



# IoT convention 2017



## 970

Registrations



50% Consultant  
 20% Manager  
 10% Technicians  
 5% Teachers  
 15% Other

## 14

Represented sectors

Air transportation,  
 Automobile, Public,  
 Construction, Finance,  
 Food, Industrial  
 instruments, Medical,  
 Publishing, Retail,  
 Services, Steel,  
 Telecommunication  
 and Other

## 86%

The content of the speakers was very useful

### #IoT top 3 Goals



Knowledge



Best practices



Skills

### Company status

## 60%

Ambition

## &

## 40%

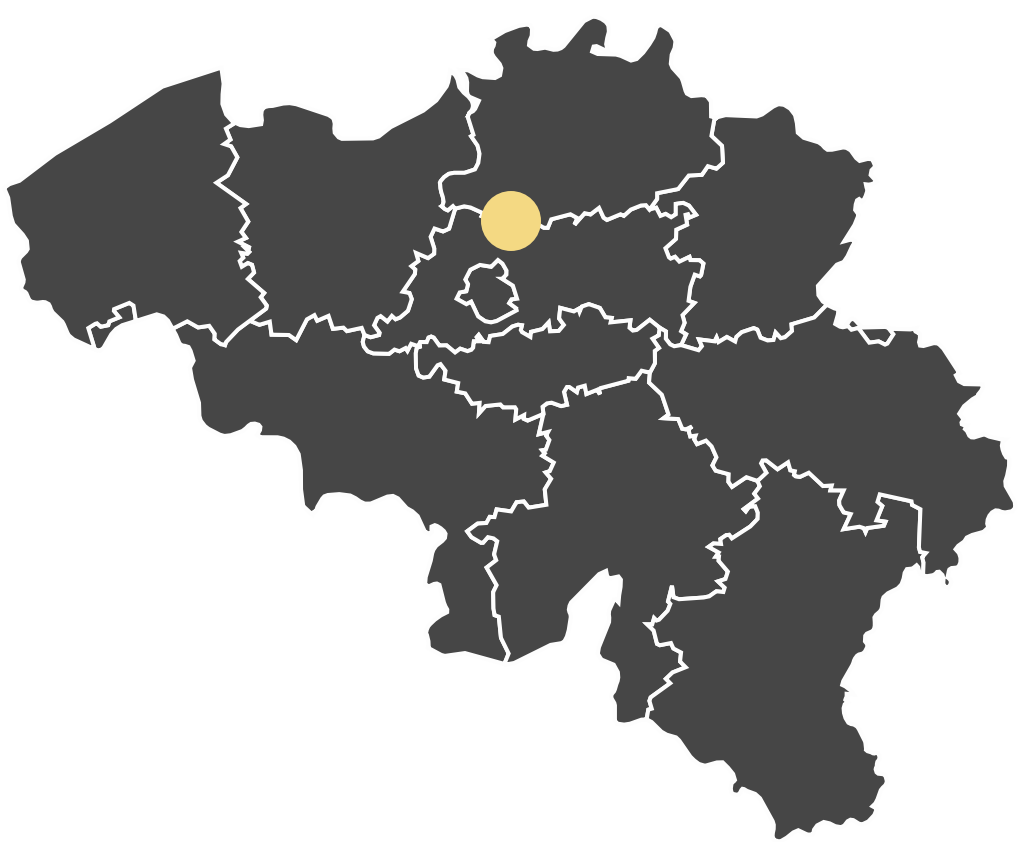
Enable

## 5

Tracks

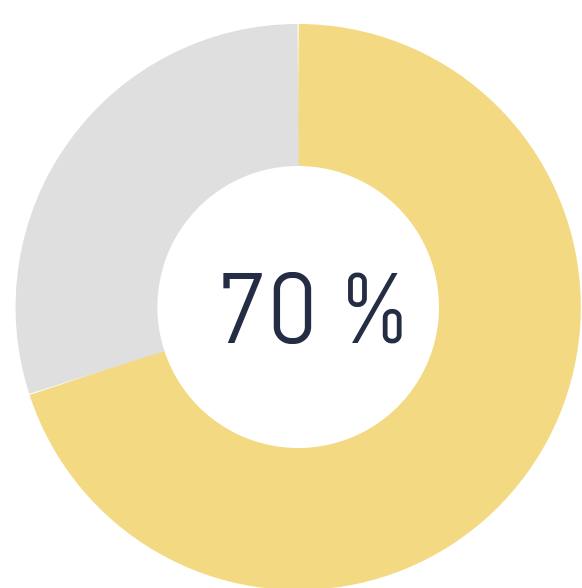
- IoT Enablers
- Smart Living
- Smart cities
- Smart factories
- Healthcare

### MECHELEN

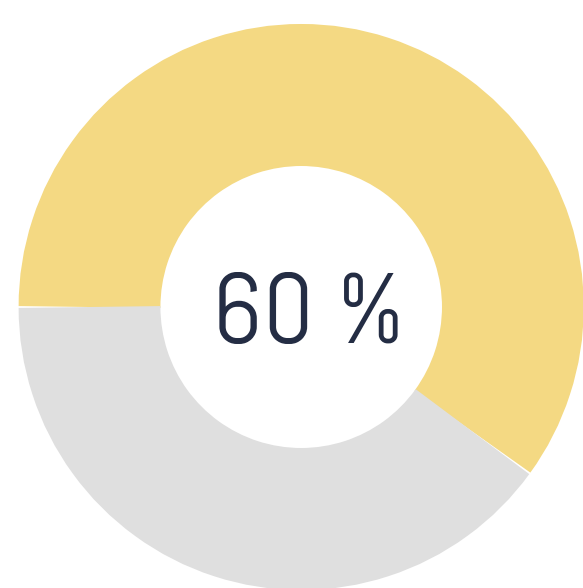


Lamot Congress centre

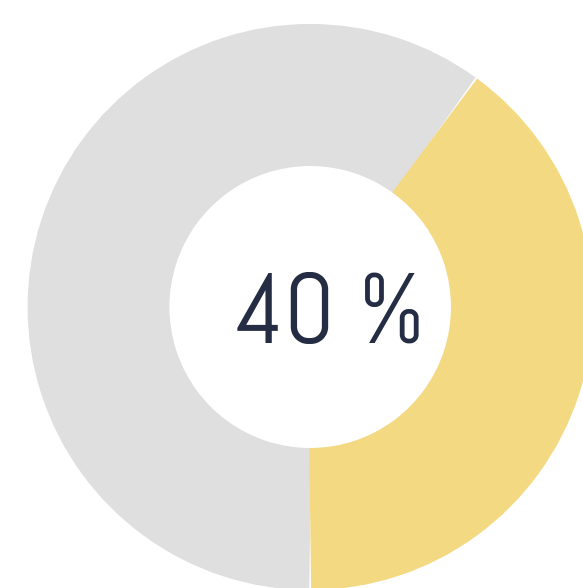
### Topics preferred by our visitors



IoT Enablers

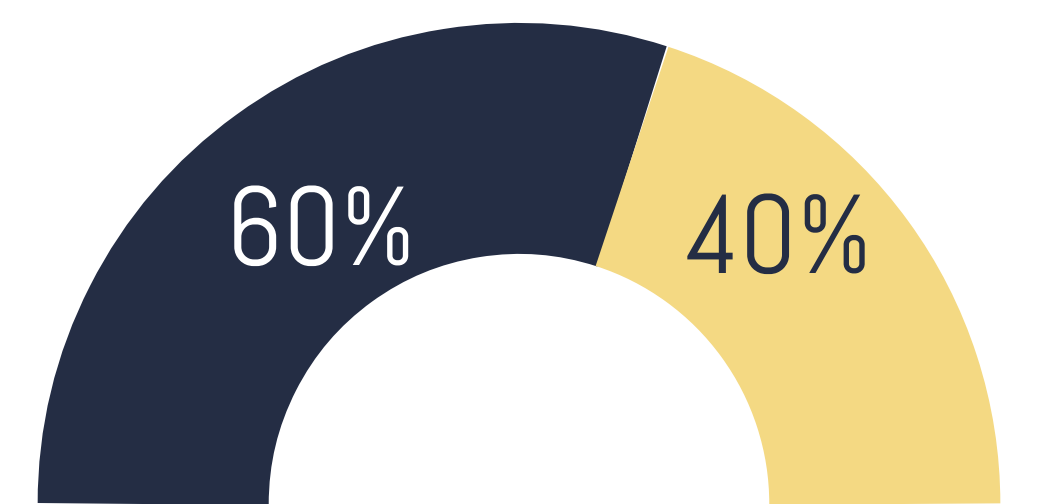


Smart Cities



Smart Living

### Event Visitor Objectives



Networking

Prospection

## 80%

... of the attenders came for more information about Internet of Things vision and strategy.

### HOW DID EVERYBODY HEAR ABOUT OUR EVENT?



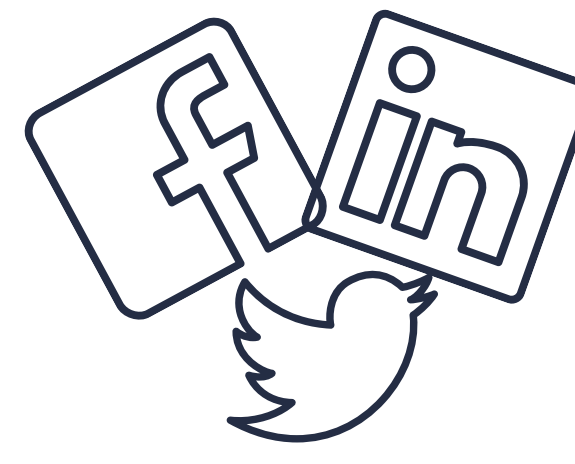
Friend/ Colleague

## 40%



Mailing Campaigns

## 35%



Social Media

## 25%

### Satisfaction of following aspects

CONTENT	80%
LOCATION	78%
SPEAKERS	70%
HELP STAFF	90%
INTERNET ACCESS	74%
OVERALL SATISFACTION	85%

### WOULD YOU RECOMMEND THIS CONFERENCE TO OTHERS?

"Yes, it was very good size and format to meet and discuss the IoT developments with industry players. The short sessions keep the day very lively and hold attention."

"Yes, great mix of speakers and perfect way to explore the possibilities of IoT."

"Yes, global overview of the Belgium landscape."

"Yes, it was a great location, great content (also the university speaker) and the networking possibilities were excellent!"