

MISSION

MINDFULNESS.

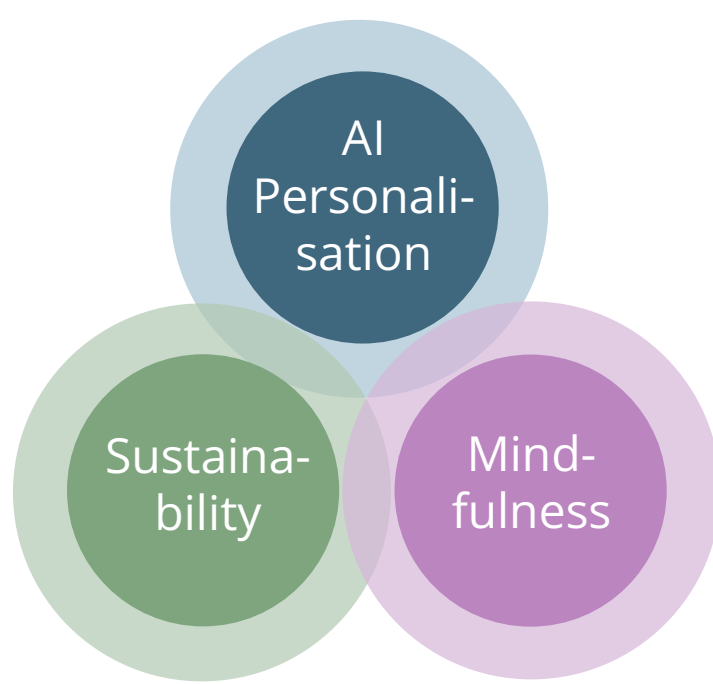


*Always one step ahead of the trends.
You can go for that. Or simply be. REALIZE has been living this for 25 years. But always 'inspired by emotion'.*

TOPICS

2025

*in
mutual
influence.*



IMPLEMENTATION OF AI

Data collection and analysis is becoming increasingly effective with AI. This allows experiences to be adjusted more individually to customers - particularly important for events. With networking recommendations and tailored content, you can respond specifically to the needs of your audience and optimize your offering. At the same time, you can manage your resources in more detail and optimize your budget.

AI generates suggested solutions.



More attendee data from overall event performance through digital touchpoints.



Evaluation of interests, goals, behaviour, engagement & preferences.

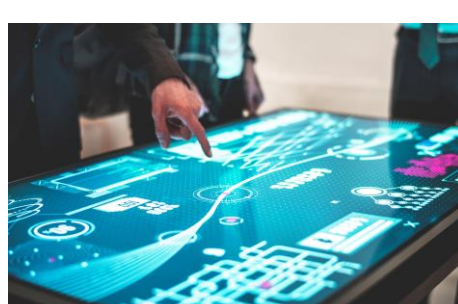


Customisation of content, services services, location, communication & interaction.



*Realize -
as Pioneer ...*

*Already in the run-up:
Strategy development with AI*



REALIZE developed participant management tools for customers over 15 years ago. Today, we are working on an AI module to visualize strategies. The AI is fed by those involved in planning by answering questions about goals via an interactive touchscreen. From this, the AI generates a prompt in the background and then visualizes the strategic idea. The collected target perspectives can also be merged and analyzed as a result.

A regional AI is used, customized to the individual company objectives. The decisive advantage of the pre-programmed context is the partial control over the output of the AI. A secure data environment is important here.

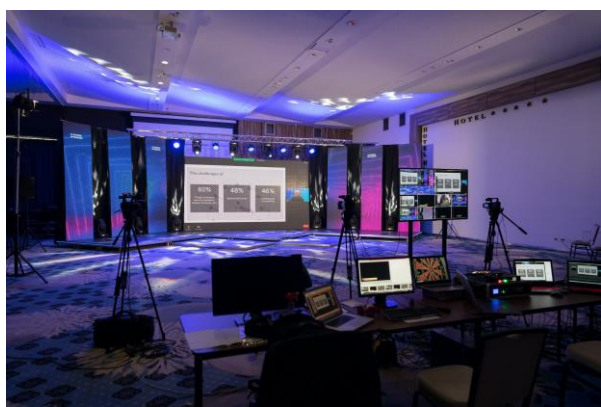
Pioneer also in innovative event technology & digital formats.

TODAY

AERIAL PHOTOGRAPHY



HYBRID

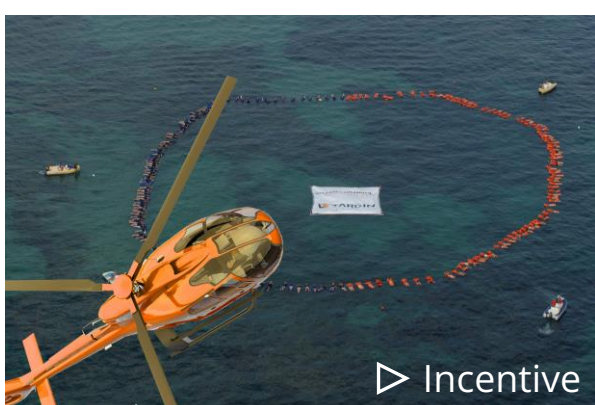


IMMERSIVE



ALREADY WITH REALIZE

2006



▶ Incentive

2014



▶ Cisco Connect

2016



▶ Pharma Conference



The Visionary
of Realize ...

Harri Paquin, founder and CEO of REALIZE, has always had a sixth sense for innovation in the event industry. As a result, REALIZE is continually one step ahead of developments in the use and implementation of state-of-the-art event solutions and technologies. Where drones are used today, we were already realizing aerial shots by helicopter in 2006. In 2014, long before Corona, we were already organizing hybrid events and in 2016 we made corporate events an immersive experience with multimedia 270° projections. At the same time, at REALIZE the emotional experience always takes centre stage.



Modern Technology
+ Emotion ...

The combination
makes the difference.

REAL
ENCOUNTER

#MINDFULNESS

FIELD MARKETING
EVENTS.

#REALIZETIP

REAL ENCOUNTER.

MINDFULNESS.

In addition to the use of the latest technologies, mindfulness is becoming increasingly important in our digital world. People are looking for real encounters and, for the most part, only build trust through personal interaction.

*Focus on
human connection ...*

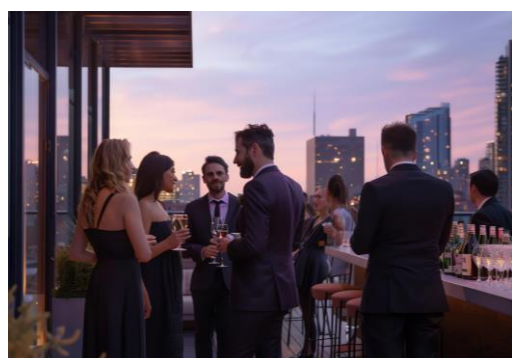
*Micro-events –
as part of big events*



The smaller the circle, the greater the opportunity for personal attention. The use of micro-events reflects the desire for quality relationships. By selecting a specific target group in limited numbers, you can present selected products and ideas in a more intimate setting and involve the commitment of the participants. In an exclusive atmosphere at selected venues, you leave a lasting impression and establish direct contact with potential customers. It is particularly important to create such retreats in the context of large conferences and congresses.

FIELD MARKETING EVENTS.

REALIZETIP.



Regional events such as workshops, VIP meetings in unique locations, roundtables or exclusive product demonstrations organized by your company's department teams create genuine encounters, well-being and authenticity. This allows you to focus on a market segment and respond personally to customer interests. The result is a high-quality basis for expanding and deepening your business relationships and brand loyalty.

On Top more sustainability ...



Smaller or regional events have a smaller impact on the environment and are automatically more sustainable.



*Wise
move!*

Because, whether large or small ...

SUSTAINABILITY IS NOW STANDARD AND BENCHMARK FOR PREFERRED EVENTS.



*With this in mind,
we wish you*

A HAPPY & SUSTAINABLE EASTER.