

Supplementary Exhibitor Information CX-Summit

Please find all information about
exhibition stands, live presentations and
workshops in our [Exhibitor Information](#)

Customer Experience CX-Summit at succeet22

Nowhere technologies, analytics and methods for generating customer insights are developing as strongly as in the area of customer experience management. Due to the great interest of our professional audience last year, we are therefore organising a summit on the topic of CX again.

Our CX-Summit will be supported by Dr. Peter Pirner— host of the best-known German CX podcast "CX-Talks" and co-editor of the CX section of our media partner marktforschung.de

We invite all suppliers and service providers who deal with the topic of customer experience (CX) and offer new, innovative solutions to join this event.

➡ **All exhibitors at succeet22 are welcome to participate.**

The following presentation formats can be booked in addition to your exhibition stand:

- **Live-Presentation, 30 min, room XL for 100 attendees**
- **Live-Presentation, 30 min, room L for 70 attendees**
- **Live-Presentation, 30 min, room M for 50 attendees**
- **Intensive Workshop, 2 Slots 45 min each, room for 25 attendees**

In addition, there will be a panel event hosted by Dr. Peter Pirner. We will announce the topic in the coming weeks.

You are very welcome to present your innovative CX topics.

If you are interested, simply get in touch with us as soon as possible – we will be happy to advise you.

Let's succeet together!



Heinrich Fischer
Managing Partner



Simone Waller-Klink
Managing Partner



Holger Geißler
Managing Director

CX-Summit – supported by Dr. Peter Pirner

Peter Pirner is a renowned thought leader in the field of customer experience. As host of the most successful German-language podcast for CX management "CX-Talks", he combines the most diverse aspects and approaches within the framework of customer experience management and makes them accessible in a practical and entertaining way.



As a result, he regularly reaches a large audience of professional prospects in the DACH region and as a creator on LinkedIn he has a large number of followers. Peter Pirner spent almost 25 years in global and national management positions in the field of CX management for Kantar (formerly TNS Infratest) – one of the world's largest research and consulting companies. Most recently, as Domain Head, he was responsible for the CX business in Germany with a large number of German DAX companies as clients.

Today he is a freelance CX advisor, speaker, author and podcast host. He is co-editor of the CX offering on marktforschung.de, member of the Advisory Board of Accelerom Management Beratung and partner of the Institute for Customer Experience Management (i-CEM).



Which suppliers / service providers can participate in the CX-Summit?

The CX-Summit is intended to reflect the variety of different solutions on the market for our professional visitors. Therefore, the offer is interesting for all providers who offer the following topics and services and can contribute an innovative, practically relevant topic:

Technology and Software

- CX-Platforms (Customer Feedback, Voice of the Customer, Community Management, DIY)
- CRM-Systems und Marketing Automation
- Multi Channel Dialog and Management (Chat Bots, Social Media & Review Management)
- Customer Journey Analytics and Orchestration

Analytics

- Touchpoint Analytics and Marketing Mix Modeling
- Customer Segmentation and Customer Value Analysis
- Image, Text and Language Analysis, Web Analytics (Eye Tracking, Semantic Analysis, Emotion Analysis, Monitoring)

Consulting & Insights

- CX-Strategy and Transformation (CX-Mindset, VoC System Development)
- Information Systems/KPI Systems (NPS, Customer Effort, Customer Satisfaction, Process Data, Dashboarding)
- Employee Experience und Organisation Development
- Qualitative Methods (UX, Insights Communities)

Your topic is not on the list? Then please contact us. We will be happy to advise you whether a presentation within the CX-Summit makes sense.

Which formats can be booked?

All companies that book a stand at succeet22 can participate in the CX-Summit.

Stand spaces:

- Registration fee: 500 EUR
- Standard stand: 9 m² (3,390 EUR)
- Individual stand: from 12 m² (430 EUR per m²)

Presentation formats:

- Live presentation, 30 min, XL room for 100 attendees: 1,290 EUR
- Live presentation, 30 min, L room for 70 attendees: 1,090 EUR
- Live presentation, 30 min, M room for 50 attendees: 890 EUR
- Intensive workshop, 2 slots 45 min each, room for 25 attendees: 690 EUR
- Surcharge for closed event: 190 EUR

➡ Detailed information on stand space, live presentations and intensive workshops can be found in the [Exhibitor Information brochure](#).

How is the CX-Summit marketed?

The CX-Summit will also be given a special status in marketing, as it will be advertised beyond the Insights Industry target group. In order to address a wider circle of visitors, the following advertising measures are planned in addition to the regular event advertising:

- Advertising banners and stand-alone newsletters planned in consulting.de, new-business.de, markenartikel-magazin.de and wuv.de.
- Social media campaign explicitly targeting CX managers in the companies.
- Publication of the CX programme on the succeet22 event website with registration option for visitors.
- Publication of the CX programme at the event (print)

Organiser:

succeet GmbH
Im Baumstückle 45
71334 Waiblingen
www.succeet.de

As of: June 2022, subject to change

Stand Booking, Sponsoring, Advertising

Contact our sales team if you would like to book a stand space. Also ask about our attractive sponsorship and advertising offers. You will find an overview of all opportunities [here](#)

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