

IT services Visitor tracking & analysis

inspiring
people

From assumptions to facts

A tag attached to your visitors' badges allows you to follow and analyse the movement of your visitors. The resulting data enables you to discover patterns in that behaviour and make better-informed decisions.

We offer

- > Access to a dashboard, including:
 - Visitor flow analysis
 - Time use analysis
 - Analysis of success of plenary sessions
- > A comprehensive report

The tag can be linked to personal data and/or target groups or used anonymously.

Benefits

- > Increased ROI
- > Assumptions tested against real data
- > Trends made visible
- > Data becomes comparable
- > Your event is more focused on the most successful sessions, exhibitors and areas
- > Automatic allocation of CME credits at medical conferences

Making life easy

We provide a complete package of full-service IT products and customised services. Like to know more about our other IT services? Click here www.rai.nl/itservices or ask your account manager for more information: **+31 20 549 12 62**.

