

PRESS RELEASE – For immediate publication

Daniel Gogel is the new product manager for FairMate

Daniel Gogel is strengthening the FairMate team – Product manager – Strategic planning and management of the product range during the entire product life cycle

Cologne, May 16, 2017– The software company dimedis has reinforced its trade fair team by taking on Daniel Gogel as the new product manager for the FairMate entrance and visitor management solution. He is reporting directly to the Head of Trade Fair Solutions, Werner Obermann. At dimedis Daniel Gogel is responsible in his role as product manager for the strategic planning and management of the product range during the entire product life cycle. The graduate business manager has already gathered extensive experience in product management. At ABLE Management Services GmbH Daniel Gogel was, among other things, responsible for the product management of the digital media sector. Before that, he was employed as an account manager at Kimeta GmbH. Daniel Gogel has also gathered consulting experience in sales at Jobware Online-Service GmbH.

Daniel Gogel said the following about his new position at dimedis: “In my opinion product management means acting rather than reacting. The product must match the customer requirements and it is necessary to identify needs before the rest of the industry is aware of them. It would like to make an active contribution to shaping this process at dimedis and look at things from the customer's point of view. FairMate is a very high-performance solution for trade fairs and events and I am very much looking forwards to the challenge!”

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Daniel Gogel has joined dimedis and is strengthening the FairMate team.

About dimedis

dimedis stands for digital media distribution. Founded 1996 in Cologne, the software company is specialized in trade fair- and digital signage solutions. FairMate is a visitor management solution and kompas a digital signage and wayfinding system. The customers are amongst others Messe Düsseldorf, Koelnmesse, Stockholmsmässan, Hamburg Messe und Congress, Messe Stuttgart, Reed Exhibitions Deutschland, Schalke 04, Borussia Dortmund, Bosch, snipes, a chain of supermarkets in France called "Casino" and shopping malls from ECE, SEC, mfi and Abu Dhabi Mall. More than 60 employees currently work for dimedis.

For more information please visit: www.dimedis.eu or blog.dimedis.de

About FairMate

FairMate is the complete visitor management solution for trade fairs, events and exhibitions of any size. The flexible and powerful system combines tools for entry, ticketing, marketing and administration all in one and covers every aspect of the visitor management process – before, during and after events. FairMate consists of modular and integrable hard- and software solutions that facilitate the relationship between visitors, exhibitors and event organisers. FairMate enables you to plan your visitor marketing well in advance, maintain an overview and respond quickly to any issues that might arise.

FairMate is used successfully in several trade fairs all over the world. Customers like Stockholmsmässan, Reed Exhibitions Germany, Messe Düsseldorf, Hamburg Messe und Congress, Messe Stuttgart, Westfalenhallen Dortmund and Koelnmesse rely on FairMate.

For more information please visit: www.fairmate.eu

1299 words / 9151 characters

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