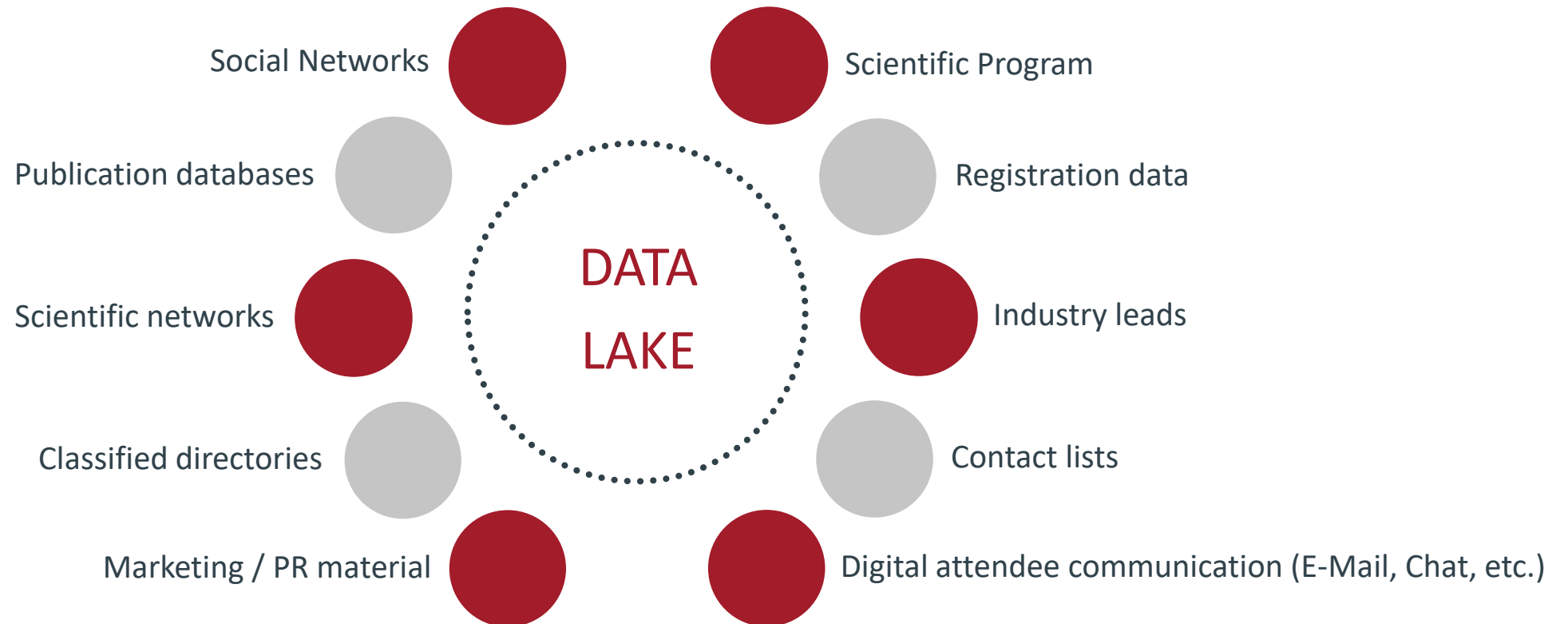


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Collect

From public and your own data sources



Think

Define your overall event marketing goals



Attract more attendees



Offer better programs



Attract influencing speakers



Being better known



Being topic of discussion



Having an impact



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Think

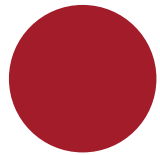
Plan your actions



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Filter (Map & Reduce)

Focus on your goals and actions



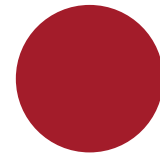
Analyze, what you have



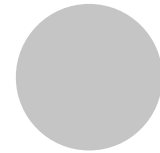
Refine filters constantly



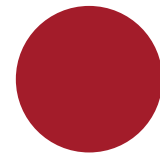
Repeat regularly



Focus on one goal per run



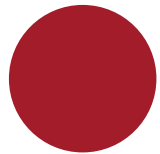
Trial & Error



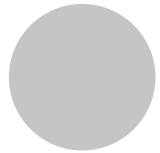
Don't give up

Cluster

Find the patterns and use them



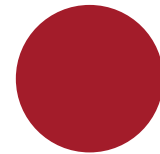
Analyze, what you got (from filters)



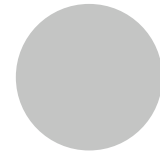
Find significant parallels



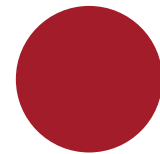
Find significant differences



Define your groups / clusters



Group your filter results into clusters and challenge your data; skip data or redefine clusters, if necessary



Use your clusters and
continue with filter refining

Use your filter results and cluster

Getting from Big Data to Business Intelligence (BI)



Define your social media ad targets much more precisely



Predict what your community is talking about in the future



Discover the future influencers in your community



Know current influencers and multipliers



Put future topics on your event agenda



Let your community discover, that you know what will be going on



Machine Learning

Self-improving Business Intelligence



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Finally, automate BI

Again, find your right partner

IBM Purepredictive
TPOT Daitaku
Tazi H2O
SAP Microsoft
Rapidminer

... and a lot of smaller, young,
high potential companies



Please, don't do THIS yourself!

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ChatBot Marketing

Automate your advertising



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Supportive ChatBots

Assist your customers

- **Feed them with FAQs and Links**
 - **Let them answer questions**
 - **Let them offer additional information**
 - **Let them direct the customers to human support**
-
- **Use them on websites**
 - **Use them in messenger services**
 - **Use them in dedicated support systems**



ChatBots enriched with BI

Future bots support, collect data and sell

- **Simplify your registration and submission processes**
- **Interact much deeper with your customers**
- **Get more data and customer insight**
- **React immediately on customer needs**

- **Combine your support, BI and sales services in one channel**
- **Reduce support effort while increasing the subjective perception of better service**





Customer Journeys

Use BI to guide your customers

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Guide them

Once you know them

1. Jump in early (e.g. with remarketing or chat bots)

2. Offer additional services during registration

3. Recommend contents during program planning

4. Recommend interesting people to meet on-site

5. Engage them to tweet, post and share

6. Maintain a relationship after events



And what about GDPR?

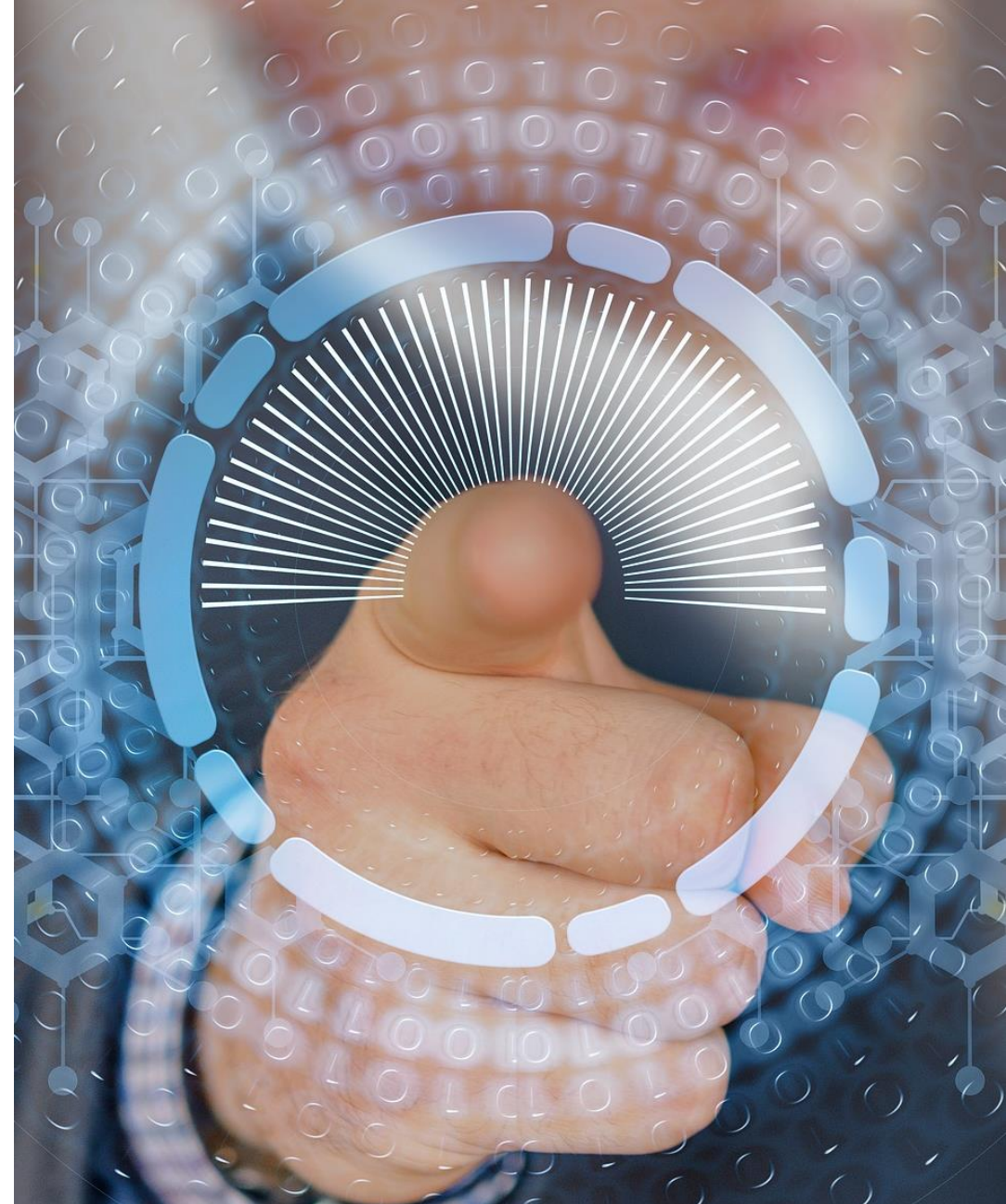
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Deal with it!

Ways to be compliant with the GDPR

- Use publicly available data
- Anonymize data
- Cluster data early (on the fly)
- **Get consent by offering benefits**
 - e.g. recommendations, CME credits, financial advantage
- **Get consent by playing with their vanity**
 - e.g. award them, give them a stage, let them stand out from the crowd





Questions

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Thank you!

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