

Invitation to online event 'Insights Fairs 2025 & Customer Experience in the Age of AI Platforms'



Dear xxx,

Ambiente, Christmasworld and Creativeworld are just around the corner, and we are pleased to give you a compact overview of the event as part of the trio of trade fairs in the first part of our next online event on 21 January. Dorothe Klein, who is responsible for the fringe programme, and Thomas Kastl, Director of Ambiente Dining, will outline what you and your customers may expect at the Frankfurt exhibition centre.

One topic that is of interest to our entire consumer goods industry is artificial intelligence (AI). In the second part of our online event, you will learn how AI is changing the customer experience and putting people first. In his keynote, Belgian customer experience expert Steven Van Belleghem will explain the new skills we need to succeed in the age of AI. Van Belleghem will explore with us how digital and human interaction can work together to create value for customers and employees alike.

Join us on 21 January from 10 a.m. and feel free to forward this invitation to your customers and colleagues. Participation is free of charge. You can follow the presentations in German and English.

When? On 21 January 2025 from 10.00 to 11.00 a.m. CET

Where? Register here: [Digital Academy: Consumer goods fairs 2025 & customer experience with AI | Messe Frankfurt](#)

The series of events offers in-depth expert knowledge, inspiring food for thought and hands-on tips every other month throughout the year.

With kind regards

Thomas Kastl

Yvonne Engelmann

Stefan Schopp

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1, 60327 Frankfurt am Main
Tel +49 69 7575-0

Geschäftsführung: Wolfgang Marzin (Vorsitzender) und Detlef Braun
Amtsgericht Frankfurt am Main, HRB 58331