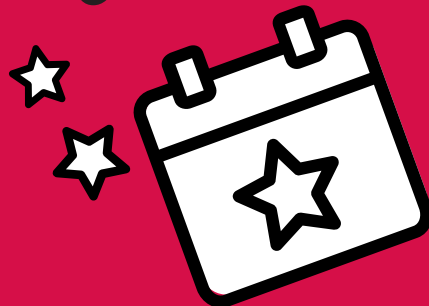




Measuring Event Success


This guide takes the mystery out of measuring the impact of exhibiting, focussing on:



- **WHY** measure
- **WHICH** metrics matter the most
- **HOW** to measure
- **HOW** to create actionable reports



Exhibition Marketing: Why Measure?



Marketing has become more sophisticated than it once was. CMOs and leadership teams now expect robust marketing analysis with results improving over time. They want to see *meaningful numbers* aligned to metrics from other channels and linked to business outcomes.

Check out FaceTime's **Power of Live** research to see how exhibitions compare to other media.

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For these reasons, being able to effectively communicate the benefits and value of exhibitions to your business is vital:


To protect and/or grow budgets

Without data to support why an exhibition is working, it is very challenging to defend its importance.

To drive improvements

Without clear insight into what is working and what is not, it's difficult to identify where and how to change and develop (no matter how good your instincts are).


EXHIBITORS MUST MEASURE AND REPORT ON WHAT MATTERS TO THE BUSINESS AND WHAT DRIVES CONTINUOUS IMPROVEMENT.



MEASUREMENT - WATCH OUTS!


Don't be tempted to evaluate data points that don't really mean anything. Do whatever you can to avoid these traps:

Badge scans




Capturing leads is critical and analysing qualified leads to evaluate impact is highly recommended, however, a badge scan is **not** a lead. It could be anyone and totally unqualified. Find a way to qualify them quickly and preferably while they're on your stand to save precious time afterwards.

ROI



This doesn't take into account long-term impact (vs. immediate sales), the fact that it takes multiple touchpoints to contribute to a sale, or that the sale may happen months or years down the road.

Dwell time



The amount of time someone spends on a stand is **not correlated to impact**. An exhibition visitor might have a mind-blowing, game-changing experience in five minutes whilst another visitor might be bored to tears for an hour. If anything, exhibitors should try to drive maximum impact in the shortest possible timeframe.



Metrics that Matter

Let's look at the metrics that matter to that business and can drive continuous improvement.

1. Pipeline impact

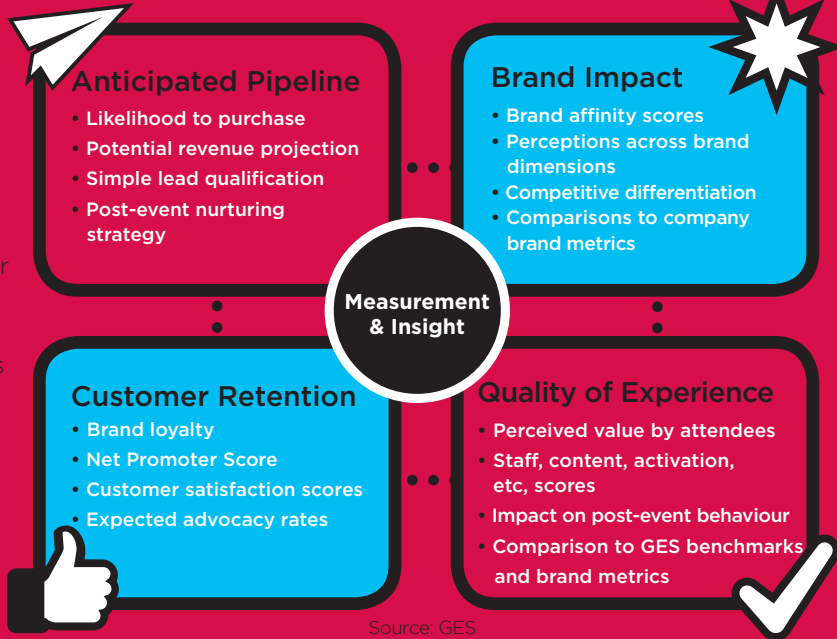
Exhibition marketers *create opportunity*. It's up to your sales and marketing team to take advantage of this so, to measure success, you should measure:

- **Change in propensity to purchase.** This sub-metric is about how you've changed the minds of the people you've impacted by your presence at the show. Is the audience more likely to buy as a result of the experience?
- **Projected revenue:** Using an analysis of leads you can project the potential revenue for your time at the exhibition. This is a formula that considers warm and hot leads and the revenue from products/services those leads are interested in.

It's your job to create and measure the opportunity so it can be followed up after the event.

2. Anticipated customer retention

Many stand visitors are existing customers and, while it isn't always appropriate to push products/services, there is a real power in building stronger relationships with existing customers, which often results in increased customer retention levels.



4. Quality of visitor experience

The final recommended metric is designed to inform continuous improvement efforts:

When we give value, we tend to get value back. This metric seeks to understand how well your presence at the exhibition meets visitor expectations, so that you can understand what to improve next time around or, for elements that have worked particularly well, what to invest in further.

Like the brand impact evaluation this requires some up-front analysis to determine which exhibition experiences matter to visitors. It might include an opportunity to talk to staff about a business challenge they're having, ideas to bring back to their company or access to new products/services.

Whatever the intended high-value experiences are, visitor feedback is critical to understand what's working and what's not.

3. Brand perception impact

People buy from brands they trust. Exhibition marketing isn't only about sales, it delivers an opportunity to brand-build. Every brand has key attributes associated with it. For example, a brand might be perceived as approachable, visionary or entertaining. You should seek to understand if the event attendees can associate each attribute of your brand by asking simple questions.

A survey question might ask: *As a result of your experience at the event, which words or phrases (from a provided list) do you more closely associate with Brand X?*

Leadership teams are likely to agree that driving pipeline, building customer loyalty and strengthening brand affinity are critical success drivers for the business. As event marketers, this means aligning the way exhibitions are measured to the priorities of your company, demonstrating why the investment is worthwhile.

Don't forget about influencers, it is still important to understand the impact you've had, whether they're aligned to your brand and how likely they are to recommend you. See FaceTime's Event Advocacy research - *The Power to Influence*.

Getting Credible Data



The challenge with exhibition measurement is there's so much potential data you can gather and you need to make sure what you're using is credible, so let's examine a number of proven exhibition measurement methodologies.

VISITOR SURVEYS

Getting a healthy sample-size of stand visitor feedback is best practice exhibition measurement. There are two primary approaches to visitor surveying:

- **Interview-style.** For this, someone spends a few moments asking visitors about their experience as they exit the stand. This genuinely works, people are happy to have a conversation about their experience but make sure the survey taker is objective. Company employees can unintentionally affect responses. Market research and/or staffing firms can provide this and, in general, no visitor incentive is required.
- **Web-based post-event surveys.** A post-event survey should be sent by email to all badge scans immediately after the event and should include an incentive to increase completion rates. Incentives can be as straightforward as entry into a prize draw to receive a gift card or access to thought-leadership content as a download for all respondents.

For surveys, asking the right questions aligned to your main objectives for exhibiting and keeping it short are critical success factors. If survey development isn't an area of expertise, you could engage a third-party to assist - it will be worth it.



LEAD ANALYSIS

If a person has buying authority or influence, they are a lead. If they don't, they are not. Leads can be ranked by timeframe of desired purpose:

- A lead looking to make an immediate purchase = **hot lead.**
- A lead looking to make a purchase but not right away = **warm lead.**
- A lead not looking to make a purchase = **cold lead.**

You can assess potential revenue by multiplying the number of hot/warm leads by the revenue of the products or services of interest. If they're a warm lead but don't know what they may need yet, use your average business deal as an example.

Example: 100 qualified leads captured on stand. Each lead is looking to invest in a £10,000 product/service. The projected revenue is £1,000,000.

Hot + Warm Leads x Revenue from Products/Services of Interest = Projected Revenue

STAFF SURVEYS

Finally, stand staff can offer valuable insight into what worked and what didn't. This adds context to data gathered from visitor surveys and lead analysis. For example, a staff survey may explain why anticipated revenue was lower than hoped or why brand results were very positive. The recommendation for staff surveys is to make it mandatory and keep it short - as little as two open-ended questions:

1. **What worked well?**
2. **What could have been improved?**

POST-EVENT REPORTING

Post-event reporting should:

- Score each metric so that there are numbers associated with each measurement. Over time you can then benchmark results with past events to see if individual scores are good or not.
- Weave in insights from staff surveys to inform future improvements. A post-event report becomes useful when it includes analysis on how to make changes so that your success scores go up over time.



KEY TAKEAWAYS

- Measurement is a must!
- Use metrics that align to business needs: pipeline, customer retention, brand impact
- Evaluate the quality of the visitor experience
- Leverage well-crafted surveys and lead analysis to evaluate impact
- Score results and compare these over time
- Include actionable recommendations in post-event reports

