

Advantage Analytics:

Boost Booth, Sponsor and Advertising Revenues

Exclusively first for Exhibit Sales Roundtable
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Background in technology and analytics, with over a decade of experience transforming data into actionable insights for clients.

Passionate about the events industry, working with global brands to leverage data for growth, efficiency, and increased ROI.

Frequent speaker and thought leader, contributing to discussions on the future of event data analytics and industry trends.

The Goals for Today

Today's speaking session will focus on strategies to drive exhibit and sponsorship sales forecasting, emphasizing the importance of predicting revenue and working pipeline.

1

Discuss a framework for revenue forecasting - that's data-centric.

2

Showcasing the role of A.I. in leveling up your forecasting chops.

3

Provide a glimpse of what the future holds for sales teams in the events.

What are Predictive Analytics?

Predictive analytics in sales is all about using data, statistical models, and machine learning to get a better understanding of what might happen in the future, based on past sales data.

This approach allows sales teams to make smarter decisions, refine their strategies, and ultimately boost performance by being more proactive and prepared for what's coming next.

It's about leveraging insights that make planning and execution more efficient, helping the team stay ahead of the curve.



Macro Industry Trending

Lead Scoring & Qualification

Churn Levels & Prevention

Cross & Upselling Opportunities

Historical Sales Performance

Bear IQ: Powering Event Intelligence

480+

Data across more than 480 events spanning 2018 - 2024

\$1.1B

In total exhibit space and sponsorships analyzed

37k+

Unique Exhibitors and Sponsors



#1) Macro Factors to Consider when Forecasting Sales Goals

Is your industry doing well?

Growing

Stable

Shrinking

Do you have a wait list?

Yes

No

When do your customers pay?

<25% | 6 months out

26% - 50% | 6 months out

50%+ | 6 months out

#2) Churn Analysis: How much revenue are you recapturing?

How much revenue churns out annually?

<5%

6%-15%

16%-25%

26%+

What is your revenue churn of your top 20%?

Growing

Stable

Shrinking

How revenue downgrade/upgrade intra-year?

<2.5%

2.6% - 5.0%

5.1% - 7.5%

7.6%+

#3) Cross Selling Opportunities – Maximizing your Revenue per Organization

Do you have to be an exhibitor to sponsor?

Yes

No

It depends

Average span between exh. & sponsor purchases?

< 3 months

3-6 months

6+ months

When do your exhibitors/ sponsors pay? 50% baseline

< 30 days

30-90 days

90+ days

#4) Pipeline Work: What are the volume of opportunities in your CRM?

How much is your total pipeline as a % of goal?

<10%

11%-20%

21+%

How much is your new business pipeline as a % of goal?

<10%

11%-20%

21+%

Access the Excel Forecaster Model



Send me a DM on LinkedIn and I'll send you the Excel template.



Event Name	ACME Event
Event Start Date	1-May-25
2025 Goal	\$2,450,000
2024 Actual Revenues	\$2,370,000
2024 Goal	\$2,250,000

Macro Factors	Selection
Is your industry doing well?	Growing
Do you have a wait list?	No
When do your customers pay?	26% - 50% 6 months out

Churn Analysis: How much revenue are you recapturing?

How much revenue churns out annually?	16%-25%
What is your revenue churn of your top 20%?	Stable
How revenue downgrade/ upgrade intra-year?	5.1% - 7.5%

Cross Selling Opportunities: Maximizing your Revenue per Organization

Do you have to be an exhibitor to sponsor?	Yes
Average span between exh. & sponsor purchases?	< 3 months
When do your exhibitors/ sponsors pay? 50% baseline	<2.5%

Pipeline Work: What are the volume of opportunities in your CRM?

How much is your total pipeline as a % of goal?	11%-20%
How much is your new business pipeline as a % of goal?	<10%

Using A.I. in Conjunction with Human Intelligence

The value of sales team experience and gut instinct, while providing a useful bottom-up perspective, is greatly enhanced when combined with AI-driven forecasting methods.

As seen in the graphic, “gut-feel” forecasting, while the least accurate, is the original forecasting model.

The strength of AI lies in its ability to process vast amounts of data and provide high-accuracy projections, but it’s the combination of AI with the nuanced insights of experienced sales teams that ensures a balanced and realistic forecast, blending human expertise with cutting-edge technology for optimal results.

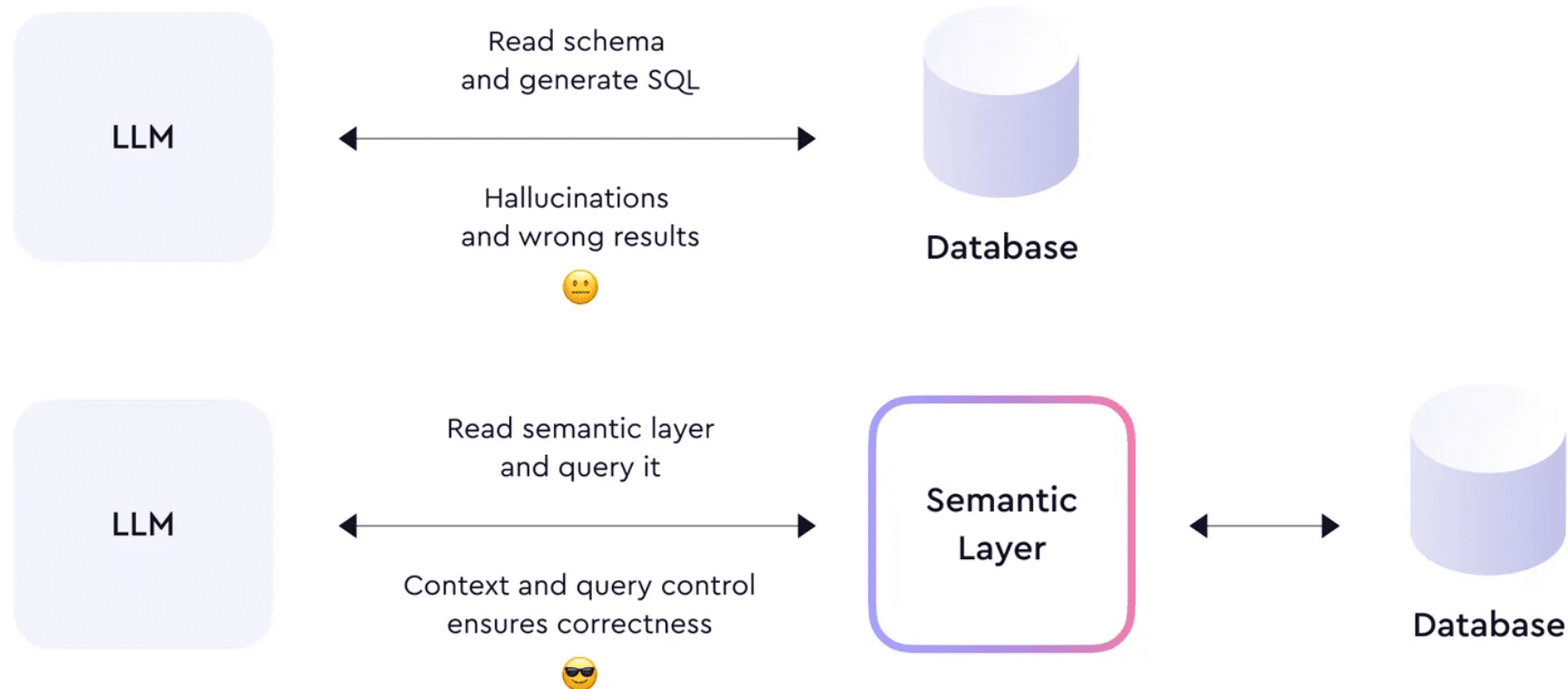


Image references: <https://www.people.ai/blog/sales-forecast>

Accuracy of Forecasting Methods



Training Without the Training Models to Improve Outcomes

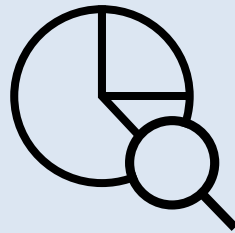


Benefits of Using SMALL & FOCUSED A.I. Microbots in Forecasting

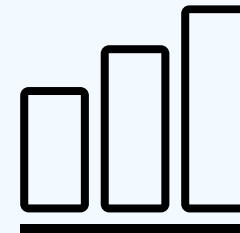
Near ABSENCE of hallucinations.



Greater analysis and actionable insights from YOUR data.



Intelligent models requiring NO pre-training.



Seeing A.I. in Action



Enter user message...

User
Please put together a sales forecast for ACME Events, based on the following information:

The below outlines the key information for the event we're analyzing.

Event Name	**ACME Event**
Event Start Date	1-May-25
2025 Goal	\$2,450,000
2024 Actual Revenues	\$2,370,000
2024 Goal	\$2,250,000
Weeks Out	27
Current Revenues	\$1,624,500

The below showcases the market conditions of the current event cycle. The macro factors include industry performance, and the latent demand in the pipeline.

Macro Factors	**Selection**	**Description**
Is your industry doing well?	Growing	A growing industry has tailwinds behind the sector.
Do you have a waitlist?	No	Having no waitlist means that churn is particularly important to manage.
When do your customers pay?	27%	This represents the mid-range; there is a small amount of variation in timing.

The Churn analysis analyzes how easy or hard it is for a sales team to retain revenue from event to event.

Churn Analysis: How much revenue are you recapturing?	**Selection**	**Description**
Latency 10039ms · Finish reason: stop · 2551 tokens		

Enter user message...

Add Run

The Results



2025 ACME Event Exhibitor and Sales Forecast Overview:

The 2025 sales goal is set at \$2,450,000, which is a modest 3.4% increase from the 2024 actual revenues of \$2,370,000. With 27 weeks remaining until the event, the current revenues stand at \$1,624,500, representing 66.3% of the annual target. The industry is experiencing growth, which provides a favorable backdrop for achieving our revenue goals. However, the absence of a waitlist highlights the critical need to focus on managing churn effectively.

Sales Forecast Range

The sales forecast for 2025 is projected to be between \$2.6M and \$2.75M. Given the stable industry environment and a manageable annual churn rate of 18%, the revenue downgrade/upgrade ratio remains steady at 5.80%. With 27% of customers paying six months out, coupled with the total pipeline representing 15% of the goal, there is moderate confidence in achieving the \$2,450,000 target. Cross-selling opportunities remain underutilized, and increasing these efforts could significantly impact the overall revenue forecast. Based on these factors, the forecast range is likely between \$2,300,000 and \$2,450,000, with potential fluctuations depending on pipeline growth and retention.

Likelihood to Hit 2025 Goal: High

The current sales forecast for the 2025 event shows moderate progress toward the \$2,450,000 goal, with key areas requiring attention to ensure success. While the pipeline is developing and client retention remains stable, additional focus is needed on new business acquisition and cross-selling to fully realize revenue potential. The following factors provide a detailed breakdown of the likelihood to meet the target and highlight areas where strategic adjustments can improve outcomes:

- ****New Business Pipeline****: New business represents 8% of the goal, or \$196,000, highlighting the need for increased focus on generating fresh leads to bolster growth.

- ****Revenue Stability****: With stable churn among the top 20% of clients and an overall annual churn rate of 18%, the likelihood of retaining key accounts remains high, which supports revenue retention.

- ****Payment Timing****: 27% of customers pay 6 months out, so a significant portion of revenue will likely be realized soon, increasing cash flow confidence as the event approaches.

- ****Cross-Selling Opportunities****: Underutilized cross-selling efforts present an opportunity to enhance revenue if leveraged more aggressively, offering potential upside to the forecast.

Key Considerations for Sales Leadership:

- ****Focus on Pipeline Growth****: While churn is relatively stable, it's imperative to continually bring in new opportunities for first-time exhibitors and sponsors. This is especially critical with the linking of sponsors and exhibitors.

- ****Leverage Cross-Selling****: Encourage stronger cross-selling between exhibitors and sponsors to drive additional revenue. Larger presences at events are tied to increased lifetime value.

- ****Churn Management****: Maintain efforts to retain top accounts and manage churn effectively. This is one of the strengths of the team and business model. Keeping the bellwether exhibitors returning is crucial for ongoing success.

How does AI factor in?

The screenshot displays the Bear Analytics Sales Module interface. The left sidebar contains navigation links: Home, Events, Projects, Dashboards, Report Documents, Users, User Documents, Data Hub, New in Bear IQ, Bear IQ Activity, Resources, and Partner Network. The main content area is titled "Sales Module (New)" and shows a "Refreshed on Sep 17, 2024 9:55 AM | 29 Days / 5 Weeks Out" status. The "Bear IQ AI Analyst" tool is active, showing two steps: "Step 1: Select Focus Area" and "Step 2: Select Report to be Generated by Bear IQ AI Analyst".

Step 1: Select Focus Area

- Audience
- Exhibit Sales**
- Content/Sessions *Coming Soon*
- Onsite Engagement *Coming Soon*
- Marketing *Coming Soon*
- Membership *Coming Soon*
- Publications *Coming Soon*

☐ Include Charts

☐ Include Tables

☐ Custom Tones

☐ Co-Pilot

Step 2: Select Report to be Generated by Bear IQ AI Analyst

- ☐ Sales Overview
- ☒ Sales Revenue Forecast
- ☐ Sales Vertical Performance
- ☐ Exhibitor Upgrade/Downgrade

Exhibit Sales Revenue Forecast Analysis

National Movie Makers 2024

Current Situation

The following report provides insights into the current state of sales revenue for the National Movie Makers 2024 event, focusing on the likelihood of achieving the sales revenue goal. Here are the key data points:

- Total Current Revenue: **\$5,564,025.00**
- 2024 Total Revenue Goal: **\$6,500,000.00**
- Weeks Out from Event: **31**
- Days Out from Event: **220**
- Percent to Goal for 2024: **85.60%**

Based on our current data, we face significant challenges in achieving the 2024 sales revenue goal. The comparison to the previous year and the revenue stagnation over the last four weeks highlight areas that need urgent attention and strategic action.

Likelihood of Achieving Revenue Target

- The current total revenue is **\$5,564,025.00**, which is **85.60%** of the 2024 revenue goal of **\$6,500,000.00**.
- This leaves us with a revenue gap of **\$935,975.00** to achieve the goal.
- The absence of revenue growth over the last 4 weeks (0%) is a critical concern that needs to be addressed.

Buttons: [Subscribe](#), [Send](#), [Save](#)

Bottom navigation: [Executive Summary](#), [Revenue Pacing](#), [Floor Plan](#), [Behavioral Insights](#), [Individual Exhibitor](#), [Sales Representative](#), [Sales Representative Goals](#)

User: Angus Mygyver, Event Organizer Admin



Thank you

Any questions?