

Getyoo, a start-up based in Brussels, develops NFC-based interactive solutions for the event and meetings industry. Their technological solutions facilitate exchanges between the real and virtual worlds.

### Background

Getyoo were developing a new product, the Clickey, a solution for the meetings industry. They contacted our team to provide inside know-how and practical advice on how to approach their target customers.

### Communications consultation

During several meetings and consultancy sessions, Connected Concepts helped Getyoo define their target market, identify their business objectives and prepare their selling strategy and arguments.

We dedicated part of the sessions to reviewing the messages and communication about the new product, both in print and online.

### Looking ahead

We gave insight into possible future developments of Getyoo's new product and facilitated several effective business contacts.

Take a look at more recent projects and explore the possibilities: [www.connectedconcepts.eu](http://www.connectedconcepts.eu)

Or contact us for more information:  
[hello@connectedconcepts.eu](mailto:hello@connectedconcepts.eu)

## SMART START-UP

Client: Getyoo

Industry: Technology and IT



**Top:** Visitors using their Clickeys to collect digital content at GRIDS 2010 Conference  
**Middle:** Participants using Clickeys to exchange digital business cards  
**Bottom:** The exhibitors wall at Ferma Forum 2011

“Connected Concepts assisted us in the strategic development of our products, approaching new markets and improve services to our newly gained clients. Their extensive inside expertise allowed us to adapt our innovations and services to perfectly respond to the diverse, specific needs of the meetings industry stakeholders: congresses, conferences and event organisers or trade-shows. Besides being so professional, our meetings were always very friendly and energizing!”

Alexis Tinel, Co-Founder & CEO

