



For Exhibitor and Event Marketing

The Spend Decision Part II Work Smart, Spend Well

How to get the most from a shrinking
exhibit budget

Moderator: *Bob Dallmeyer, CEM*
Presenters: *Skip Cox and Joyce McKee*

Thank you for joining us.

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For Exhibitor and Event Marketing

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For Exhibitor and Event Marketing

Audience Poll

How many people are participating in this Webinar at your location today?


One Five
 Two Six
 Three Seven
 Four Eight or more



Audience Poll

Please select the answer that best fits how your organization is structured?

Independent Show Organizer
 Not-for-Profit
 Multi-Management
 Corporate
 Other



Audience Poll

In your organization, what types of events are organized?
 (Please check all that apply)

Trade Show (Business-to-Business)
 Public Show (Business-to-Consumer)
 Hybrid (Trade Shows and Public Events)
 Proprietary Events (Corporate)
 Fair Management
 Other





To ask a live question, type your question into the chat box on the lower left-side of your screen.



Moderated by:



Bob Dallmeyer, CEM
President
RD International

Bob Dallmeyer CEM has been part of the exhibition and events industry for over four decades. He is president of his consulting company, RD International, and currently represents the Brussels Belgium CVB in North America.

Bob also writes the Power Lunch column for *Trade Show Executive Magazine* and is the 2010 conference chairman for the TS2 meeting.

He is a past chairman of the International Association for Exhibitions and Events (IAEE) and the Trade Show Exhibitors Association (TSEA), as well as a former director of the Center for Exhibition Industry Research (CEIR). He currently serves as a Director of the International Center for Exhibitor and Event Marketing (ICEEM).



Presenters:



Skip Cox
CEO & President
Exhibit Surveys

Under Skip Cox's leadership, Exhibit Surveys, Inc. (ESI), has grown the company and maintained its position as the premier intelligence and measurement company in the events marketing industry.

Skip focuses strategically on client development and serves as the visible face of ESI in the marketplace which affords him the opportunity to translate emerging needs of the industry into relevant research and the next diagnostic tools for ESI to develop.



Presenters:



Joyce McKee
President and CEO
Joyce McKee & Company

In her 25+ years of consulting, she has gained a broad perspective of the trade show industry through serving associations, for - profit shows, suppliers, etc. in a variety of client assignments. She is President and CEO of Joyce McKee & Company, a results-based marketing firm focused on direct marketing programs that create solid customer relationships and help drive revenue goals

Joyce facilitates blogs for CEIR and The Center, as well as her own sites, which are Lets Talk Trade Shows (www.letstalktradeshows.com) and the new Trust Agents 101 (www.trustagents101.com), based on Chris Brogan's book *Trust Agents*.





Exhibitions Down

CEIR Key Economic Indicators

Economic Indicator	Q3 2008*	Q4 2008*	Q1 2009*	Q2 2009*
Attendance	-2.4%	-9.7%	-1.5%	-3.8%
No. Exhibitors	-4.9%	-4.5%	-10.4%	-12.8%
Net Sq. Ft.	-5.3%	-2.9%	-14.8%	-10.1%

*CEIR Index

Long Term Outlook for Exhibitions Positive

Perception among CMOs and Business Decision Makers strong going into the recession..... no reason to think their perceptions will change



"The allocation of dollars is moving away from advertising & public relations towards customer-facing & lead generation spend in 2008. Heading the list of spend areas in 2008 are strategy & branding, events & trade shows, general operations & direct marketing."

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* Fielded 3QTR 2007

Long Term Outlook for Exhibitions Positive

Exhibit Engagement Accelerates the Sales Process
According to Advertising Research Foundation Study

- Face-to-face exhibit engagement drives Purchase Intent
- Purchase Intent very positively correlates to actual post-show purchases

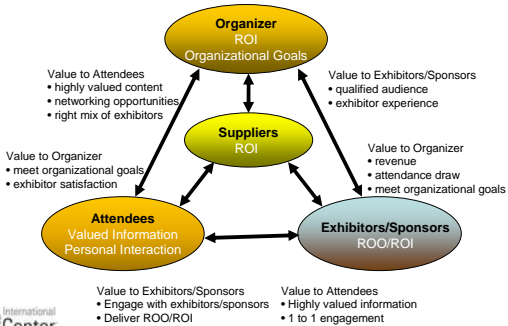
Strong evidence that trade show exhibits drive purchase behavior

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Source: Experiential Marketing: A Master of Engagement, Research on How Engaging Events Pay. Conducted by Exhibit Surveys, Inc. and Gallup & Robinson for Advertising Research Foundation.

Exhibition and Event Ecosystem

Health Dependent Upon Delivering Value to all Constituents



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Exhibition and Event Ecosystem

- The basic principles of a healthy, growing and vibrant event are simple:
 - ***Deliver highly valued information – in education, networking, exhibits***
 - ***Provide environment and experience that fosters personal interaction for exchange of information – in education, networking, exhibits***



Organizer's Role in Driving ROE/ROI/ROO

1. Deliver qualified audience with good attendee and exhibitor alignment
2. Continually assess, improve and align values of attendees and exhibitors
3. Provide exhibitors with conducive environment for effective engagement
4. Minimize conflicts that prevent attendees from spending adequate time on exhibit floor for engagement



Organizer's Role in Driving ROE/ROI/ROO

5. Control tactical pain points that impact the perception of ROI
6. Accurately document exhibitor's potential for ROI among attendees and/or measure their ROI
7. Set realistic expectations / help exhibitors plan (consultative sale)



<http://roitoolkit.exhibitsurveys.net>



Organizer's Role in Driving ROI

8. Accurately document their potential for ROI among attendees
9. Help them control costs
10. Educate and train exhibitors formally or one-on-one in sales process
11. Be prepared to customize the experience for exhibitors/sponsors



Summary

- **Exhibitions down but not out. Outlook for the future is very positive.**
 - Perceptions of among CMOs for exhibitions strong going into recession
 - Exhibitions proven to accelerate the sales process
 - Attendee value of attending rising – strong indicator of growth in attendance post-recession



Summary

- **Helping individual exhibitors drive and measure ROE/ROI/ROO:**
 - Will help reduce attrition rates of exhibitors
 - Will create a consultative partnership and relationship with exhibitors by identifying ways to maximize their results
 - Will likely identify new revenue opportunities that will enhance exhibitor performance (e.g., sponsorships, promotional opportunities)
 - Will help insure the long term growth and health of the exhibition



Who truly cares about event ROI?

Why are corporations choosing to skip the ROI process?



Corporate culture of accountability is necessary for any ROI analysis to survive.



Is the CMO or the senior level marketing person held accountable for RESULTS – not just activities??



Case Study: Honeywell's Process Solutions

Maria Weber, Manager of Trade Shows and Events




Ms Weber CHANGED the entire program – armed with facts and figures derived from the ROI Tool Kit and won the esteem of senior management!!!




How do you start the ROI Analysis within your company?

Is there a show that has questionable results?



How “open” is your senior management to change?


Now that you know the RESULTS – how will they be applied?



Thank You!
If you wish to send questions or comments after the Webinar, you are invited to email today’s presenter at:

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skip@exhibitsurveys.com

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participation!***

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