



# OMNICHANNEL

IF, WHEN, HOW, WHAT, RESEARCH

# WHAT DOES OMNICHANNEL MEAN

- In the consumer space – purchasing on-line, chat, mobile, phone, in person
- B2B – Chat, Text, Website, Phone/Voice/Robocall, Mobile (data), print, direct mail, social media (paid/unpaid/influencers), tradeshow, events, digital events
- 86 YEARS IN THE MAKING – 1ST LIVE EVENT BROADCAST MAY 1936



THE OMNICHANNEL WORLD  
HYBRID, THE WORD (FOR THE MOST PART), IS  
GOING TO DIE.  
IT WILL SIMPLY BE YOUR EVENT.

- We don't watch a virtual football game.
- It is a football game.
- You go there or you don't.

# WHY AN OMNICHANNEL APPROACH?

- If you don't do it, your exhibitors will
- Doesn't have to be expensive.
- Expected

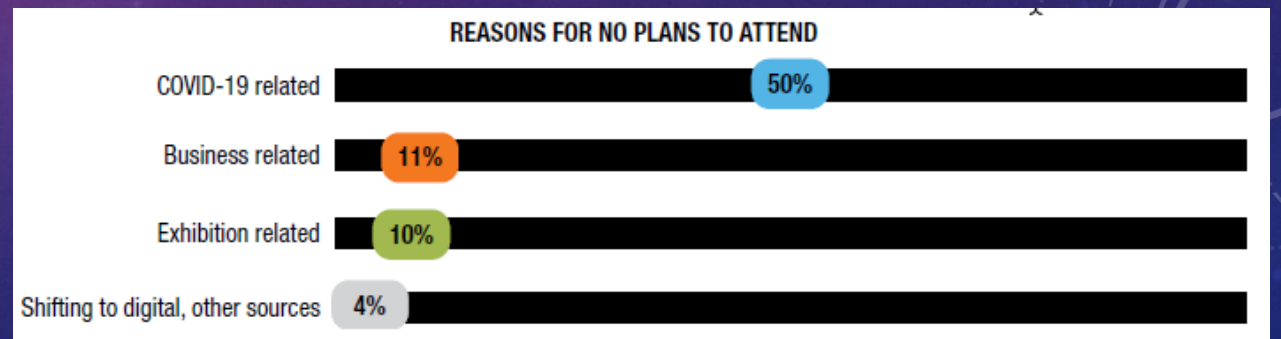
## FIRST THE GOOD NEWS!

- 94% of Exhibitors who exhibited in 2019 are planning on returning to exhibit 2022 +



## MORE GOOD NEWS!

- It's the same for attendees. Those non-returning attendees have no or low influence on purchase decisions



EVEN MORE GOOD NEWS!

- Of the small percentage of non-returning attendees, only 4% of those say nothing will convince them to return.

# WHERE TO SPEND?

?

?

Email example

?



### **Report One: Marketing Channel Mix During Pandemic and Outlook Moving Forward for Brand Marketers That Exhibit at B2B Exhibitions**

Report One summarizes overall findings from the exhibitor perspective. Results indicate the outlook for the B2B exhibition industry is strong among exhibiting companies that have used the channel pre-COVID-19.

### **Report Two: Will Attendees Come Back to B2B Exhibitions? Channels Used by Attendees to Meet Their Business Needs During the Pandemic and Outlook Moving Forward**

Report Two assesses the extent by which participants will return to B2B exhibitions, and whether needs and preferences will shift in any way and summarizes overall findings from the attendee perspective.

### **Report Three: Mining for Expanding and Deepening Engagement Opportunities Among Those Shifting to Using Other Channels**

Report Three uncovers opportunities to expand engagement with attendees and exhibitors via other channels. And for some of this subgroup of attendees and exhibitors – it may be the only way to keep them as customers. Report Three also pinpoints which objectives attendees and exhibitors may shift to other channels and which ones offer the most promise.

### **Report Four: Who to Target for Attendee Acquisition**

Report Four looks forward and provides insights to help you shape an attendee acquisition approach that aligns with professionals that have plans to attend through 2022. Report Four also documents prospective attendee involvement in the decision to attend and the demographic profile of those coming back.

### **Report Five: Who to Target for Exhibit Sales**

Report Five provides valuable information about organizations with plans to exhibit including their decision-making processes, marketing budget outlook, and organizational demographics. Use this report to laser focus your exhibit sales approach.

# 5 PART REPORT OMNICHANNEL STUDY BY CEIR

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THANK YOU!

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