



FHI FEDERATIE VAN
TECHNOLOGIEBRANCHES

Conference Bits, Bricks & Behaviour 2020

Dutch branch organization Building Automation

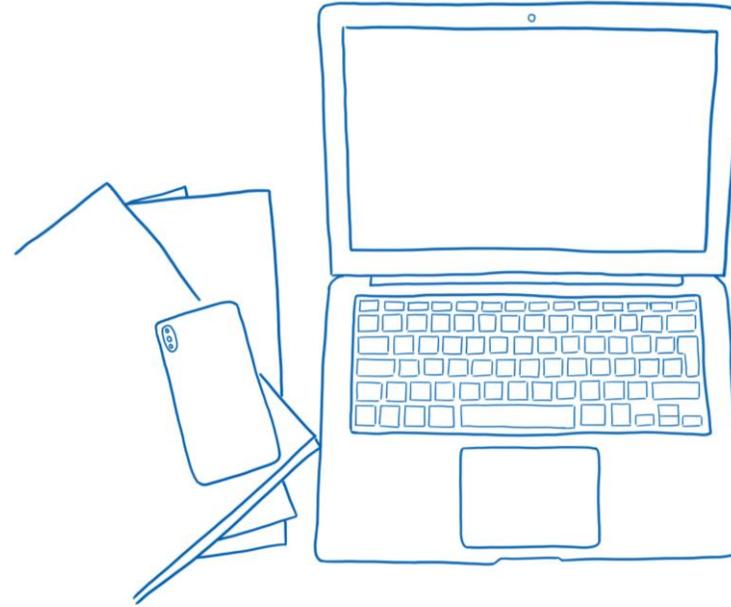


Use the benefits and the collective strength of the Dutch branch organization to connect with the stakeholders in the supply chain



A united event

- ✓ Current and generic industry themes highlighted
- ✓ Neutral knowledge sharing is paramount
- ✓ Possibility to nominate speaker(s) contribution and/or subjects (if interactive and within the framework)
- ✓ Market segment-oriented program components
- ✓ Triggering target groups



- ✓ Supplemented by plenary speaker sessions
- ✓ Technically facilitated and supported by FHI Building Automation
- ✓ Mention on the event website with logo and link to own website

- ✓ Interact with visitors by chat, polls, opinion etc.
- ✓ You are part of a collective moment
- ✓ Visitor database will be provided afterwards
- ✓ By means of interaction, live data and substantive discussions or problem statements: added value through knowledge and qualitative leads
- ✓ Insights into visitors with trends and data
- ✓ Contribute to the development and support of the discipline



The name of your organization and logo mentioned in collective marketing messages

Before the event

- ✓ Mentioned in communications
- ✓ Post logo, organization discription and news to the event website
- ✓ Mentioned in segmented invitations
- ✓ Social Media expressions
- ✓ Mentioned in the program
- ✓ Marketing support and mediakit
- ✓ Mentioned in expressions of mediaprtners

During the event

- ✓ Mentioned with your subject and/or speaker (if chosen)
- ✓ Use of live polls, opinion, chat and live data in program sessions
- ✓ Logo mention before, between and after the program sessions

After the event

- ✓ Mentioned in the feedback to the visitors after the event
- ✓ Presentations including name and logo reporting are shared on the event website
- ✓ When purchasing a mini-website, a chosen presentation can become available on your profile
- ✓ Podcasts on eventwebsite
- ✓ Video's on YouTube branch organization
- ✓ Insight into visitors with trends and data

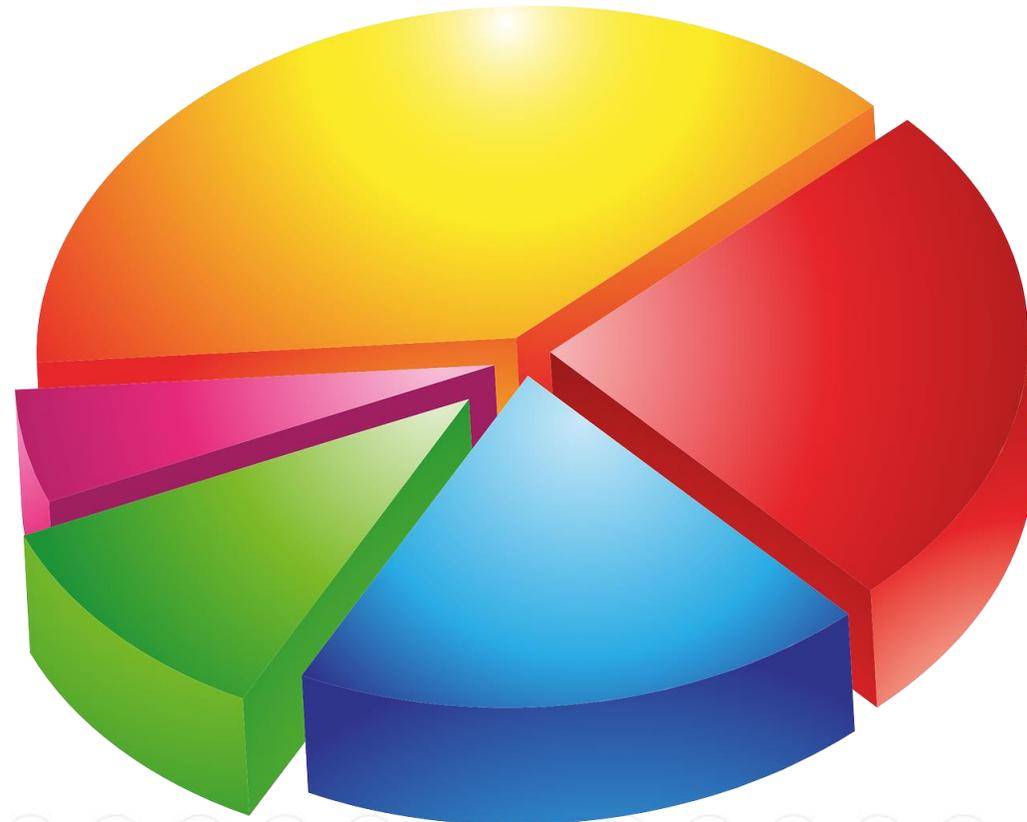


Market segment-oriented program components

The program components and communication are aimed at specific market segments, persons working in these specific market segments receive invitations for specific market and sector-oriented interactive program components.

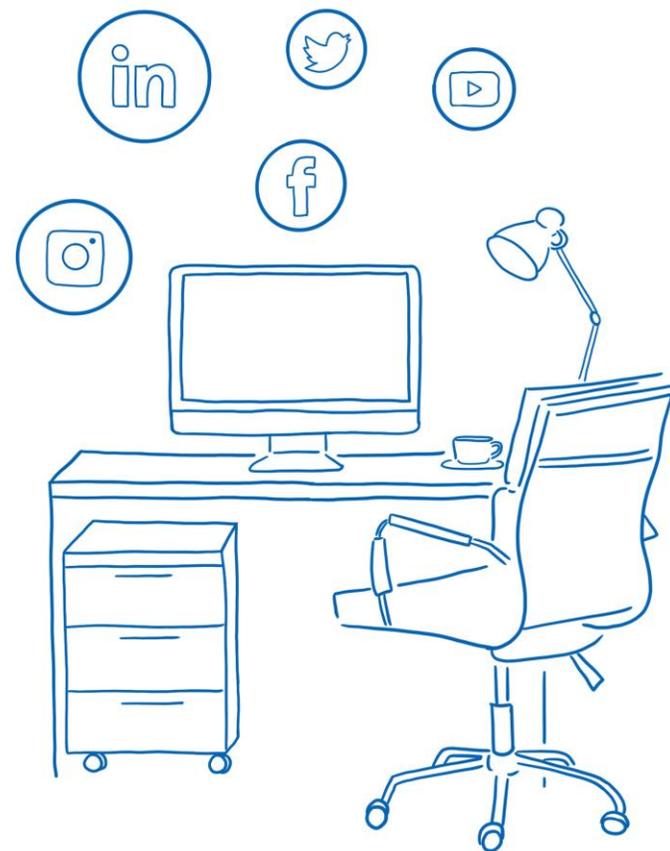
Market segments:

- ✓ Government buildings
- ✓ Universities and institutes
- ✓ Office and commercial buildings
- ✓ Care & cure buildings
- ✓ Data and telecommunications



System & integration

- ✓ We use the WebinarGeek platform and / or Microsoft Teams for interactive program components
- ✓ Interaction through live polls, opinion, chat, live Q&A, word cloud, statements and live data via the Mentimeter platform
- ✓ Mentimeter, WebinarGeek and Microsoft teams are very user-friendly for organizers, speakers and visitors
- ✓ Support by FHI Building Automation
- ✓ Support and stimulate speakers by FHI BA and focus on the use of Mentimeter for interaction
- ✓ No need to install software or create an account for speakers or visitors
- ✓ Integrated with marketing automation platform Hubspot



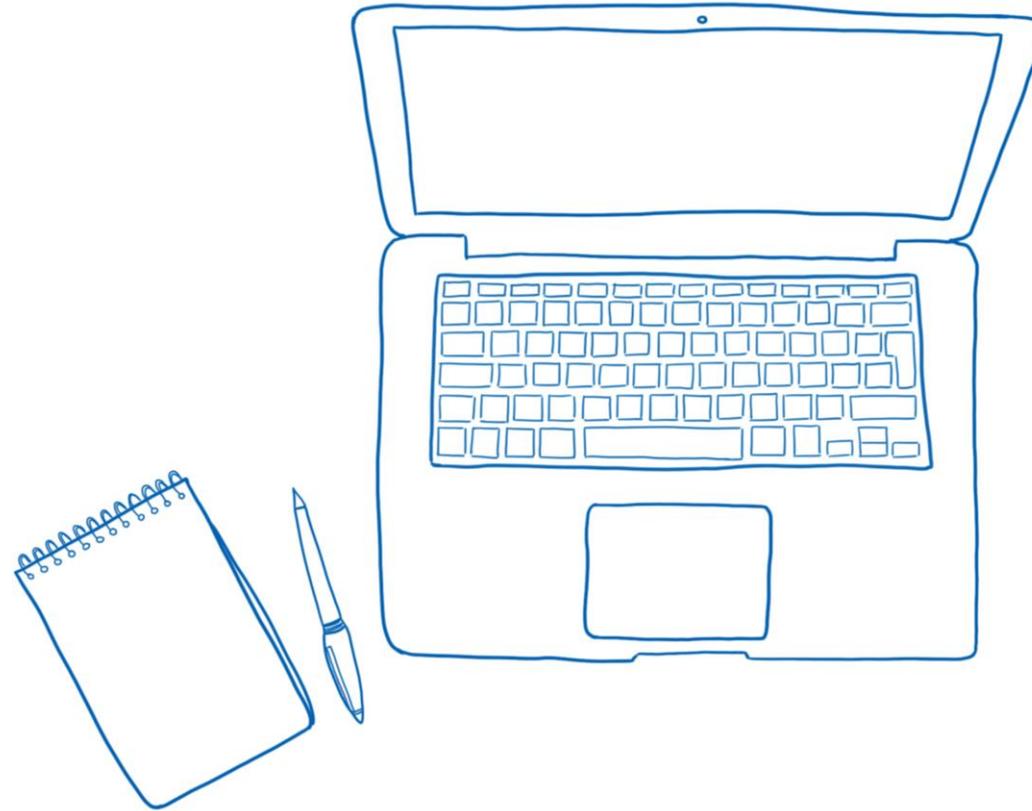
Opportunities & price partner organizations

Partner price

Participation as a partner in the conferentie Bits, Bricks & Behaviour

€ 3000,00

- ✓ Connect name to conference
- ✓ Various marketing and communication options
- ✓ Communicate common interests
- ✓ Connecting various worlds and interests
- ✓ Interaction with audience
- ✓ Insight through data and trends
- ✓ Ability to support a quality program



Value for money:

- ✓ Attribution in collective marketing communications before, after and during the event
- ✓ Own page on conference website with possibility to post news items
- ✓ Budget well in advance, without variables
- ✓ Visible to a specific target group
- ✓ Insight into the target group through interaction, live data, trends and substantive discussions or problem statements
- ✓ Visitor list linked to live data after the event
- ✓ Support in marketing and communication by:
 - ✓ Images in media kit
 - ✓ Event website and posting news articles
 - ✓ Articles about innovations and developments
 - ✓ Concept invitation for relations (prepared email)
- ✓ Visibility with media partner
- ✓ Visible on the Dutch platform of building automation
- ✓ Possibility to fill in one or more program sessions, or to make a substantive contribution to the program



WebinarGeek

Webinar > Proef Webinar #2

Live Kijkers: 0 00:01:17

Stop test webinar



FEDERATIE VAN TECHNOLOGIE BRANCHES

Trial Webinar
via WebinarGeek

Welke interactie wil je tonen?

Mijn poll

Bepaalde tijd

1 minuten 30 seconde

STARTEN

Starten Actief Handje

www.fhi.nl

WEBINARGEK



Statistics

Aantal gesprekken	7
Aantal berichten	303
Privé	54
Openbaar	249
Vragen box	0



● Heeft een bericht gestuurd

Registratiepagina

Conversie 89,5%



Webinar gemiddelde 89,5%

Jouw gemiddelde 100%

19 BEZOEKERS

17 INSCHRIJVINGEN

Geselecteerde uitzending

Kijkers ratio 70,5%



Webinar gemiddelde 70,6%

Jouw gemiddelde 71%



● Heeft tot het einde gekeken



Participate and/or in need of information?

Send a [email to Martin Hof](#) Sr. project manager Building Automation

Or call:

T 0031 33 465 75 07

M 0031 6 53 13 77 81

Or fill out the registration form on the [eventwebsite of the conference Bits, Bricks & Behaviour 2020](#): “week of building automation”

[These companies and organizations](#) have already preceded you and use the collective power of the branch association and the Bits, Bricks & Behaviour conference.

