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Online events 2025: Customer experience in the age of AI with Steven Van Belleghem

Frankfurt am Main, 8 January 2025. What skills do we need to be successful in the age of artificial intelligence (AI)? How can we actively shape the future with AI so that it adds value for us? These and other questions about the relationship between artificial and human intelligence will be explored by customer experience expert Steven Van Belleghem in the Digital Academy's new online event on 21 January at 10 a.m. Dorothe Klein, who is responsible for the fringe programme, and Thomas Kastl, Director Ambiente Dining, will be giving an outlook on the 2025 trade fairs.

What innovations can visitors expect to see at the events and in the fringe programme in 2025? Which topics are driving the industries and are therefore on the agenda of the academies? The new online event provides answers to these questions. One hot topic in the consumer goods industry is the use of artificial intelligence (AI). The Digital Academy is already picking up on this in anticipation of the trio of trade fairs at the beginning of February, putting the customer experience in the age of AI centre stage. Customer experience expert and keynote speaker Steven van Belleghem explains his approach: "The focus is on the combination of AI and customer experience. So, I won't be looking at the technical side of AI, but the human side." The internationally renowned thought leader in customer experience will explore the question of how customer behaviour is changing in the age of AI. The main question here is how digital and human strengths can be combined. "The aim is to create added value for customers and employees through the intelligent use of AI," Van Belleghem sums up.

The poster features a colorful geometric background with three main sections: 'ambiente' (green), 'christmasworld' (pink), and 'creativeworld' (orange). The event title is prominently displayed in white and pink text. Below the title, there are three speaker portraits with their names and titles. The date and time are also clearly stated.

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ONLINE EVENT
INSIGHTS FAIRS 2025 &
CUSTOMER EXPERIENCE IN
THE AGE OF AI PLATFORMS

21.1.2025,
10.00 to 11.00 a.m. CET

Thomas Kastl
Director
Ambiente Dining
Messe Frankfurt

Dorothe Klein
Director Content
Consumer Goods Fairs
Messe Frankfurt

Steven Van Belleghem
Customer Experience
Expert & Author

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With the Digital Academy, the consumer goods fairs of Messe Frankfurt offer a joint platform for regular online events on current topics that are moving and changing the industries. The

events offer in-depth industry knowledge, practical tips and valuable food for thought from experts.

The online events can be followed free of charge in German and English. Registration at: <https://consumergoods.digital.messefrankfurt.com/>

Note for journalists:

Discover trends, styles and personalities in the [Ambiente Blog](#) and other news, expert knowledge and ideas for the retail sector on [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt links the most important international platforms for the global consumer goods and retail industry and bundles industry knowledge and expertise.

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