

# Emogg Analytics®

## Service Presentation.

## The Problem.

- Do you use satisfaction surveys for your events but find they provide little value?
- Would you like to know how your audience actually felt during your events to objectively justify the ROI?
- Would it be valuable to know which messages, moments, and content captured the highest levels of audience attention?

**Today, events are mostly evaluated through subjective surveys answered by only 20% of attendees.**



## The Solution.

**Emogg Analytics® is a solution that objectively measures the content of an event based on what the audience felt.**

It provides objective data to evaluate messages, content, speakers, and activities at any event.

Our results are grounded in neuroscience, particularly in the field of verbal and non-verbal communication skills. We analyze 9 indicators:

- 1 attentional indicator
- 6 emotional response indicators
- 2 indicators from the field of psychology

***"What gets measured gets improved."***

— **Peter Drucker**, considered the father of modern management



# Effortless Setup.

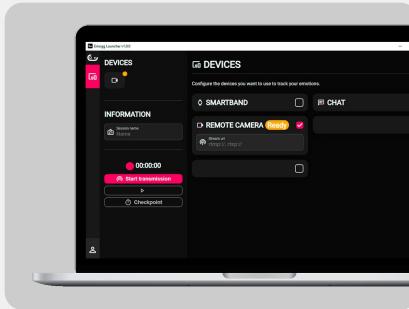
1



## Sensor Installation

No specialized hardware required.

2



## Emogg App Launcher

Receives signals from the sensors and manages the event in one click.

3



## Live Data

Monitor what the audience is feeling in real time.

4



## Emogg Analytics® Report

Receive a post-event report with key insights and improvement suggestions.

# Emogg Analytics® Report

**We turn data into strategic decisions.**

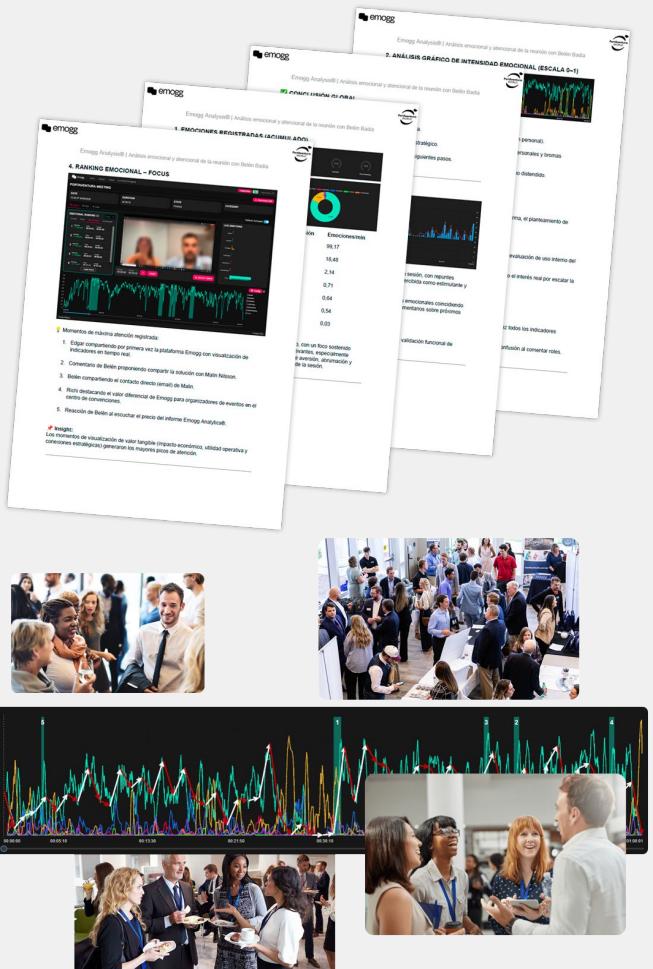
At the end of the event, the client receives an exclusive Emogg Analytics® Report with all key insights on audience experience:

- ◆ Which content and messages generated the most interest.
- ◆ The moments of highest audience engagement.

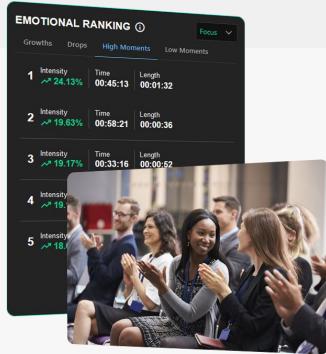
The report can also include custom evaluations tailored to client objectives:

- Evaluation of content and speakers
- Assessment of goal achievement
- Benchmarking with similar events
- Strategic recommendations to optimize future events:
  - Speaker training
  - Agenda and content storytelling design
  - Communication and audience engagement improvements

*Make decisions based on real data and align your event precisely with business objectives.*



## Benefits.



Get **real-time feedback** from your events – no intrusive surveys needed.



Track and **optimize your event's ROI** with objective data and analytics.



Emogg is **privacy by design**. It does not record images, videos, or personal data.



**Effortless installation** adaptable to any event.

## Exit cases.

### Merck | Institutional Communication Optimization

An exclusive annual event where strategic results were presented to 42 investors in the pharmaceutical sector.

#### Results:

- Identified the most engaging messages to sharpen institutional communication.
- Evaluated speaker performance, including the noticeable improvement of a key leadership figure.



### CaixaBank | Annual Executive Convention

During the annual executive convention, the event agency used Emogg to measure both content and experiential activities.

#### Results:

- Assessed the success of innovative formats and their reinforcement of key messages.
- Delivered high-level feedback from the bank's top management.

### Volkswagen Group | Brand Launch at Trade Show

Volkswagen launched the PRO SERVICE brand at the Motortec fair (IFEMA). Their goal was to measure emotional and cognitive impact across three stand areas.

#### Results:

- Strong alignment between client goals and outcomes
- Identified the most impactful presentations for the trade show audience
- Provided strategic insights to optimize future editions



**They've trusted us:**



**Emogg Analytics®** is the platinum sponsor of EMA Spain, the largest event managers association in the country.



*"Emogg helped us create unique stories for our audience using emotional analytics."*

**Alvaro Mena**  
Global Business Development  
LaLiga



*"The best formula for a successful event is balancing entertainment and results."*

**David Moles**  
Creative Director  
EFS



*"An excellent tool to measure attendee experience beyond traditional surveys."*

**Jordi Montserrat**  
CEO  
Barter



*"Emogg helped us capture and share the key moments of our Assembly based on our members' emotional responses."*

**Oriol Serra**  
Cluster Manager  
INDESCAT



# The Team Behind the Solution.

**At Emogg, we apply high-performance science to events.**

Our scientific-technical team comes from elite sports, where precision, rigor, and millisecond decisions make the difference between winning and losing.

With that same level of demand, we've developed solutions **based on cognitive, emotional, and behavioral sciences** to analyze audience experience in events and content.

We bring the MICE sector the ability to **objectively measure attention, emotional impact, and audience response**, offering a complete and actionable view of the event.

Because what doesn't get measured can't be improved. And what's measured with precision can take you to the next level.

At Emogg, we help event managers **make strategic decisions based on real data** to create memorable experiences and reach business goals with elite-level standards.



**Richi Serrés**  
Advisor Partner.  
Mental coach for elite athletes.



**Mario Enjuanes**  
CTO



**Edgar Sanjuán**  
CEO & Founder



**Enrique Aranda**  
Advisor. Psychologist for  
elite athletes.



**Alejandro Larrazábal**  
Advisor Partner. Coach  
for elite athletes.





Make emotions matter.

## Partners



antaviana



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