



'Mr Network' Andy Lopata on meeting in a meaningful way

Can you remember your first speaking engagement?

It was a gradual process, from acting at school and auditioning for the Royal Shakespeare Company as a 15-year-old, to my university debating team and then chairing networking meetings in my late 20s.

What's the worst thing that has happened to you during an event?

Taking out an M&S fruit salad just before a talk and finding out that the lid was loose and ending up with passion fruit in my lap. Then going to the loo before the same talk and my zipper breaking... leaving stained trousers and an open fly throughout!

What was the last event you spoke at?

I was the guest of a business book group within Deloitte, who chose my book ... *and Death Came Third!* as a training and discussion tool.

Which event has been your favourite and why?

Speaking alongside former South African president and Nobel Peace Prize winner FW de Klerk was a huge honour.

If you could speak at any event, past or future, what would it be?

Having spent some happy times working there in my early 20s, it's my dream to speak from the stage at the Royal Albert Hall.

Which speaker/performer do you most admire and why?

Barack Obama's victory speech in Chicago, when he won the presidency of the United States, was compelling to watch and technically superb.

What is your worst on-stage habit?

I speak with my hands out in front of me, a style that has variously been described as reminiscent of Tony Blair or a *Thunderbirds* puppet!

What annoys you most professionally?

Seeing some speakers breeze in to give their standard talk and leave immediately afterwards.

Do you have any riders or special requirements?

Business class travel if required. Speaking to interpreters and speakers in advance if our presentations are going to complement each other.

Why should an organiser hire you to speak at their event?

I encourage delegates to network. People feel more comfortable approaching each other and have more meaningful conversations.

Personal file

Labelled 'Mr Network' by *The Sun*, Andy Lopata was called one of Europe's leading business networking strategists by the *Financial Times*. The co-author of two books on networking, Lopata's third book, *Recommended: How to Sell Through Networking and Referrals*, was published by Financial Times Prentice in July 2011.

To book Lopata as a speaker, visit www.lopata.co.uk, call 07930 417833 or email andy@lopata.co.uk



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This month's column on new technology features Wifarer's 'Indoor Positioning System', which assists in event way-finding, traffic-flow analysis and networking



Functionality and benefits:

- Wifarer does not require the installation of hardware beyond the venue's existing Wi-Fi system
- It works in multi-storey venues
- It has an online content management system that lets exhibitors and organisers edit content easily, which appears instantly on attendees' mobile devices
- It does not require building a custom app from scratch for each event. Maps, content and branding are changed on the content management system quickly, at no additional cost
- The app includes additional functionality such as conference alerts, schedule, schedule changes, exhibitor floor plan details, survey and polling information
- It offers significant insight into attendee behaviour – where they go, how long they stay etc – as well as search and page view data regarding specific exhibitors, product categories and others
- Users download it once for free, and can use it in any Wifarer-certified venue in the world. When users launch the app, it automatically loads the maps, branding and content for their current location, be it an airport in Boston, a shopping centre in Paris or a convention centre in Hong Kong.

Pricing:

Not yet available.

Further information:

Email: info@wifarer.com

Web: www.wifarer.com

The problem:

Standard GPS systems do not work indoors. Standard Wi-Fi triangulation technologies have a location accuracy of about 15-30 metres. This is not precise enough to navigate in an exhibition hall or to find someone in a convention centre.

What is Wifarer?

Wifarer's precise 'indoor position system' refines Wi-Fi triangulation accuracy to an average of 1.3 metres using existing Wi-Fi networks.

Key features:

- **Real time positioning and way-finding:** Wifarer's smartphone app shows an attendee's location on a map that moves as they move. It draws a path from a current location to anywhere inside, with distance and time to destination.
- **Real time location-aware information:** Wifarer provides a dynamic communication channel between organisers, exhibitors and attendees (including Twitter event hashtags, booth information based on interest areas, nearby business offers etc). Wifarer automatically provides attendees with up-to-date multimedia content targeted to where they are and their interests.
- **Real time and trended venue analytics:** Wifarer anonymously aggregates visitor smartphone data to develop heat maps and analytics showing how a venue is actually used. This can be captured in real-time or as trended data.



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