



Exhibition & Convention Executives Forum

# The 140 Year-Old Startup

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# Whether you're 40 or 140





# Polling Question

What word comes to mind when you think of an association or society launching a for-profit subsidiary?

# Who are we?

**ASME helps to develop solutions to real-world challenges through a variety of products and services**



***Our Mission:***

***"To advance engineering for the benefit of humanity"***

- Standards
- Certification
- Conformity Assessment
- Learning & Development
- Conferences
- Publications
- ASME.org
- Education
- Membership
- Global Government Relations
- Student Engagement



# ASME AT A GLANCE

## REVENUES

 **\$115M**

## ASSETS

 **\$150M**

## STANDARDS

 **550+**

GLOBALLY RECOGNIZED

## OFFICES

 **6**

WORLDWIDE

## EMPLOYEES

**350+**

WORLDWIDE

## MEMBERS

 **+90K**

80+ COUNTRIES

## JOURNALS & PUBLICATIONS

 **3600+**

ARTICLES PUBLISHED  
ANNUALLY

## LEARNING & DEVELOPMENT

**200+**

COURSES

## AUDIENCE

 **1M+**

WORLDWIDE

## CONFERENCES

 **30+**

INDUSTRY LEADING



## COMPANIES ENGAGED

 **+19K**

ACROSS INDUSTRY

## EVENT ATTENDEES

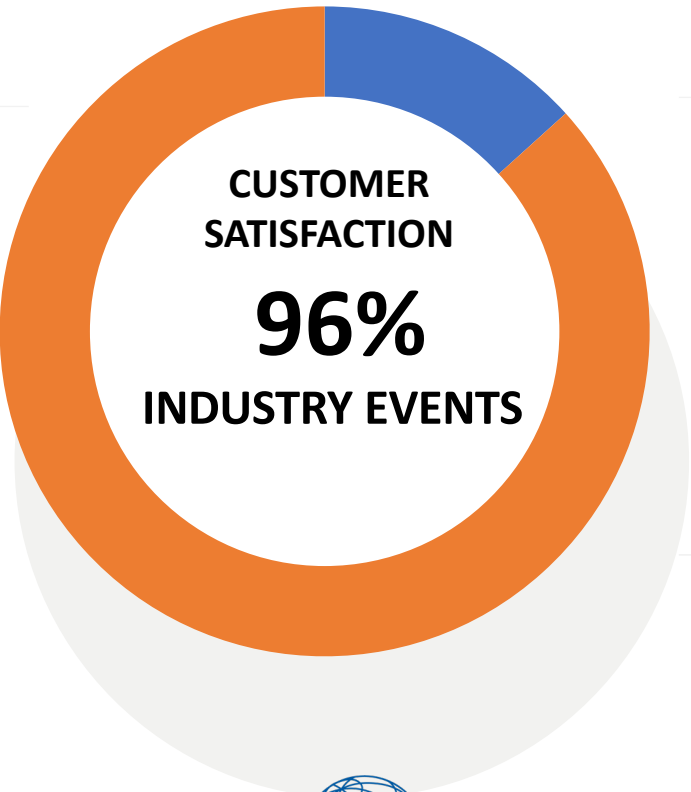
**+16K**

INDUSTRY EVENTS

## MEDIA REACH

 **+496K**

MONTHLY









# A Host of Experience

We go deeper so you can go further.

Metrix delivers thought leadership you can believe, considered contacts you can trust, and curated communities where you belong. It's all driven by keen insights, smarter personalization, and deeply held expertise, powered by ASME.



# Our Brands



A diverse portfolio of respected industry brands and award-winning technical content.





# 2021 – Year in Review

- 15 Webinars | 4,928 Total Leads
- 12 Events | 38,247 Total Leads
  - 157 Total Sponsors
  - 80 Total InnoZone Sessions
  - 67 Demo Jam Sessions
  - 10 Lunch & Learn Sessions
  - 2 Fireside Chats/3 Learning Labs
  - 17 Panel Discussions
  - 262 -1:1 Curated Meetings
- 12 AM Newsletters | 49,534 Unique Opens
- AdditiveManufacturing.com | 60K unique visitors (11/2021)



# Creating an Innovative Marketplace

- **First to market:** 16 virtual events for 18,000 participants (5/2020 – 12/2021)
- **Agile Production:** Live | Simu-live | Recorded | On-Demand
- **Award-Winning:** 'Best Use of Networking Technology' – 2022 *Eventeer Award*
- **Satisfied Customers:** 96% CSAT average
- **Innovative Formats:** InnoZone | Demo Jam | Think Tank | Table Talk | Lunch & Learn
- **Meaningful Connections:** 1:1 Curated Meetings
- **Solutions Find You:** AI-powered connectivity
- **Dedicated Customer Success:** Virtual is hard – we made it simple





# Polling Question

How much are you changing your events model from pre-pandemic?

- a. Not much at all – back to business
- b. Somewhat – creating a few new features
- c. Significantly – driving tons of innovation
- d. Everything – you wouldn't recognize it



# Do we go back to 'normal'?

More has changed in the last 24 months than in the last 24 years:

- **70 million people changed their emails**
- **Technology has filled the gap**
- **In-Person is a 'nice' to have**
- **Companies reducing travel expenses**
- **How we work – 50%+ are not in an office**

Do we just go back to tradeshow as usual?



# The Human Element

- Center on the Attendee/Participant
- Events vs. Experiences
- Design – what comes first?
- How is value delivered?
- New business models – Rethinking Revenue

**How do we innovate to create unique experiences?**



# Building a Community & Marketplace

**The Network Effect:** the greater the number of buyers, sellers, or users, the greater the network effect—and the greater the value created.



## Considerations:

- Participants connect with each other and with you.
- Continuous, meaningful interaction with customers
- Leverage Technology – Data & Analytics/AI/ML
- Content is King
- Opt-in communication/GDPR
- Crowdsourcing & Feedback





# Evolving the Portfolio

- Events: Virtual | In-Person | Hybrid
- Sponsored Content
- Websites
- 365-Community
- Webinars | Podcasts | Live Shows
- Video
- Newsletters
- Interactive Media
- Custom Research
- Industry Reports
- Whitepapers
- Lead Generation
- Custom Engagement
- Customer Events

# Parting Thought

*'Teachers don't know all the answers, but they are brave enough to speak their truth.'*

-Viola Davis