

The profile of the B2B exhibition visitor 2014

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An introduction to FaceTime...

In a nutshell, FaceTime is the industry funded, research and promotional body for face-to-face marketing and it serves to demonstrate how powerful and effective face-to-face is for your business.

FaceTime provides free research, case studies and resources.

For more information, help and advice please visit:

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Overview of the research project...

Everyone is talking about **data**.

A lot of people are talking about **big data**, a few are talking about **clever data** but we decided to concentrate on the **human side of data**.

It kinda made sense given the social nature of face-to-face marketing.

We decided to take a look at the profile of the average visitor of UK B2B exhibitions.

We hired the number crunchers at N200 to cast their eyes over vast spreadsheets of data sets and they analysed the profiles of more than 250,000 attendees of B2B exhibitions in the UK across thirty shows during 2012 and 2013.

Why visitor profiling...

Profiling is a great way to summarise the analysis of data into **common features and characteristics**.

It's been used in information science, forensics, DNA, offender studies and of course the marketing arena to define audiences and markets for products and services.

We decided to look at a hunch we had about the typical B2B exhibition visitor. We thought that they may be **ambitious, influential, high worth professionals** who do big business.

So let's see how we went about it...

How we did it...

Firstly we decided to look at the B2B exhibitions that took place in the UK between 2012 and 2013.

In a **completely anonymous study** N200 aggregated the registration details of 29 B2B exhibitions and identified common questions of the visitors.

We wanted to make sure that the research was **as robust and thorough** as possible so we deleted invalid cases and anomalies in the question formats.

We were left with a whole load of information to analyse and this is what we did next...

What did we look at...

So we wanted to look **B2B exhibition visitors** in terms of the following characteristics...

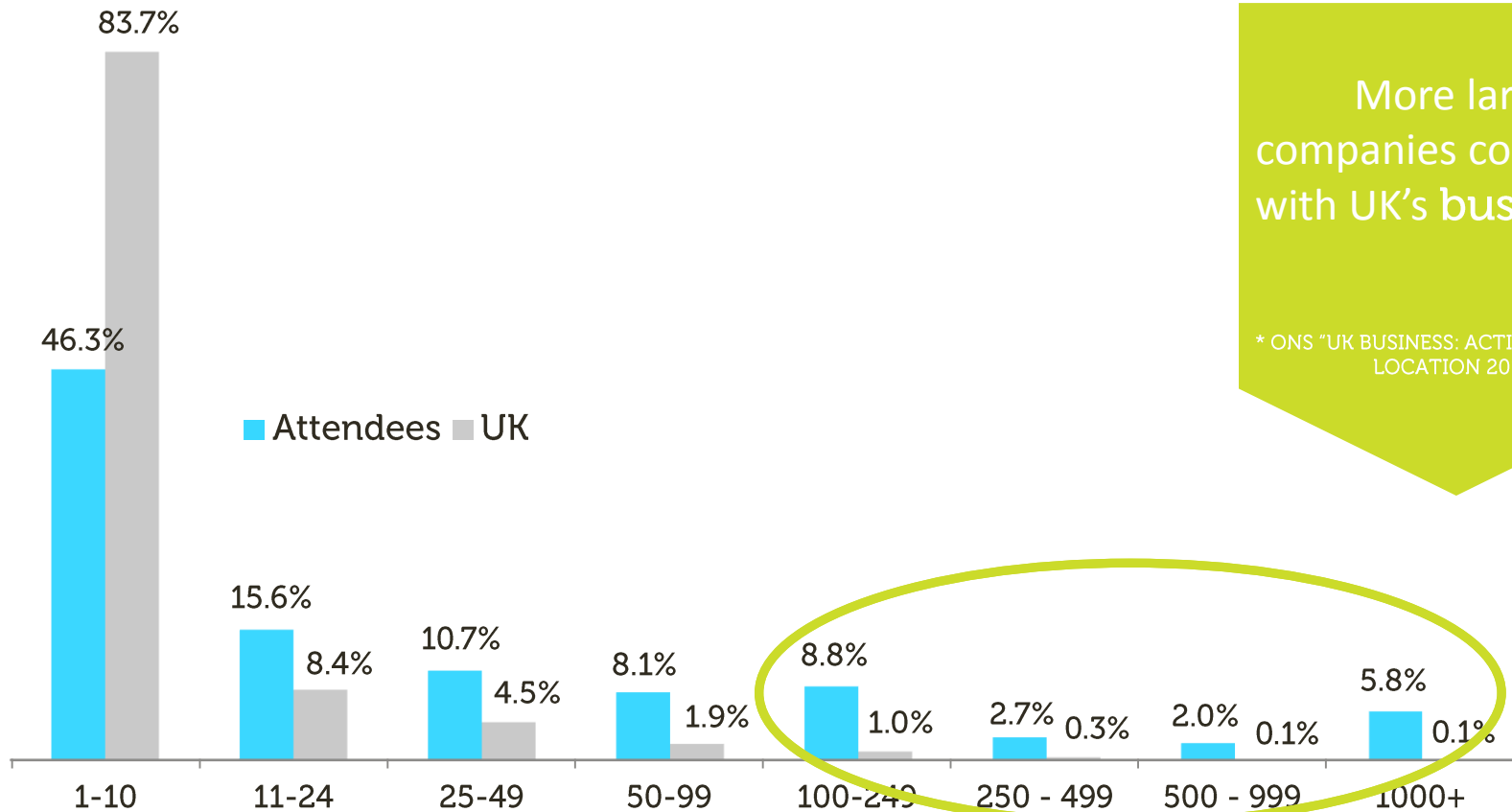
- Company size
- Annual turnover
- Budget and purchasing responsibility
- Job title
- Attendee seniority
- New versus repeat visitors
- Attendee origin
- Distance travelled
- Gender
- Registration method
- From registrant to attendee
- Registration by (non) attendees

Here's what we found out...

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They worked for large businesses...



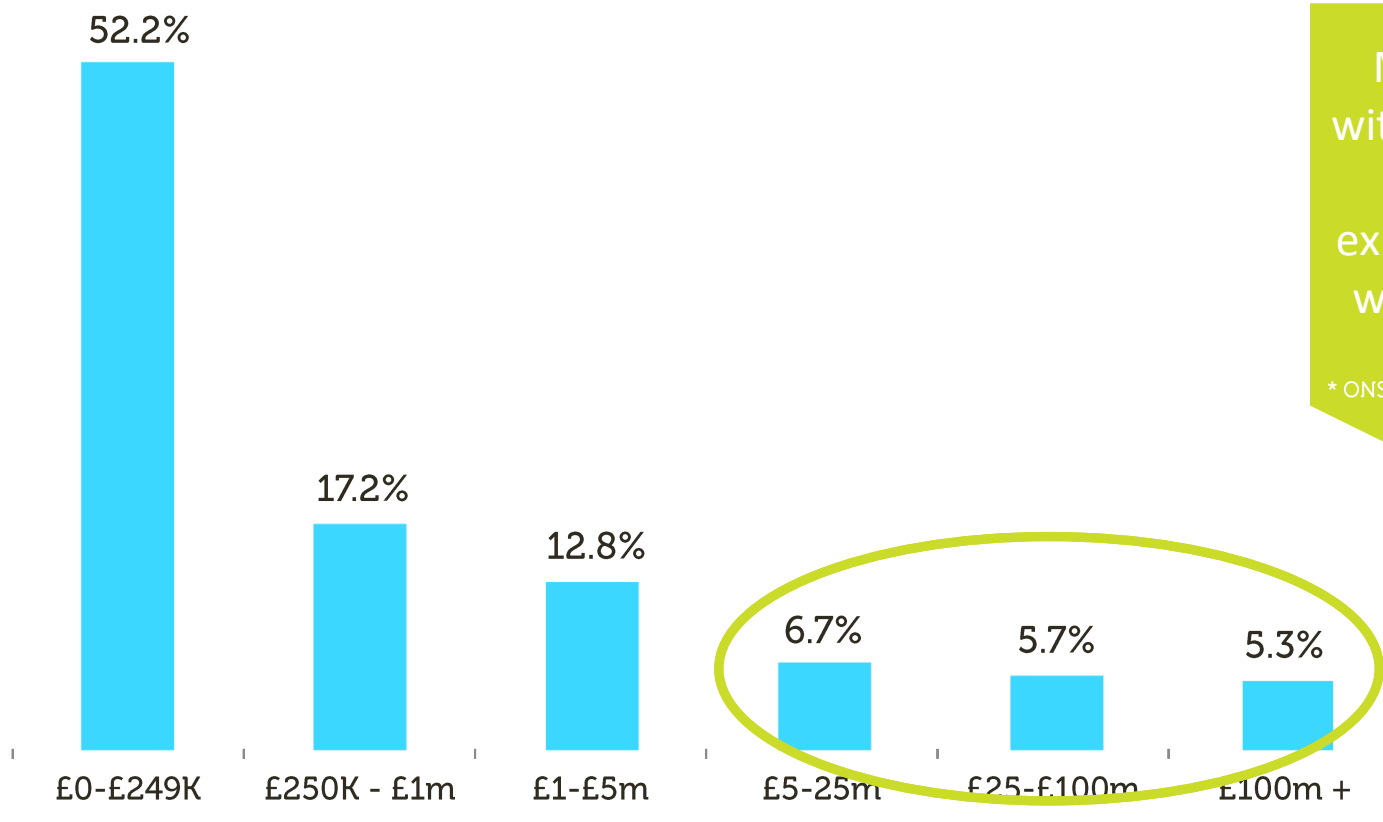
More large companies compared with UK's business.*

* ONS "UK BUSINESS: ACTIVITY, SIZE AND LOCATION 2012"

Exhibitions attract visitors from the UK's biggest companies. Almost 20% of attendees came from companies with more than 100 employees, versus 1.4% of the UK's businesses*

Based on 43,571 answers given during registration for eight events where company size was asked

...and for businesses with massive turnovers



More companies with annual turnover >£5m at a B2B exhibition compared with UK Business.*

* ONS "UK BUSINESS: ACTIVITY, SIZE AND LOCATION 2012"

Almost half (48%) of businesses attending exhibitions have an annual turnover of £250k+, yet only 29% of UK businesses* achieve this

Based on 28,6241 answers given during registration for seven events where annual turnover was asked

They were there to do business...



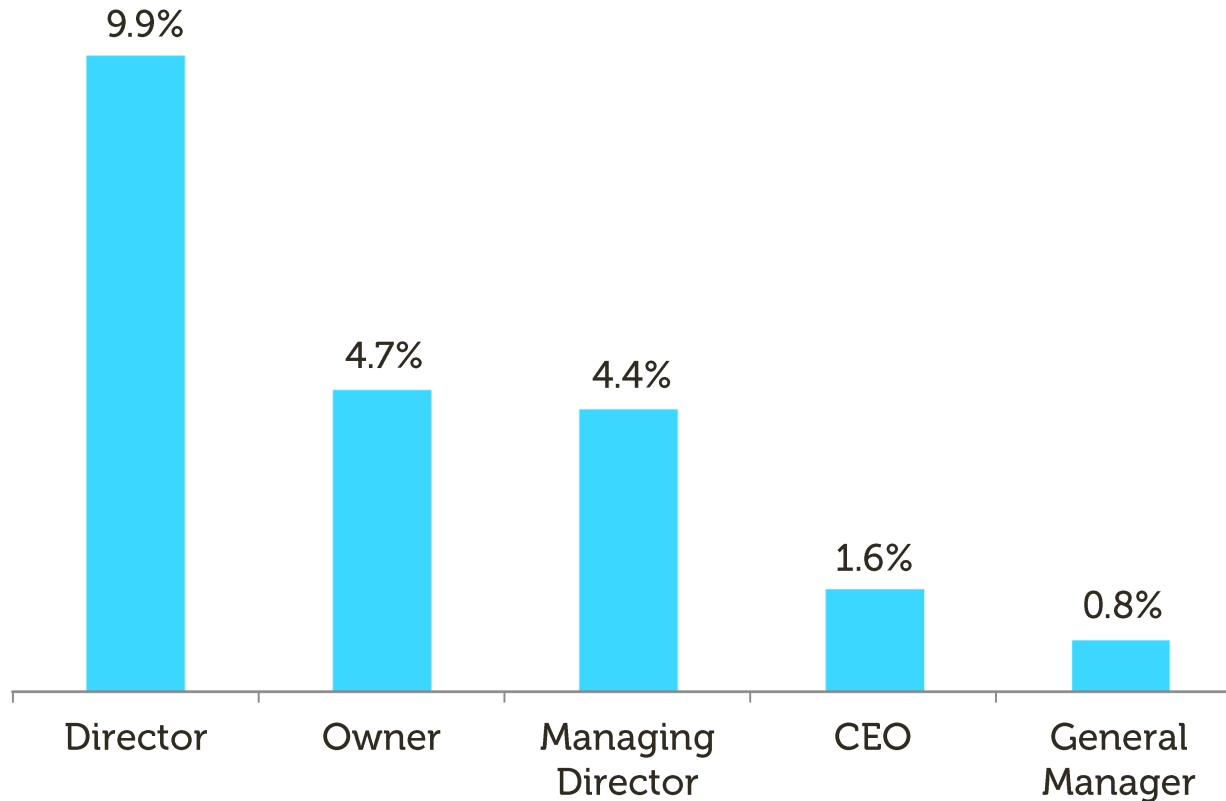
71.6%

of attendees said
they had purchasing
responsibility

Over 8% of attendees have a budget of over £1m.
Average is £166K, although the median average is a
more realistic £5k-£10k

*Based on 107,260 answers given during registration for six events where
budget responsibility was asked*

They tended to be senior people...



Many
different
job titles

Director was the most common specific job title. Attendees cover so many diverse job functions that there is no single dominant group

Based on 230,631 answers given during registration for all 29 events

C-level executives were big fans...

22.9%

Assistant Director
CCO
CEO
CFO
Chairman
CMO
Company Secretary
COO
CTO
Director
Executive Director
Finance Director
General Manager
Managing Director
Member of the Board
Operations Director
Owner
President
Vice President

Attendees

10.1%

UK

23%

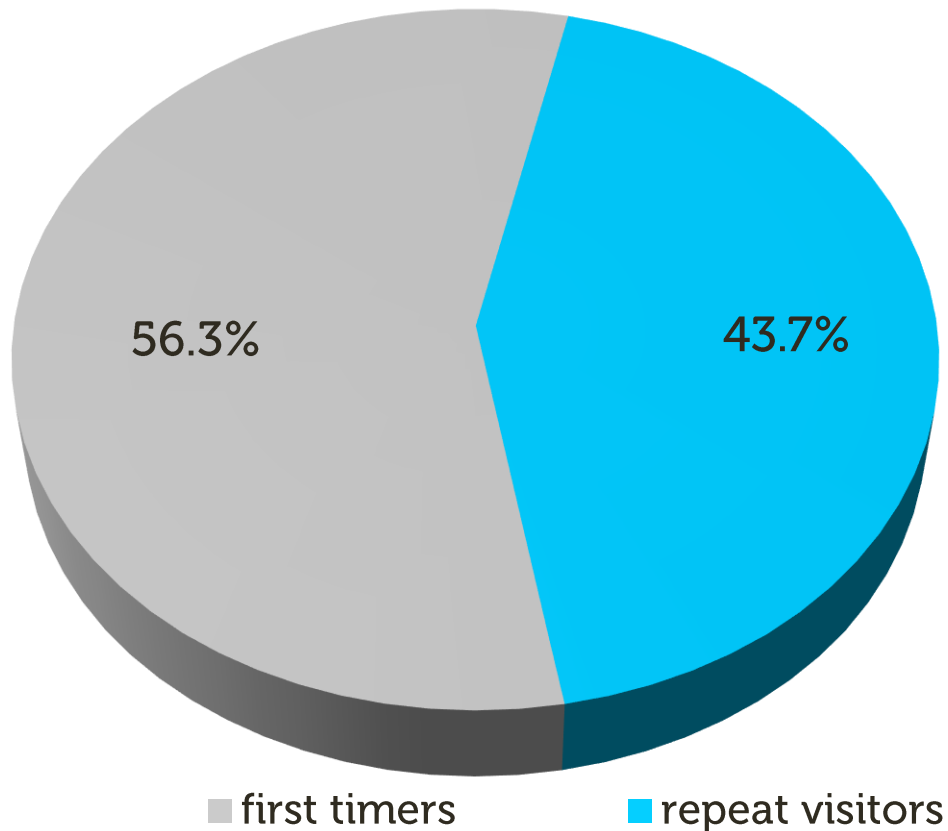
Were in board-level positions, more than double the UK average*

* ONS annual population survey Apr '12 to Mar '13

Almost a quarter of attendees have board-level responsibilities.

Based on 230,631 answers given during registration for all 29 events

Decision makers keep coming back...



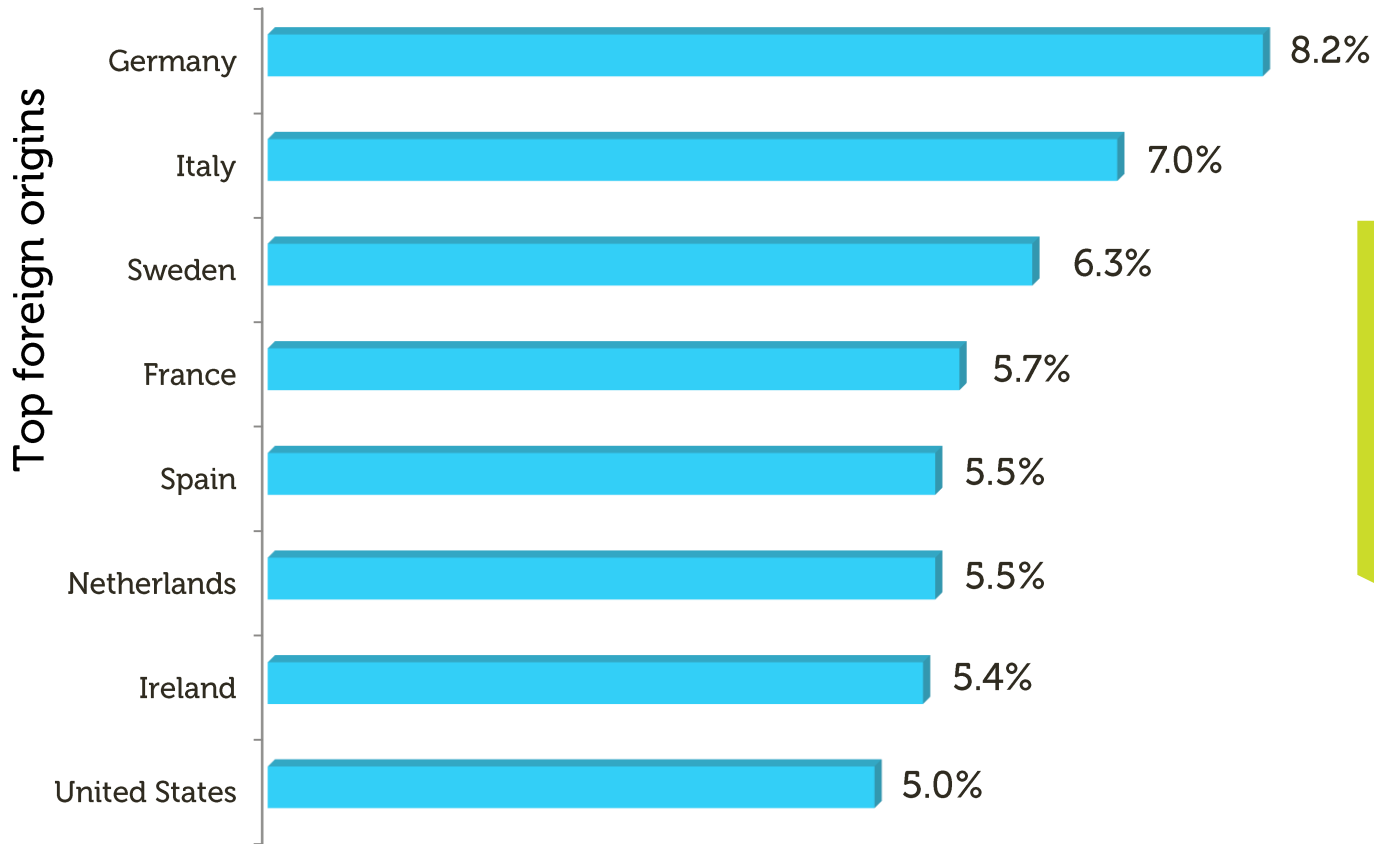
44% of attendees have been to previous editions of the same event

Rising to 50% of C-level attendees and 51% of those with budget responsibility

Key attendees – *decision makers* – are those most likely to attend events year after year

Based on 88,931 answers given during registration across eight events

International visitors are represented



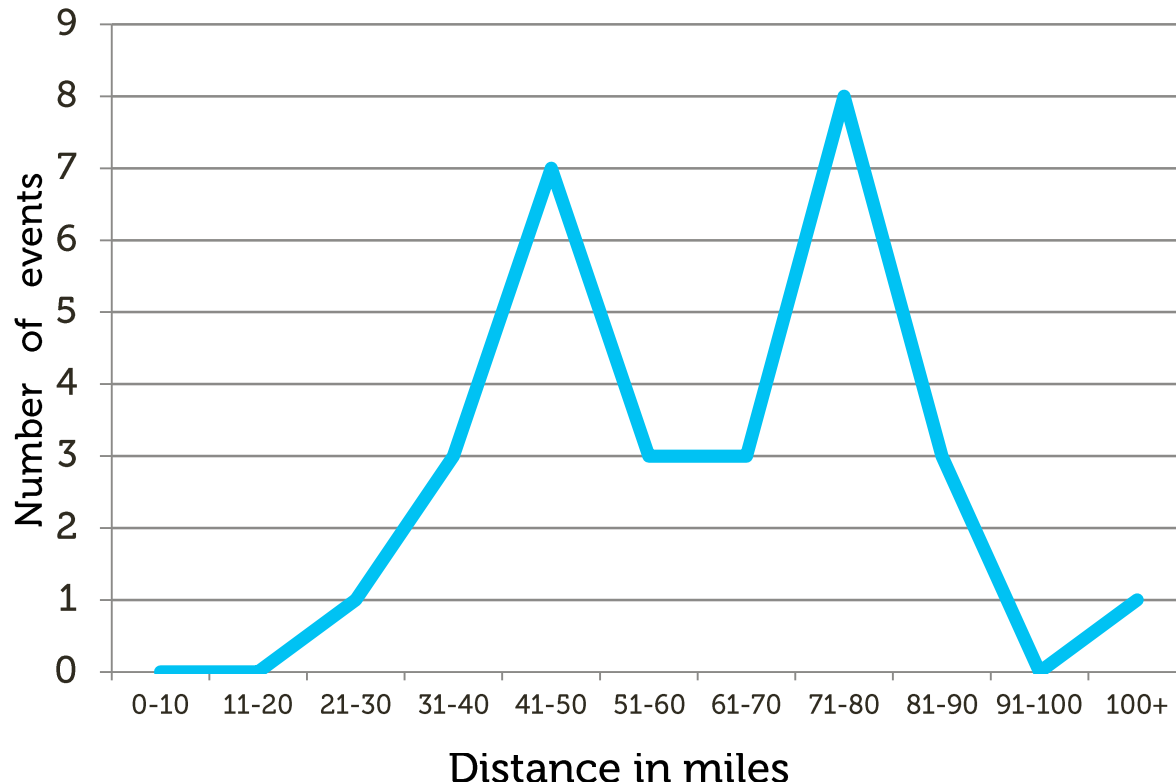
190

Different countries represented

Foreign visitors account for 18.6% of all attendees.
43% of foreign visitors have attended the same event before.

Based on 243,167 addresses recorded during registration for all 29 events

This is how far UK visitors travelled...



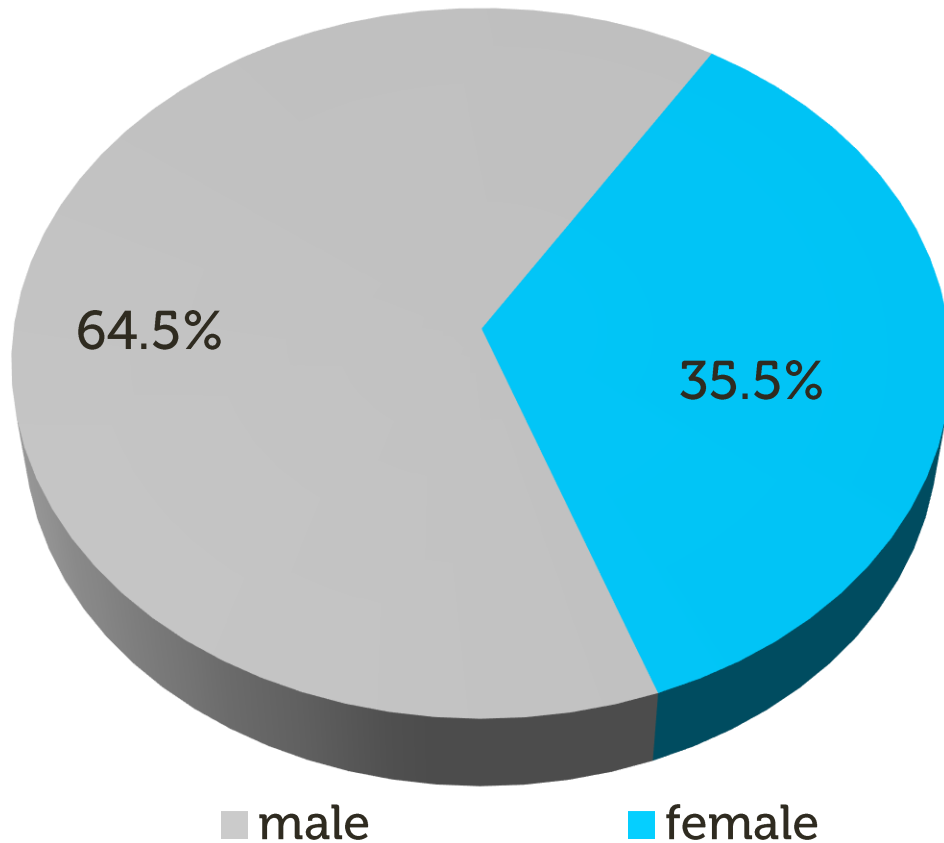
**58.7
miles**

The average distance
between attendees'
registered UK address
and the event they
attended

Event size determines catchment; regional events have an average c41-50m, whereas national events have an average of c71-80m

Based on the validated postcodes of 186,876 addresses recorded during registration for all 29 events

It's the place for successful women...



Profile of female visitor is quite similar to the male visitor

Based on 231,266 answers given during registration across 26 events

27.1%

of board-level attendees are women

33.4% of previous attendees are women

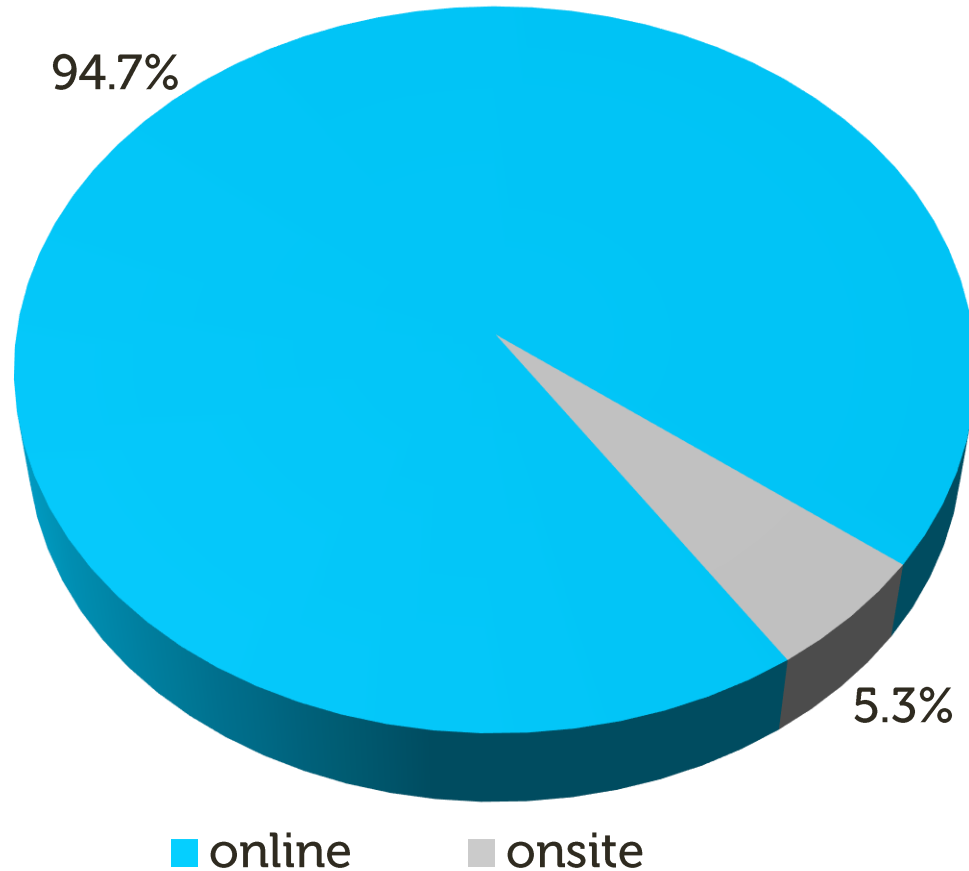
32.1% of attendees with purchasing authority are women

This is how and when
they registered for the
exhibitions...

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Online registration is the main channel...

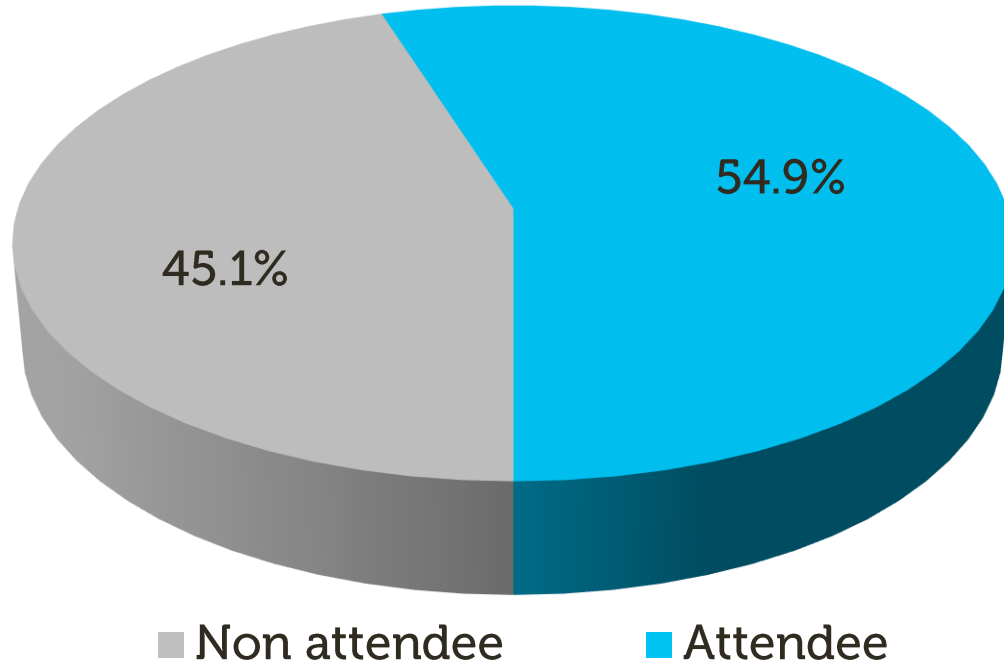


To get
onsite
you register
online

Onsite registration is becoming extinct.

Based on 449,163 answers given during registration for all 29 events

This is the average turnout...

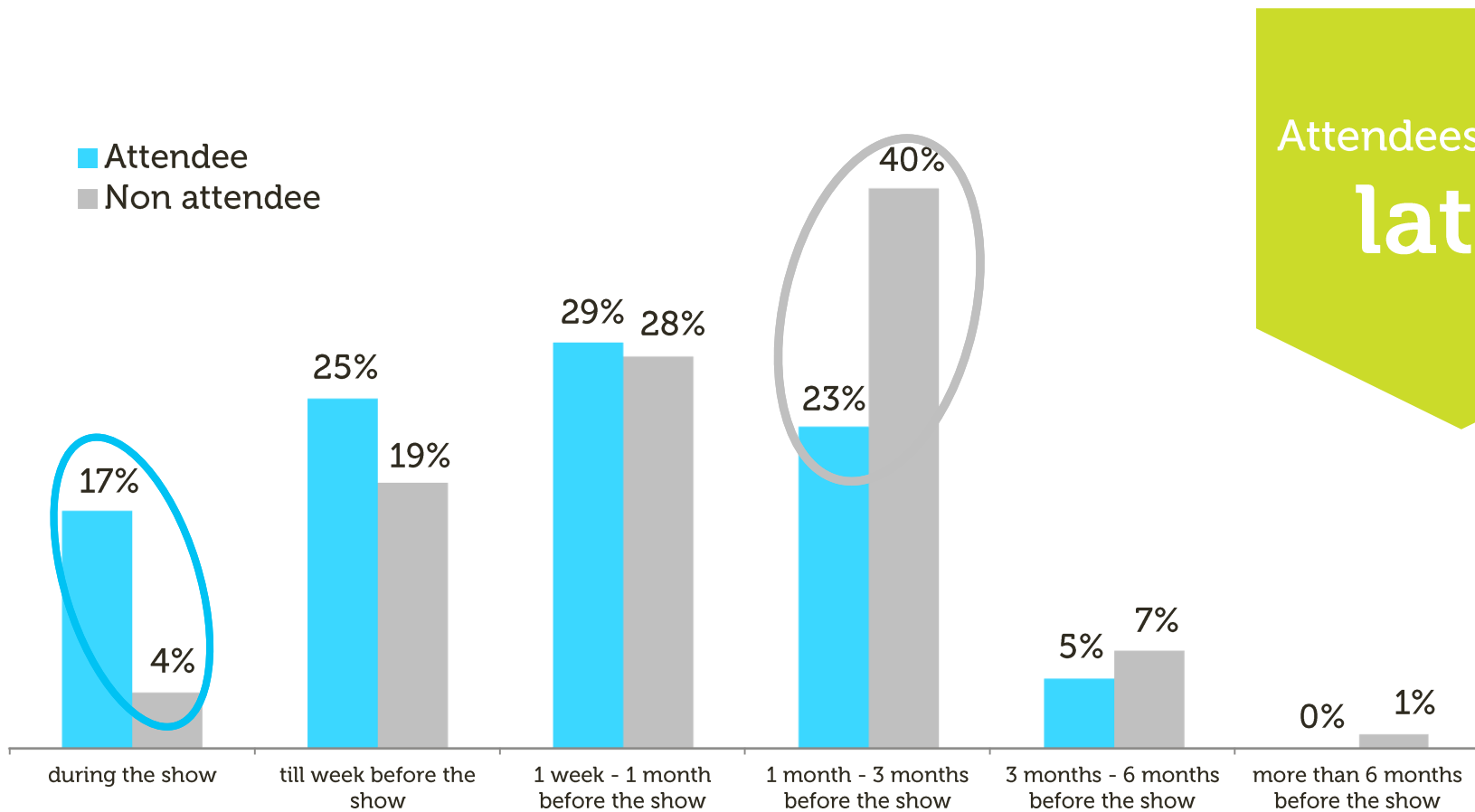


55%
show up

Number of visitors can still grow.

Based on 449,163 answers given during registration for all 29 events

Here's the turnout vs. registration time...



71% of attendees register no longer than 1 month before the event

Based on 449,163 answers given during registration for all 29 events

Summary...

So, our research into the profile of the average visitor to UK B2B exhibitions showed that they were the place for businesses to do business.

Across all the exhibitions in the study we proved that they were packed with high status, high spending professionals who worked for big businesses.

We also discovered that B2B exhibitions are the place for successful women who accounted for 27.1% of the board level visitors – well over the FTSE100 average of 19%.

And if you wanted to grow your businesses internationally, the best place to start is at a B2B exhibition on these very shores with 18.6% of visitors coming from overseas!

For a free summary infographic of this research please visit:
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Finally, a big thanks to N200 for providing the data and resource for the research. N200 are Europe's leading event registration, ticketing and data intelligence company. For more information please visit: www.n200.com

