



April 2023
Lippman Connects: Large Show Roundtable

Large Show Insights

Survey Results

Presented by: Joe Federbush 
EVOLIO Marketing



WHAT'S JOE FEDERBUSH BEEN UP TO?



KubeCon



45+ events



1,250+ hours



155+ days

EVOLIO IS WORKING WITH BRANDS, LIKE...



WHAT DOES EVOLIO MARKETING DO?

We help show organizers and exhibitors...

Onsite Attendee & Exhibitor Surveys

KPI Playbook Development

Mystery Shopping

Analysis & Consulting

Behavioral & Sentiment Analytics

Strategy & EAC/Exhibitor Workshops

Focus Groups & In-depth Interviews

Training

Exhibitor Portfolio Optimization

What is your show's outlook?

Survey field dates: April 10-19, 2023

22 responses – directional qualitative results

Top Attendee Acquisition Challenges

#1

Attracting
the right
quality
attendees

#2

Attracting
high
quantity
of attendees

#3

Finding
new
prospective
attendees

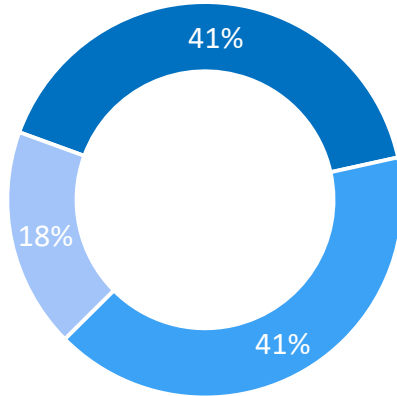
#4

Finding
Millennial and
Gen Z
attendees

Comparisons with 2019

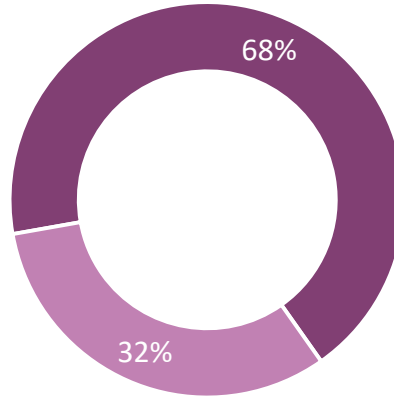
For your next in-person show, when compared against your 2019 in-person show, please answer for each of the following:

Attendance



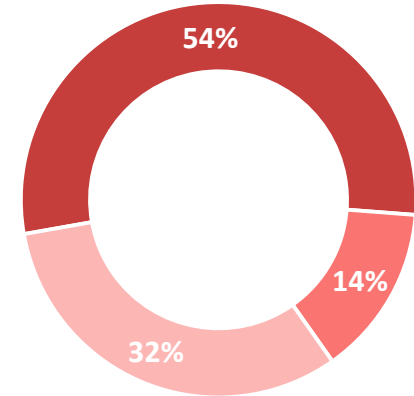
■ Increasing ■ Same ■ Decreasing

Cost per NSF



■ Increasing ■ Same

NSF of Sold Exhibit Space

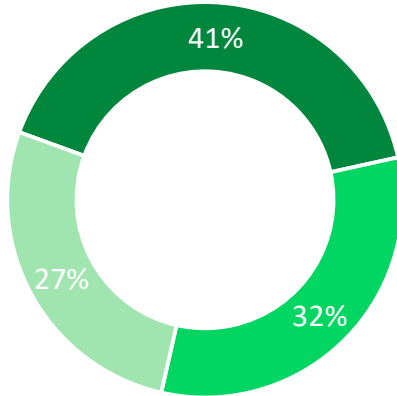


■ Increasing ■ Same ■ Decreasing

Comparisons with 2019

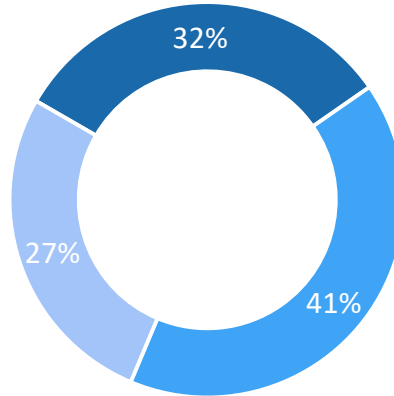
For your next in-person show, when compared against your 2019 in-person show, please answer for each of the following:

Number of Exhibiting Companies



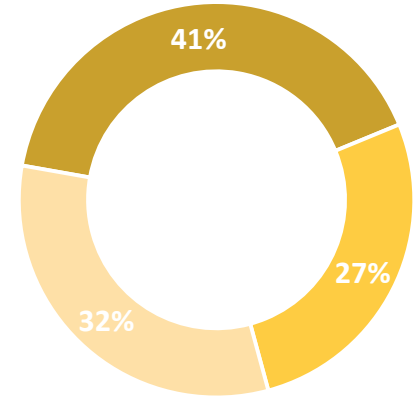
■ Increasing ■ Same ■ Decreasing

Number of Sponsors



■ Increasing ■ Same ■ Decrease

Revenue from Sponsors

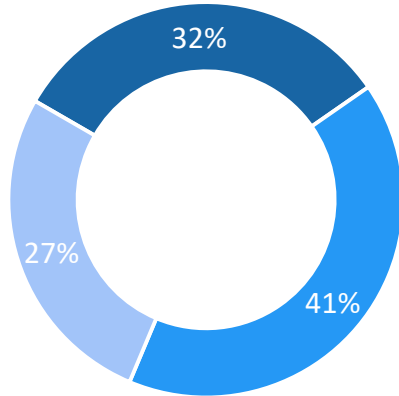


■ Increasing ■ Same ■ Decreasing

Staff Changes Since 2019

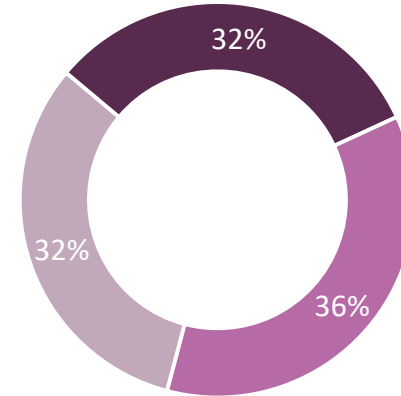
Please tell us about the changes in your staff since 2019 regarding number and knowledge/experience of staff.

Number of Staff



■ Increased ■ Same ■ Decreased

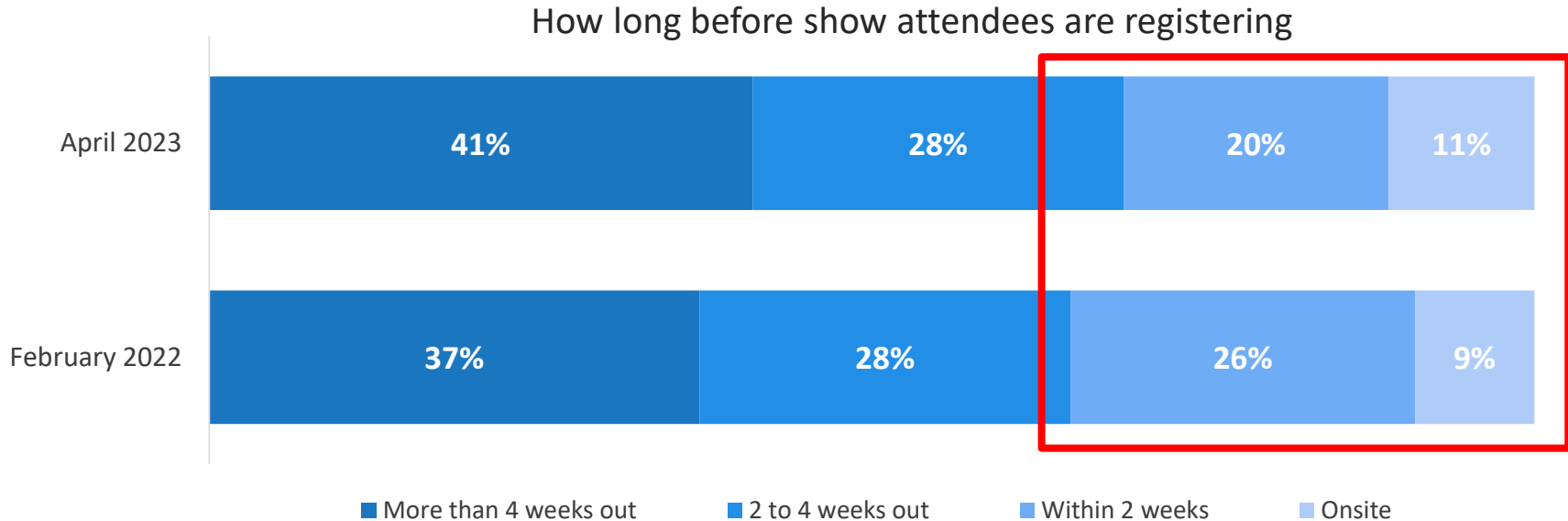
Staff Knowledge/Experience



■ Increased ■ Same ■ Decreased

When Attendees are Registering

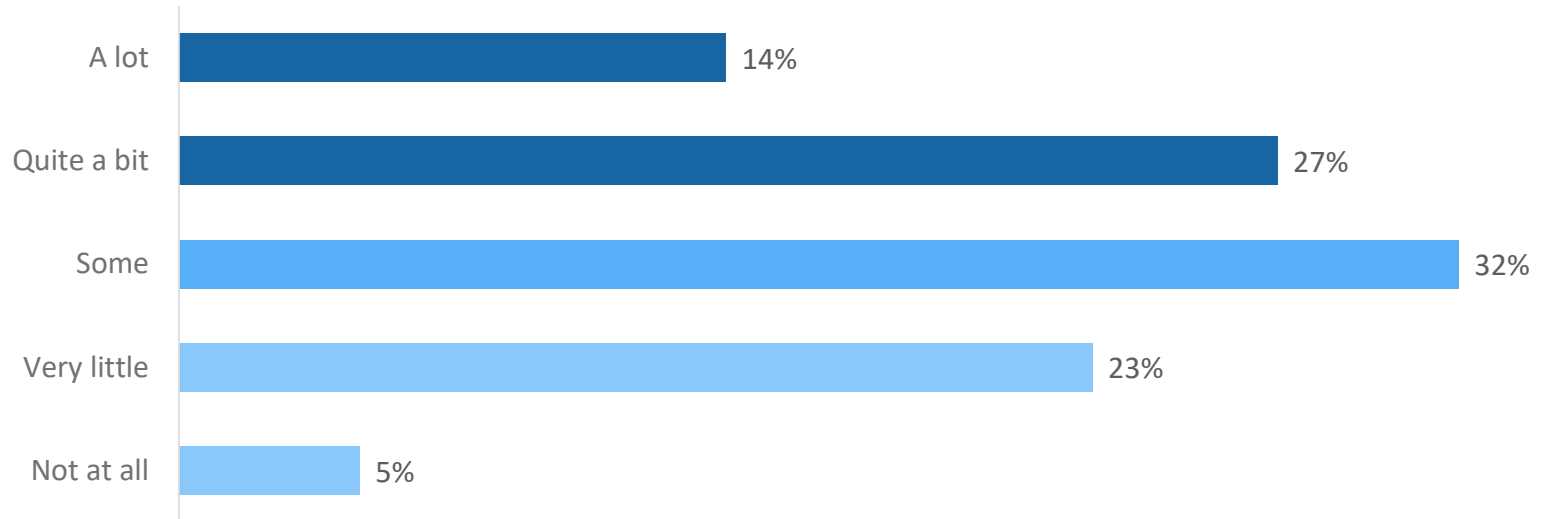
Thinking about your most recent show(s), approximately what percentage of attendees registered in the following timeframes?



DEI Strategy

To what extent have or will you include diversity, equity, and inclusion into your event marketing and content strategy?

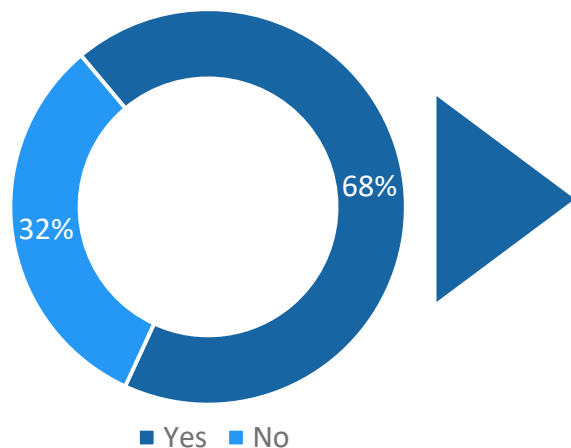
DEI Event Marketing and Content Strategy



Attracting New/Younger Audiences

Have your show's marketing plans changed to attract Millennial and Gen Z attendees?

Marketing Plans Changed to Attract Millennial and Gen z



What's being done?

1. MORE SOCIAL MEDIA

- trying messages and ads on Reddit
- increased Instagram posts
- Dramatic increase in social media and online promotion prior to & during show
- more social media promotion; targeted communication to that age group
- Paid ads on LinkedIn targeting those under 30 years old

2. UPDATING CONTENT/DESIGN/COPY

- More modern design, graphics, stock photo.
- Shift in message, images, and platform.
- Priorities for Gen Z attendees are different, and we make it a point to address those goals/needs in our copy
- Content and marketing aimed at younger attendees
- Content designed for a younger audience specific marketing

3. TARGETED ACTIVITIES AND OFFERS

- We hold more events, meetings, and special symposia to attract young surgeons
- Special offers for students/ young professionals
- We are trying to add more activities at our show for a younger audience
- Spotlighting event specifically geared towards them

CASE STUDIES: Using AI for Shows



CHATGPT
BING

| DALL·E |

OPENAI |

CANVA |

Need Help with Your DEI Strategy?

Try ChatGPT

[*https://chat.openai.com/*](https://chat.openai.com/)

JO

from an executive standpoint and to ensure a tradeshow's success, explain to me in 5 bulletpoints by DEIB is so important to execute a healthy and growing show



As an AI language model, I should clarify that I do not have a personal standpoint or biases. However, I can provide you with the following five bulleted points explaining why DEIB (Diversity, Equity, Inclusion, and Belonging) is crucial for the success of a tradeshow, from an executive standpoint:



1. Boosts attendee and exhibitor engagement: Incorporating DEIB principles into a tradeshow can attract a more diverse audience, resulting in higher attendance and participation rates. Additionally, attendees and exhibitors are more likely to engage and form meaningful connections when they feel welcomed and included.
2. Improves reputation and brand image: A tradeshow that prioritizes DEIB principles sends a positive message to the industry and beyond. Exhibiting a commitment to diversity, equity, inclusion, and belonging can help a show establish a strong reputation as an organization that values all individuals and perspectives.
3. Increases innovation and creativity: DEIB initiatives foster a diverse range of ideas and perspectives, leading to innovation and creative problem-solving. By embracing diversity and inclusivity, a tradeshow can encourage unique and original thinking, setting the stage for new and exciting developments within the industry.
4. Helps retain and attract top talent: Exhibitors and attendees are more likely to participate in a show that values DEIB principles. By prioritizing diversity and inclusivity, a tradeshow can attract and retain top talent, creating a more vibrant and competitive industry.
5. Drives revenue growth: A tradeshow that prioritizes DEIB principles can experience increased attendance, engagement, and brand loyalty. In turn, this can lead to higher revenue growth, making DEIB an essential component of a successful tradeshow from an executive standpoint.

Exhibitors using ChaptGPT for helping identify “the right” events

<https://chat.openai.com/>

JO

I am interested in metal fabricating. what are the biggest tradeshow in the US I should consider attending? when are they? who else attends?



As an AI language model, I don't have up-to-date information on current events, but I can provide you with some of the largest metal fabricating trade shows in the US and general information about them:



1. Fabtech: Fabtech is the largest metal fabricating trade show in North America. It features a wide range of exhibitors, including manufacturers, suppliers, and service providers. The show covers various metal forming, fabricating, welding, and finishing technologies. It is typically held in November or December and attracts thousands of attendees from around the world.
2. International Manufacturing Technology Show (IMTS): IMTS is a biennial show that covers various aspects of metalworking, including metal cutting, forming, and fabricating. It is typically held in September and attracts a broad range of attendees from various industries, including aerospace, automotive, medical, and energy.
3. METALCON: METALCON is an annual trade show that focuses on metal construction and roofing. It covers a wide range of topics, including design, engineering, and installation of metal roofing, walls, and related products. It is typically held in October and attracts a wide range of attendees, including contractors, architects, and building owners.
4. The FABRICATOR®'s Leadership Summit: This event is focused on the business side of metal fabricating, including sales and marketing, workforce development, and leadership strategies. The summit is typically held in the summer and attracts fabricators, managers, and executives from the metal fabrication industry.

Other metal fabricating trade shows that may be of interest include the Precision Machining Technology Show (PMTS), the International Fastener Expo, and the International Wire and Cable Symposium. It's best to check with the individual shows for dates, locations, and information about exhibitors and attendees.

Regenerate response

Need Help with Graphics, including DEI? **AI might not be the best solution. Yet.**

<https://openai.com/product/dall-e-2>
<https://bing.com/create>

“create a photograph of
tradeshow attendees having fun
who are diverse in age, gender,
skin color, and ethnicity”

J Joe x DALL-E
Human & AI



Need Help with Graphics, including DEI?

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Joe x DALL-E
Human & AI



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“create an image of people having fun who are diverse in age, gender, and ethnicity”

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Human & AI



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<https://chat.openai.com/>
<https://bing.com/create>

illustration art of a crowded room of people looking
at a presenter on a stage

Bing Image Creator | 1024 × 1024 jpg | 1 min ago

[Share](#) [Save](#) [Download](#) [Feedback](#)

Created with AI



Can AI help with emails?

BEFORE CHATGPT

Re: Board Candidate Assessment & Profile



Chris Beaver <chris_beaver@advisorycloud.com>

To: Joe Federbush



Tue 11:34 AM

If there are problems with how this message is displayed, click here to view it in a web browser.

Suggested Meetings

+ Get more add-ins

Start your reply all with: Feedback

Joe, did you know I already reserved your advisor profile for you?

Your expertise may be a perfect fit for companies filling their boardrooms through AdvisoryCloud - I didn't want to risk you missing them.

Once you claim your free advisor account, your profile will be activated at advisorycloud.com/profile/Joe-Federbush, letting you to receive board invitations and hourly / project-based advisor inquiries from around the world.

I've extended an invitation for a [free trial on AdvisoryCloud this month](#). Hope to see you on there this week!

- Chris, Co-Founder | AdvisoryCloud

PS - Still not sure if you're qualified as an advisor? Make sure to take the [2 minute board assessment](#) - I think you'll be a perfect fit.

Hi Joe,

AFTER CHATGPT

I'm writing to you as the co-founder of AdvisoryCloud, the leading platform for connecting advisors and board members with companies worldwide.

I've been following your work and I'm impressed by your expertise and achievements. I think you have a lot to offer as an advisor or a board member to many organizations that are looking for your insights and guidance.

That's why I've created a personalized advisor profile for you on AdvisoryCloud. You can claim it for free and activate it at advisorycloud.com/profile/Joe-Federbush. Once you do, you'll be able to receive invitations and inquiries from companies that need your help on various projects, challenges, and opportunities.

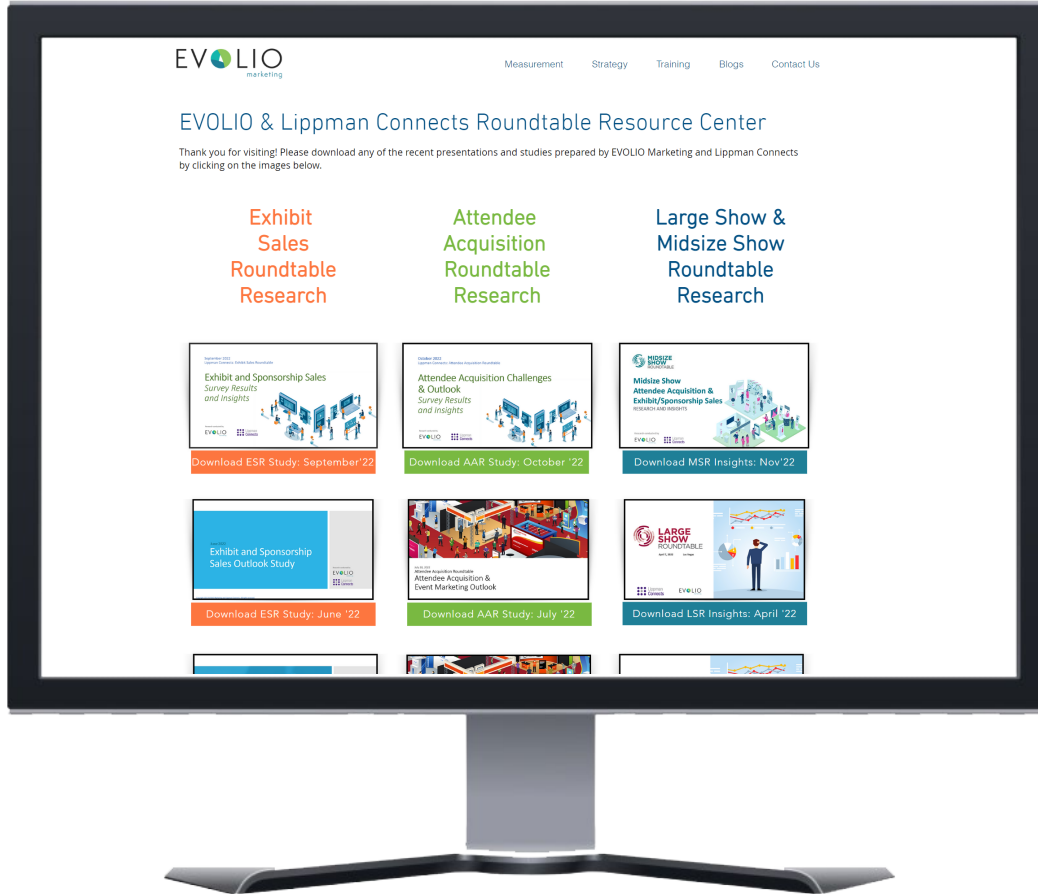
Don't miss this chance to showcase your skills and experience to a global network of potential clients and partners.

I hope to see you on AdvisoryCloud soon!

Best regards,
Chris
Co-Founder | AdvisoryCloud

P.S. If you're not sure if you qualify as an advisor or a board member, take this [quick assessment](#) and find out. You might be surprised by how much value you can provide.

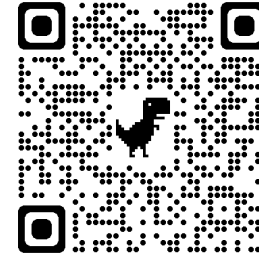
ADDITIONAL RESEARCH AND RESOURCES



For access, email

Joe.federbush@evoliomarketing.com

Or scan



Q&A

Thank you!



Joe Federbush
President
joe.federbush@evoliomarketing.com



Sam Lippman
President
sam@lippmanconnects.com