

IVS 2021 launches new website

The web platform of the industrial valve summit evolves to accompany the growth of the fair, that intensifies its communication effort to deepen the relationship with the supply chain and to offer more practical and faster channels

Bergamo, May 27th 2020 - One year after the fourth edition of the summit, the organisers of the IVS - Industrial Valve Summit revolutionised the graphics and architecture of the fair's website, its main communication channel. The new portal inherits the visual identity for which it has become the most important international event dedicated to industrial valve technologies and flow control solutions, but reinterprets it in a more modern, rich, and accessible way. The site, designed to be "mobile first", offers a new experience in using content and images to tell about the world of industrial valves in greater detail and connect all the players in the supply chain.

The renewal was necessary not only to keep up with new technologies but, above all, to support the constant growth of the event that attracts more and more exhibitors and visitors and that will provide a further exhibition pavilion for the 2021 edition.

The growth of the fair is attested not only by the rise in the number of physical visitors on the days of the event but also by the heavy traffic on its communication platforms. In the five months that preceded the last edition of the Industrial Valve Summit, held between 22 and 23 May 2019, the fair's website had 300 thousand unique visitors, a number that quadrupled compared to the data recorded in 2017. Many accesses were made with mobile devices, from all corners of the globe. Record numbers were achieved not only in Europe and North America but also in Egypt, Pakistan, Algeria, Iran, and the Gulf countries.

In this unprecedented historical phase, digital tools have proved necessary to keep alive the network of partners that the fair has developed over the years since its first edition, in 2015. To cultivate these relationships, IVS wants to intensify its communication effort also on social networks and through newsletters to spread the latest news regarding the summit and the sector. For the latest edition of the fair 55 newsletters were sent to a database of 20,000 international contacts, mostly potential visitors. There is also a strong presence on social networks, in particular Facebook and LinkedIn, with 110 posts and a community that brings together over 3,500 followers. More than one in four connections were made with Italian companies, visitors, and users, one in five was established with both the Middle East and the United States, followed by the EU and Russia.

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4TH international exhibition
and conference on valve
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The third edition of the summit, promoted by Confindustria Bergamo and Ente Fiera Bergamo, drew more than 250 companies and almost 11,000 visitors to the city of Bergamo, 36% higher than the 8,000 presences recorded in the 2017 edition and tripled compared to 3,500 accesses registered in 2015, year of debut for a fair rooted in the territory but with a strong global reach. The growth of IVS and the requests for participation already expressed have prompted the organisers to create an additional pavilion for the 2021 exhibition event, bringing the total area of the fair from 13 thousand to 18 thousand square meters.

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