



CHALLENGE

For Broadpeak, IBC is a key date in the annual calendar, as Mathilde Jouault, Field Marketing Manager Americas, explains: **“It means a lot for us to be present at the show in Amsterdam in September. It’s needed, it’s not negotiable. It’s a place where we showcase our innovations, where we reconnect with the industry, and where we meet with partners and customers.”**

Meeting with partners and customers to showcase new solutions and highlight the company’s leadership in the industry was front of mind when planning for this year’s show.

This year also had the additional significance of being the 15th year Broadpeak had exhibited at IBC, a milestone the company wanted to highlight and celebrate with its partners and customers.

In order to do this, it was important that the Broadpeak team communicated this information in an effective, timely and coordinated way across departments to its wide range of stakeholders to encourage them to visit the booth during the show.

BROADPEAK IBC EXHIBITOR CODE COMPETITION CASE STUDY

OVERVIEW

As a long-time exhibitor at IBC, Broadpeak knows the value of raising brand awareness and organising meetings ahead of the show in order to make best use of all four days of IBC. This year, as in previous years, the IBC Exhibitor Code played a key role in achieving this.



SOLUTION

To do this, Broadpeak utilised the IBC Exhibitor Code, and entered the IBC Exhibitor Code competition for the first time.

“Whenever there is an exhibitor code, we use it. It’s a good invitation material for our sales team.”

The process of inviting people to register using the code begins in July when an email blast is sent to the company’s database. Two more emails are sent in the run up to the show.

In addition to the marketing department sharing the code, the sales teams also benefits from the process, sending personal invites to clients. It is also shared in LinkedIn posts on the company page and by colleagues.

Consistency of message is important so the marketing team supplies text and images that can be used across the company to promote Broadpeak’s participation and highlight the Exhibitor Code. Design is kept simple and to the point, emphasising that visitors can register for free using the code.

Broadpeak uses the IBC Exhibitor Code alongside Map Your Show, with the latter focused more on lead generation.

“One is to take care of existing contacts and the other one is to generate leads,” she explains. “The two solutions work well together.”

RESULTS

For Broadpeak, the focus of using the code is to invite known contacts, rather than generate new leads, and the company has found that this brings specific benefits in terms of making customers feel valued.

“The Exhibitor Code is a good way for our colleagues to reach out to their contacts and say, ‘Hey, come and see us, register for free on us’. It’s a great incentive. Customers and they like to be invited, and to feel special.”

“For us it’s also about awareness. The code is a great communication tool. We can encourage people not only to register on us but also to schedule a meeting at to the booth to have a coffee and talk.”

The code also helps the Broadpeak team to ensure they are fully utilising their time at the show and they are prepared for each day.

“Around 85% of our meetings on site are booked ahead of the show. The booth is always buzzing, this is also due to the very good job our sales team does before the show. When it comes to booking meetings, the IBC code helps a lot! This past IBC, we had more than 250 meetings booked before the show.”

Entering the IBC Exhibitor Code competition for the first time also proved fruitful. “Participating in the competition was great, and we won. I can only encourage other exhibitors to do it,” she enthuses.

FUTURE PLAN

The code is now an integral part of Broadpeak’s marketing strategy in the run up to IBC.

“It would be weird, especially for a show like IBC, to not have that code anymore. Our communication plan would be very different without the code,” says Jouault.

The company is also considering the option of utilising the code in third-party communications ahead of the show. “When we have a banner on a website, or a banner on an eblast, it would be a good way to generate leads,” she adds.

“Overall, it was a good experience. It’s beneficial in terms of awareness and to strengthen relationships with existing contacts. All exhibitors should use it.”

RESULTS

85%

of meetings booked ahead of IBC2025

250

meetings booked before the show

100

people registered using the IBC Exhibitor Code