



Cape Town Convention Centre is taking client experience to new heights

Cape Town Convention Centre (CTICC) has launched a digital interactive feature that lets users have a 360 degree virtual tour from their smart phones or tablets. This new feature also includes a series of multi-media client testimonials and experience videos that aim to improve user experience and client engagement. Potential clients can 'tap' and get a virtual tour of the venue from every angle and every floor. CTICC General Manager of Commercial & Business Development, Megan Arendse, said, "With just a few clicks, users can select the venues they would like to tour and access pertinent event-related information. Interactive menu features and "hotspots" were designed to enrich the user-experience and allow for seamless navigation."

Exhibitors will now be able to get a panoramic view of their preferred space for their stands or the look and feel for hosting an event at the click of a button. Clients can engage with their visitors from the shared testimonials of their experiences, these videos can also be viewed on the CTICC's YouTube channel. This special feature is available on CTICC website, visit www.cticc.co.za for more info 