

VERREX INSIDERS

DECEMBER 2023



Reflecting on Success: A Recap of Verrex's Fall Tech Fest

By Bill Chamberlin

Verrex's inaugural Fall Tech Fest was more than just an event; it was a celebration of technology, collaboration, and innovation focused on solutions. As we bid farewell to 2023, our audiovisual integration journey has been nothing short of transformative. Reviewing feedback and reflections from our clients, partners, and team members, we are excited to share the highlights and look ahead to the possibilities for future events in 2024 and beyond.

Client and Vendor Interactions

One of the standout features of Fall Tech Fest was how it set in motion numerous follow-up conversations among our clients, vendor partners, and Verrex team members.



The event's success is evident in the feedback received, with clients describing it as a "fantastic event" that was "very informative" with "good content."

The unique setup of interactive stations allowed customers to experience hands-on interaction with hardware, creating a more profound engagement for the end users. This approach resonated well with attendees, promoting positive energy and sparking new ideas and solutions within unique user environments throughout the event.

Vendor and Customer Satisfaction

Verrex's commitment to excellence was reflected in the well-organized and seamless execution of the Fall Tech Fest. Vendor participation exceeded expectations, and the positive customer interaction demonstrated that the event went beyond a simple product exhibition.

The suggestion to expand on the concept by setting up meeting rooms as "real-world environments" for customers to experience different scenarios is an excellent idea we will explore next time. Incorporating AI demonstrations to showcase user experiences aligns with the evolving technological landscape and will add a new dimension to our offerings.

Continued on Page 2.

VERREX INSIDERS

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Reflecting on Success: A Follow-Up to Verrex's Fall Tech Fest, continued from Page 1

The success of the interactive wayfinding display in the lobby highlighted the growing demand for innovative solutions in meeting space management. The proposed expansion to tie it into room scheduling aligns with the changing dynamics of workplace environments, where flexible scheduling and efficient space utilization continue to be critical.

Engaging Partners and Client Support

Our partners played a crucial role in making Fall Tech Fest a resounding success. Their engagement, relevance, and informative demonstrations contributed to the vibrant vibe of the event. The addition of Remote Monitoring to our support portfolio was well-received, with numerous clients expressing interest in moving forward with pilot programs.

As suggested, the "day in the life" theme provides a compelling narrative that we can build upon for future events. An essential part of The Verrex Process involves walking customers through scenarios and constantly reinforcing the theme on day two to ensure a cohesive and memorable experience.

Looking Ahead

Our inaugural Fall Tech Fest has set a high standard, and the positive feedback inspires Verrex to continue supporting our client base with more events in 2024. As we plan for the future, we will explore the suggested enhancements, incorporating real-world scenarios, AI demonstrations, an expanded focus on meeting space solutions, and regional solution-specific events. Planning for Remote Monitoring and DVLED (direct video LED) events are already underway.

2023 has been a year of evolution as we continually strive to exceed expectations and stay at the forefront of audiovisual technology. As we enter the new year, we are excited about the possibilities that lie ahead and remain dedicated to delivering unparalleled solutions that redefine the future of AV with even more innovative and engaging experiences in the future. Thank you for being part of our journey in 2023, and to everyone who contributed to making Fall Tech Fest an unforgettable event!

Here's to a brighter and more connected 2024!

