Event Data City

“Improve the economic spin-off of your city events with Smart Data”

What challenge or problem are you addressing? What is the need for the project?

The heart of small & medium sized cities in NWE are facing a transition in which business and social activity is shifting outside the city centre. The process is also resulting in a lack of social engagement of city residents towards the inner city. Encouraging economic development and shifting business focus back to the heart of cities has been addressed by several projects, using urban design, and soft measures by re-creating city image.

A yet undiscovered field, however, is to use well-designed city events and the vast amount of digital data generated by them to attract and keep residents and visitors in the centre. Events are a proven way to create revenue and make neighbourhoods thrive because they deepen connections with audiences and sponsors. Backed up by a smart, data-driven approach, this represents a serious business opportunity in cities which have built up a strong « event city » profile.

The challenge is to lenghten inner-city stays and to encourage long-term visits by reinforcing business spin-off linked to city events, building on the achievement that the city already reached in other fields (an appealing new urban design and a new image).

Objective of the project: What your project wants to achieve/change

By capitalizing on the appealing urban design and facilities, **to leverage partnerships between the city as data owner, data-driven businesses and the knowledge sector by connecting to the « event city » image with data-driven solutions** to stimulate the economy of local spin-offs targeting city events.

Why do you need transnational cooperation?

To gather competences linked to:

- Event management and Tourism
- Data input – event cities / authorities
- Data processing and expertise
- Gamification / IT developer
- Innovation in Digital / physical commerce
- Entrepreneur support

EU network to reach further cities to apply the model

What kind or partners are you looking for?

- Preliminarily identified “event cities”
- Entrepreneur support organisations
- Successful / Failed SMEs within the ecosystem
- Knowledge providers on: data, new commerce, gamification

Event organisers

Your contact details

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