

Saying goodbye to everything you once knew about event marketing.

Lippman Connects' Large Show Roundtable

Kimberly Hardcastle-Geddes, president
mdg, A Freeman Company

April 18, 2024

Freeman¹

ALL ABOUT **mdg**

47

Years in business



80%
Event Marketing












20%
Association Marketing

Ownership

Freeman

Team profile

By discipline

 Marketing Strategy	42
 Research, Measurement, Data & Insights	8
 Digital Marketing	8
 Branding & Design	8
 UI, UX and Coding	8
 Email Marketing & Automation	3
 Content & Messaging	4
 International Marketing	4
 Public Relations & Communications	3
 Sponsorship Sales	3
 Accounting, HR & Administration	6
TOTAL	97

Locations



"Working with **mdg** has turned out to be so much more than just hiring an agency. They truly are our strategic partners, and the work we've done together has been a catalyst for evolution within our organization."

Elise Melendez
Marketing Manager
American Marketing Association



ABOUT ME

- President of **mdg**
- 20+ years in event marketing
- Bi-coastal – DC and San Diego
- Son at Texas Christian University
- Married to a US Navy Pilot (Retired)
- Peloton addict



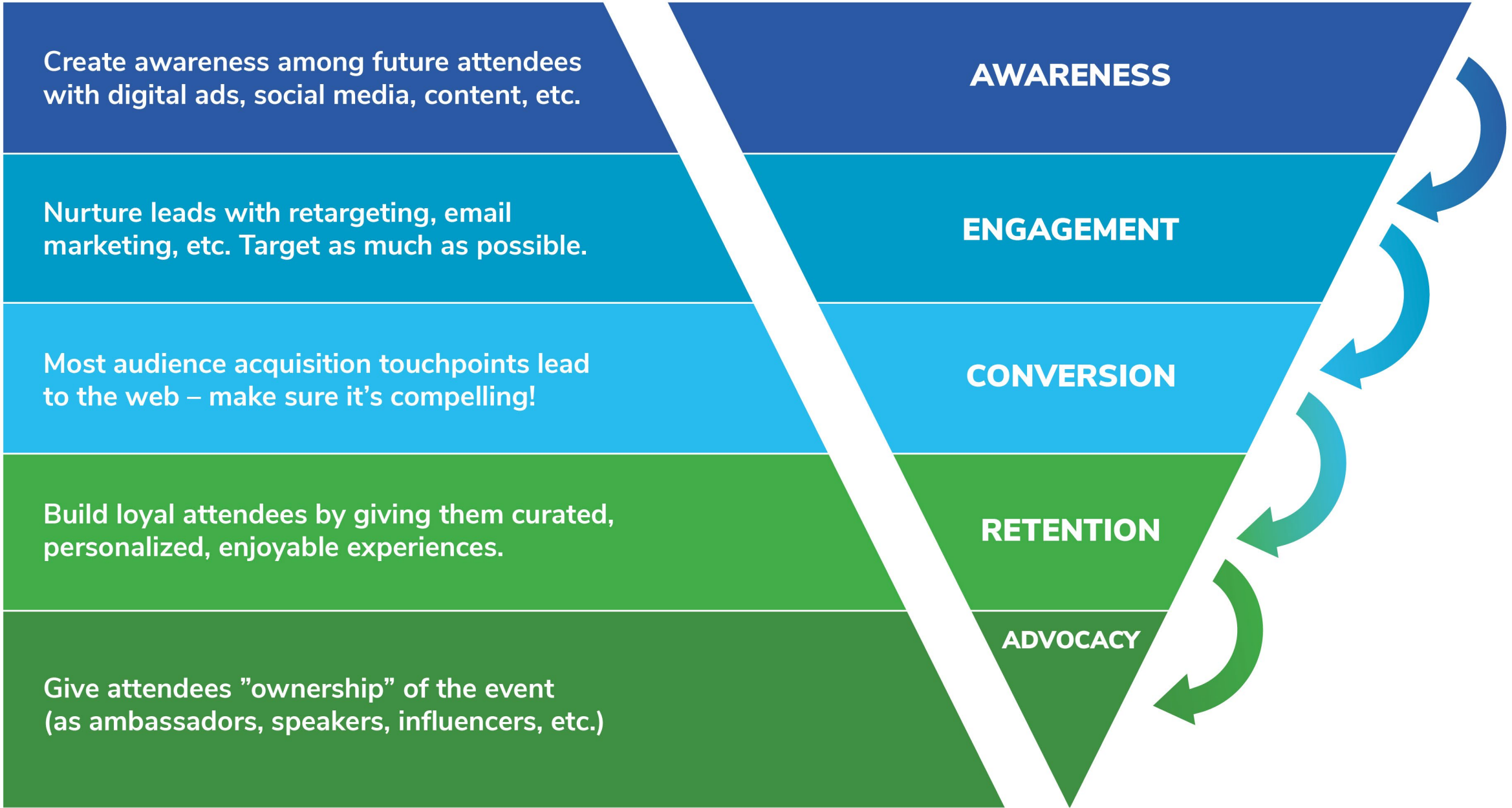
GOODBYE TO:
the notion that
all marketing
must contribute
to attendance at
***this year's* event.**



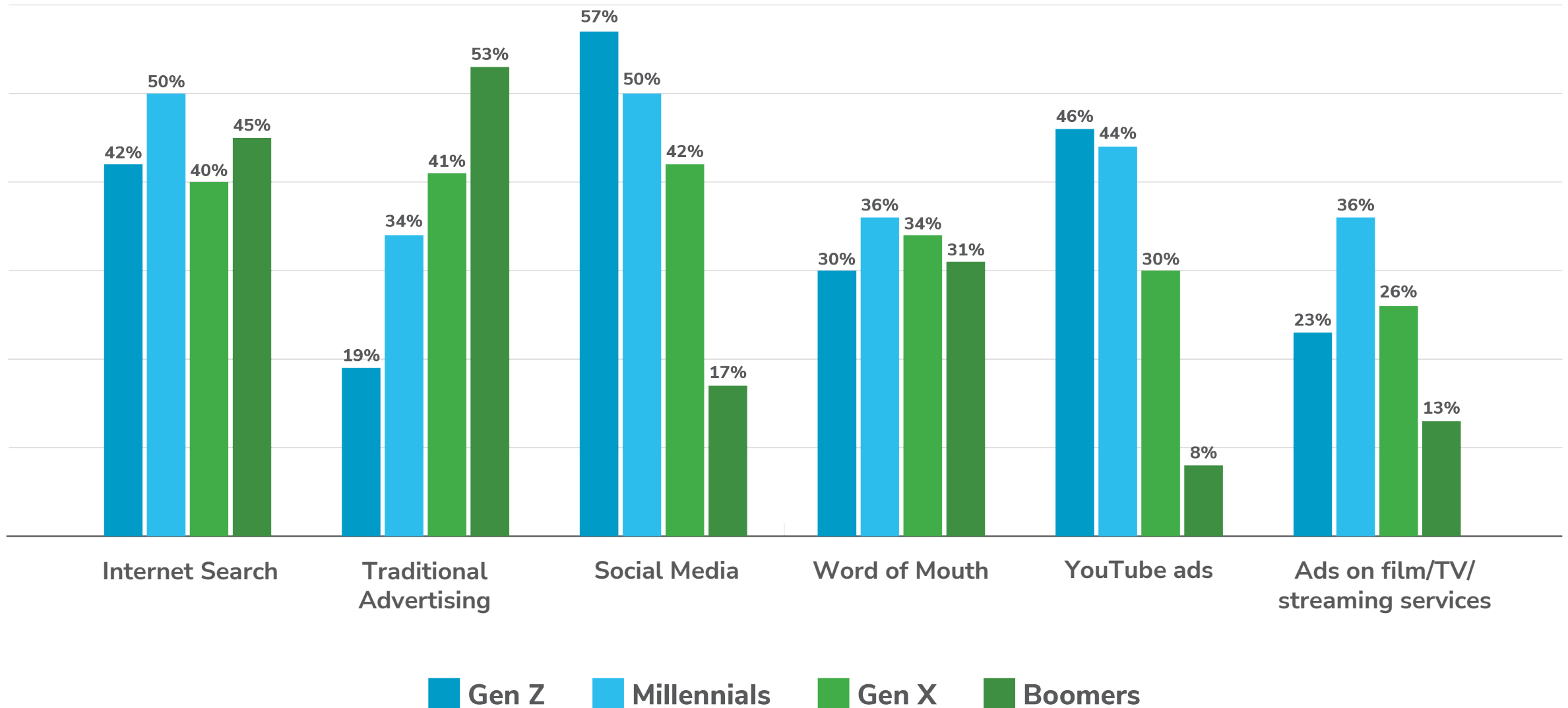
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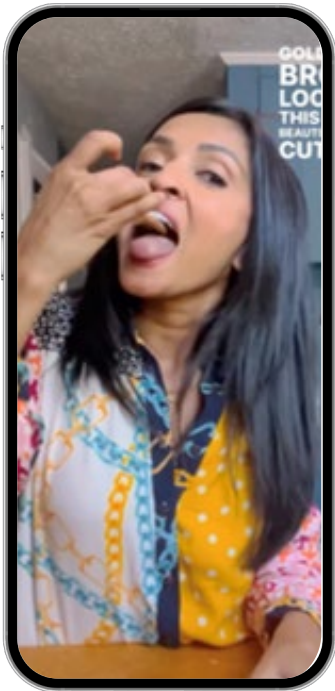
**thinking beyond
the next show.**





Which channels have consumers discovered products on in the past three months?





CLOSED MONDAY

LISA MALIKOW

WHY YOU NEED TO ATTEND THE NATIONAL RESTAURANT ASSOCIATION SHOW

FOUR TURNS

closedmondaypodcast • Follow
Chicago, Illinois

closedmondaypodcast Lisa Malikow is the Senior Vice President Event Operations & Programming for Winsight Exhibitions and has over 21 years in exhibitions management experience. In this role, she is responsible for the strategic and operational management of The National Restaurant Association Restaurant, Hotel-Motel Show® is the largest annual gathering of restaurant, food service, and lodging professionals worldwide, from all 50 states and 100+ countries each May to Chicago, Illinois.

Click the link in bio to get your discounted tickets!

Available where ever you listen to

10 likes
APRIL 5

Add a comment...

NATIONAL RESTAURANT ASSOCIATION SHOW 2023

REGISTER NOW

THE SHOW FOR FOODSERVICE. THE SHOW FOR YOU.

Be where the future of foodservice happens: Chicago, May 20-23, 2023

SIGN UP

For the latest information on the National Restaurant Association Show

Inspiration Awaits

Enter your work email address*

Select Your Industry

Job Title

The National Restaurant Association Show is the must-attend event for every member of the restaurant and foodservice industry. As the world's most influential showcase of foodservice innovation and inspiration, it's where every trend, solution, and category are represented — connecting you with the people and products you need to thrive in today's business environment.

Join your peers from across the industry in Chicago to discover everything it takes to stay revenue-driven and relevant — from tantalizing tastes for your

Food Safety Made Simple

THE SHOW FOR FOODSERVICE

MAY 20-23, 2023 • McCormick Place • Chicago, IL

YOUR NEXT BIG IDEA AWAITS

Where the Future of Foodservice Happens

NATIONAL RESTAURANT ASSOCIATION SHOW 2023

MAY 20-23, 2023
McCormick Place | Chicago, IL

REGISTER NOW



THE CULINARY DESTINATION

you need to experience

GOODBYE TO:

**one-size-fits-all
event
experiences**



HELLO TO:

**big events that
feel customized,
curated, small.**



Exhibit Floor Tours



**Curated
Conversations**



Exclusive Lounges



**Brand
Personalization**



GOODBYE TO:

**Video being an
afterthought in
our marketing
campaigns.**

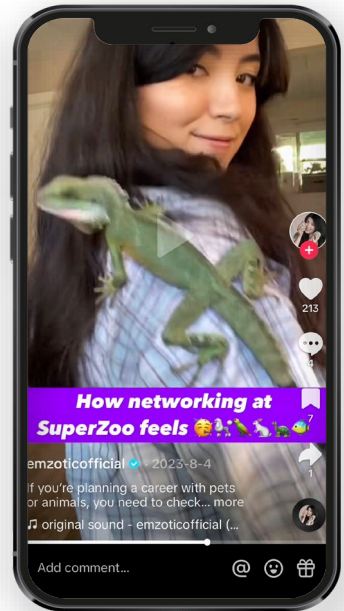
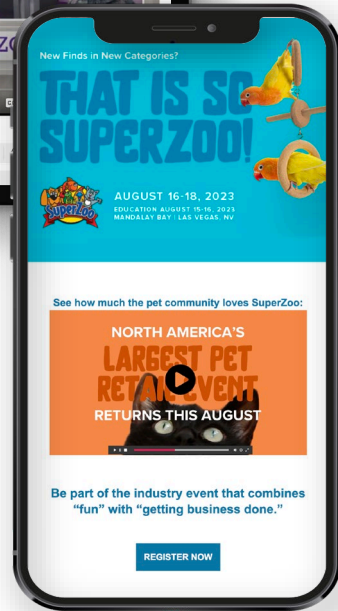
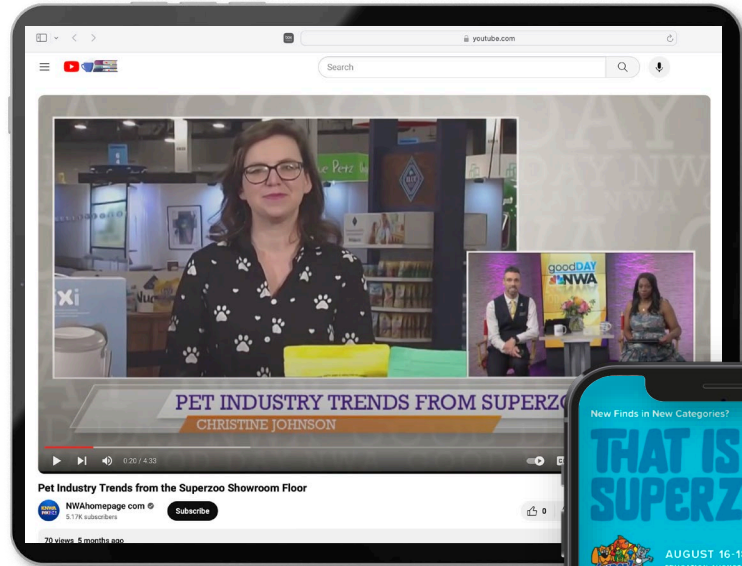
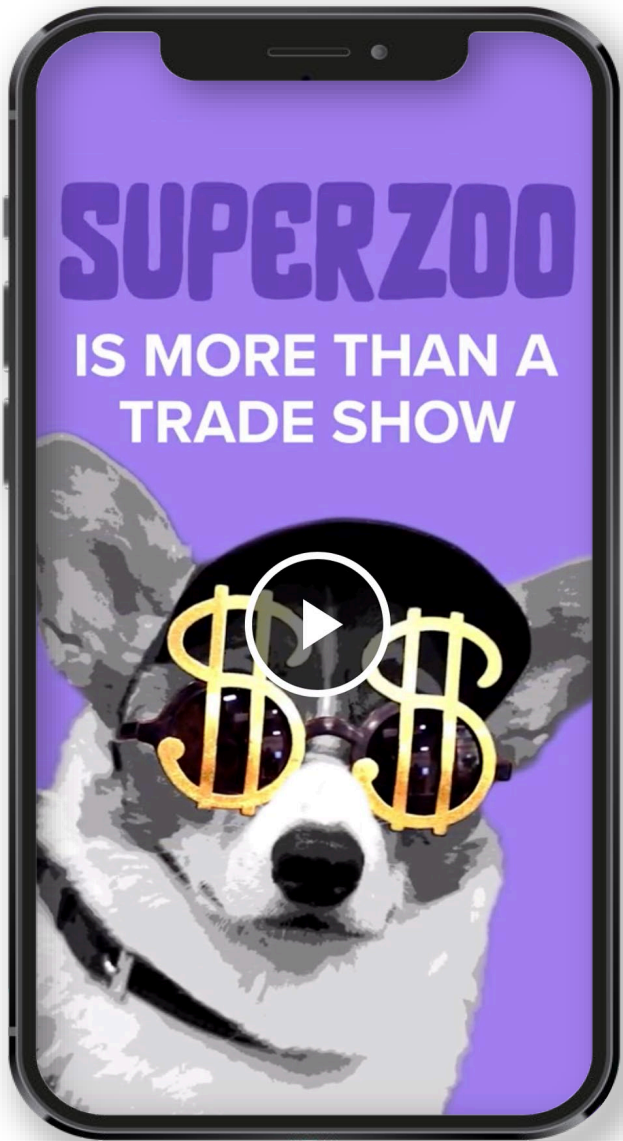


HELLO TO:

**video being used
everywhere, all
the time.**



**Globally an average person
consumes 84 minutes
worth of video content
every single day.**



GOODBYE TO:

friction.



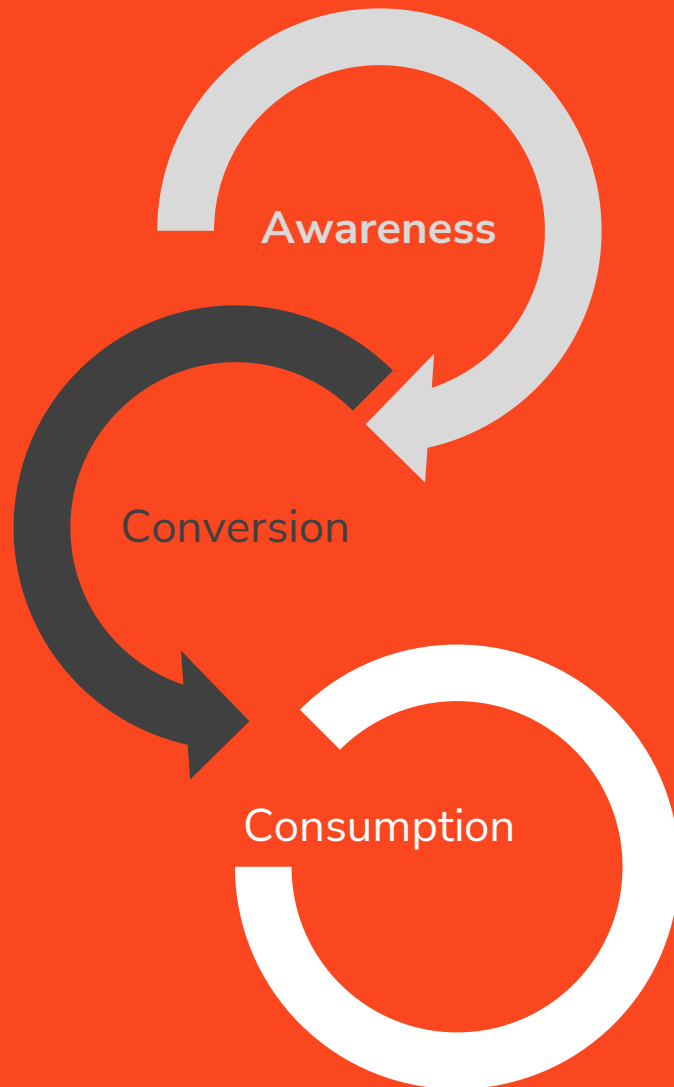
HELLO TO:

**smooth,
effortless event
experiences.**



Customer expectations are higher than ever. They want a smooth, frictionless service experience without getting stalled, redirected or made to wait.

The Attendee Journey



Awareness

Receive marketing campaign/emails
Visit event website

Conversion

Register online
Make travel/housing arrangements

Consumption

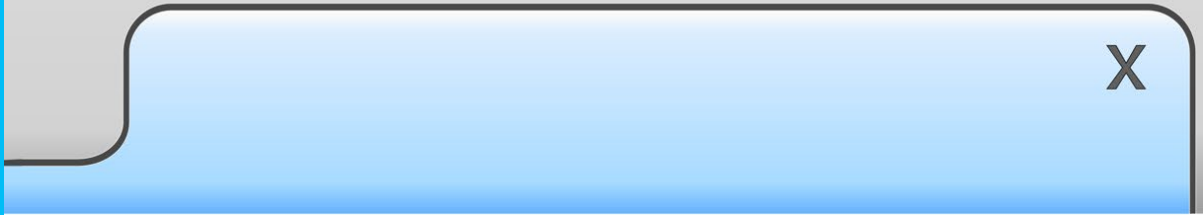
Use event transportation
Register onsite/ pick up badge
Navigate the show floor
Engage in event activities
Download/use event technology

GOODBYE TO:
being
embarrassed
about your
event website.

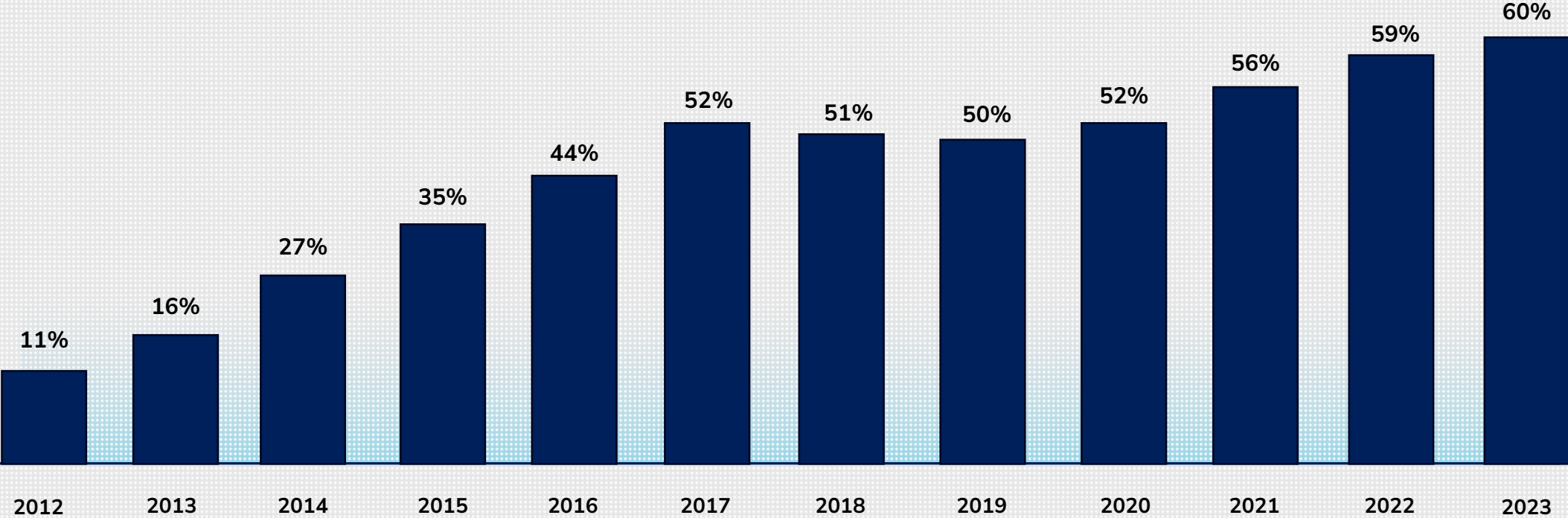


HELLO TO:

**event websites
that do their
job.**



Percentage of Global Mobile Internet Traffic



Source: Statista



SELECT YOUR EXPERIENCE

ATTENDEE

EXHIBITOR

MEDIA

OCTOBER 31 – NOVEMBER 2, 2023

LAS VEGAS, NV | THE VENETIAN EXPO

AAPEXSHOW.COM | #AAPEX23



SELECT YOUR EXPERIENCE

ATTEN

EXHI

OCTOBER 31 – NOVEMBER 2,
LAS VEGAS, NV | THE VENETIAN EXPO
AAPEXSHOW.COM | #AAPEX23



SELECT YOUR EXPERIENCE

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OCTOBER 31 – NOVEMBER 2, 2023
LAS VEGAS, NV | THE VENETIAN EXPO
AAPEXSHOW.COM | #AAPEX23





ATTENDEE INFORMATION

BECOME AN EXHIBITOR



ABOUT THE ANNUAL SESSION CREATE YOUR EXPERIENCE EDUCATION EXHIBIT HALL ENGAGE & CONNECT INDUSTRY SUPPLIERS

because COMMUNITY MATTERS

APRIL 21-24, 2023 • McCormick Place | Chicago, IL



because COMMUNITY MATTERS

APRIL 21-24, 2023 • McCormick Place | Chicago, IL

The world's greatest celebration of orthodontics

The definitive event for orthodontists and their ortho teams is back with a reimagined format that lets you take the lead. Whether you want to master a new clinical technique, tap into the power of 3D printing technology or overcome your current labor shortages, you can design an experience that delivers exactly what you're looking for



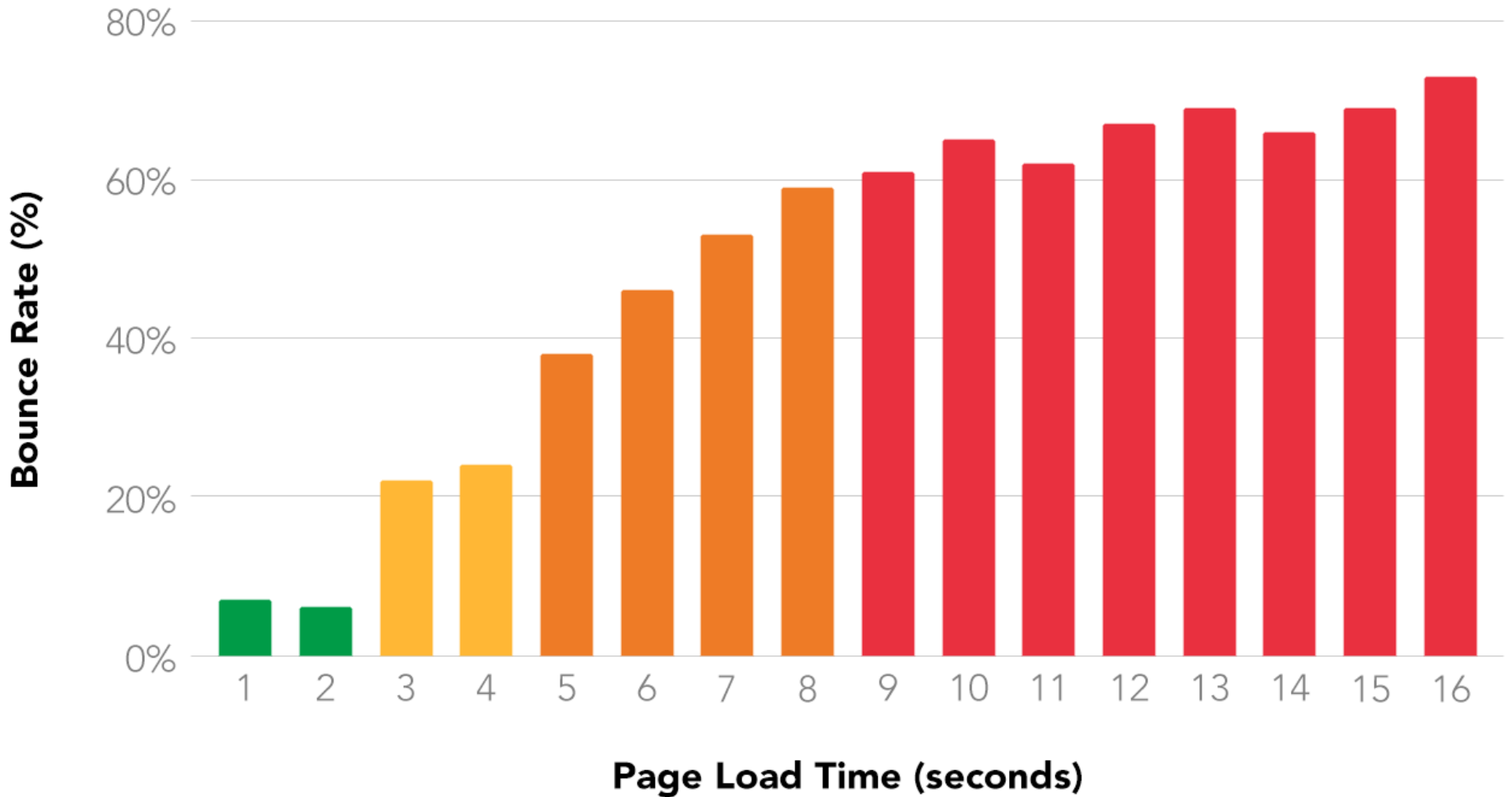
because COMMUNITY MATTERS

APRIL 21-24, 2023 • McCormick Place | Chicago, IL

The world's greatest celebration of orthodontics

The definitive event for orthodontists and their ortho

Page Load Time vs. Bounce Rate



Source: Pingdom

STAY AHEAD OF THE CURVE

REGISTER NOW

SIGN UP FOR AAPEX NEWS



ATTEND > SHOW INFO > SERVICE & REPAIR > RESOURCES > HOTEL & TRAVEL >

 [Home](#) > [Welcome](#) > [Why Attend](#)

WHERE HANDS-ON MEETS HANDSHAKES

AAPEX is the only event that combines live, interactive demos and training; expert-led business education; and in-person connection with the whole automotive aftermarket community. Spend three days in Las Vegas packed with everything you need to keep vehicles on the road and your business on the right track.



SEE EVERYTHING UNDER THE HOOD

AAPEX unites the entire auto aftermarket supply chain under one roof, so you can see all the things you need and share insights with your industry community. Solve issues today and take on challenges ahead.

Discover new-to-market solutions: Be there for product launches and know the trends that can give your business an edge.



GOODBYE TO:

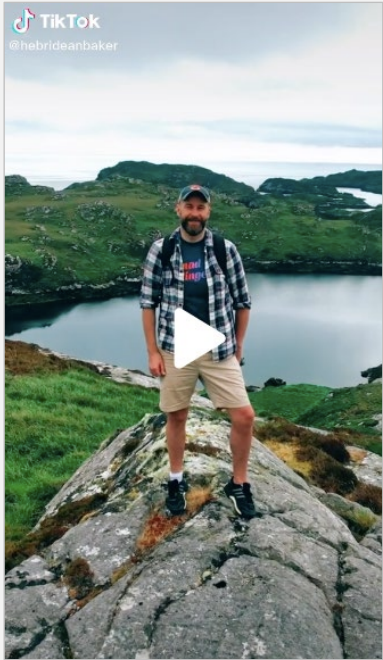
**One-on-one
international
visitor
marketing**



HELLO TO:
**Leveraging
partner
relationships to
grow
international
attendance.**



TT: @hebrideanbaker



IG: @PaulinaAbascal



IG: @jennaraecakes



IG: @mollymakescakes





baker man in kilt

Coinneach MacLeod brings Scottish flair to the bakery scene in advance of IBIE appearance

BY BRIAN AMICK AND JOHN UNREIN

"Inspired by family recipes & traditional Scottish bakes, I want to share the Hebridean Hygge lifestyle in my debut cookbook, *The Hebridean Baker - Recipes & Wee Stories* from the Scottish Islands. Focusing on small bakes, these recipes will unleash your inner Scottish baker. With my Hebridean Baker TikTok account I have motivated my followers around the world to bake, forage, learn Gaelic, have a dram or two of whisky & visit the Scottish islands! It's all about rustic, home baking & old family favourites because as I say, "Homemade is Always Best!"

Coinneach MacLeod, aka *the Hebridean Baker* Eighteen months ago, Coinneach MacLeod emerged on the TikTok scene as the Hebridean Baker, sharing colorful, inspiring stories about life and baking from his remote home on the Hebrides Islands off the northwest coast of Scotland. In the short time since, his world has blossomed - and reached millions. In May, he embarked on a 12-city book tour across the United States and is a headliner at the upcoming IBIE 2022 professional baking tradeshow set for Sept. 17-22 in Las Vegas, Nevada.

Fortunately, baking and storytelling come naturally. "Growing up in the Hebrides, there is a real heritage of traditional recipes and great bakers," he shares. "There are three things that pretty much everyone on the Hebrides

islands can do: bake, sing, and tell stories. That is what we are famous for."

Graciously, IBIE arranged for Bake to interview MacLeod and share his wonderful life stories with our audience. Here is what he has to say.

What is your background and history in food and specifically baking?

"Coinneach is a very traditional name on my island, which is the Isle of Lewis, which is the most northerly of the Hebrides Islands of Scotland. We are actually closer to the south coast of Iceland than we are to the south coast of England. The islands used to be part of Norway and now are part of Scotland. I've been a passionate home baker my whole life, and it's one of the things I make sure I talk about a lot. This is a home passion - something I share with family and friends.

"My first language is Gaelic. We learn English when we go to school. And there is a lovely saying in Gaelic called *Beiridh bàths air luaths*. It translates to, there's a time for everything. Slow down, enjoy something you love. My favorite day is pulling all the cookbooks out of the shelves and enjoying deciding what to bake. And the fact that it makes folks so happy. It is a simple pleasure

4 million viewers a month June into the Hebridean Baker on TikTok



PHOTOS COURTESY OF COINNEACH-MACLEOD

Cakenomics

Birthday Celebrations
The newest cake styles!

Magic Maker

COMING TO IBIE!
Cake artist Molly Robbins

COOKIES AT THE FOREFRONT
Leading brand drive innovation

INFUSING KNOWLEDGE
Cannabis baking workshop

JUL/AUG 2022

bakemag.com



magic maker

Beloved cake artist Molly Robbins promises to dazzle the crowds at IBIE.

BY JOHN UNSEIN

Molly Robbins is a featured cake artist who will demonstrate her extraordinary skills during the International Baking Industry Exposition (IBIE) set for Sept. 17-21 in Las Vegas. She will appear at the RSA Bakers Center and teach an IBIEscale session, both on 3D cakes. Aside from her multiple seasons on "Extreme Cakes," and notable clientele for her custom cakes, she also has a toy product called Molly's Creams Center and just opened her first retail bakery in Rowland, England.

In advance of her IBIE appearances, *bake* reached out to Robbins to learn more about her amazing rise to the top.

Bake: How excited are you to be demonstrating your extraordinary skills at the upcoming IBIE?

Molly: I've done a lot of international shows. I do a lot of shows here which are amazing. I've done them for years. I've been to America once this year and I've been to Australia this year already, but IBIE I'm the most excited about. I've never been to Las Vegas, so I'm like, oh my, there's so much to see.

I don't know what to expect because I think whatever respect, it's going to be more than that. The show itself just looks really cool. It's nice for me to come at it from a slightly different angle and you know, with the different scale of bakeries that that will be there. It's just huge. I

think they do things really big in Las Vegas. And I think that IBIE is no exception to that. And I'm so excited.

Obviously I'm going there as me, but also I'm going there as a bakery owner now — over the last couple of months. So, I'm getting like super excited just to learn stuff and see what I can pick up over there. I always think America is much more ahead of trends in terms of cake decorating. I think it always was.

It was the American scene that got me into cake decorating 12 plus years ago. You know the kind of shows like Cake Boss and Ace of Cakes, which is hilarious that I'm now doing a show alongside Buddy Valastro and Duff Goldman. I'm like, are you joking? It's insane. So, yeah, I'm excited to pick up some tips and just see what you guys are doing over there, because I think the stuff over there is just incredible.

Bake: You wear multiple hats as a business owner. Tell us more.

Molly: I have been making cakes for about 12 years and in different kind of iterations. Really, I've always worked for myself. I worked in just private studios up until now. And then now I've got the first kind of bakery shop that people can come in. That's the first time. So, this is a big one for me.

I'm always trying to better myself. Do bigger and better

Molly Robbins will be a featured speaker and demonstrator at IBIE.

PHOTO COURTESY OF MOLLY ROBBINS

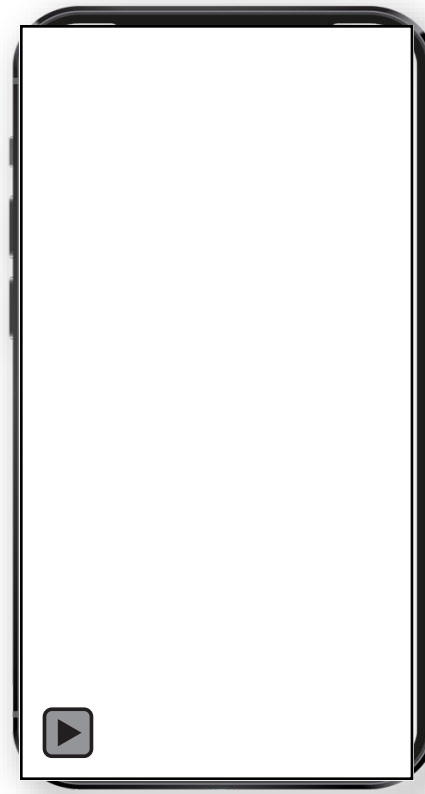




The Hebridean Baker, Coinneach Macleod, at IBIE 2022



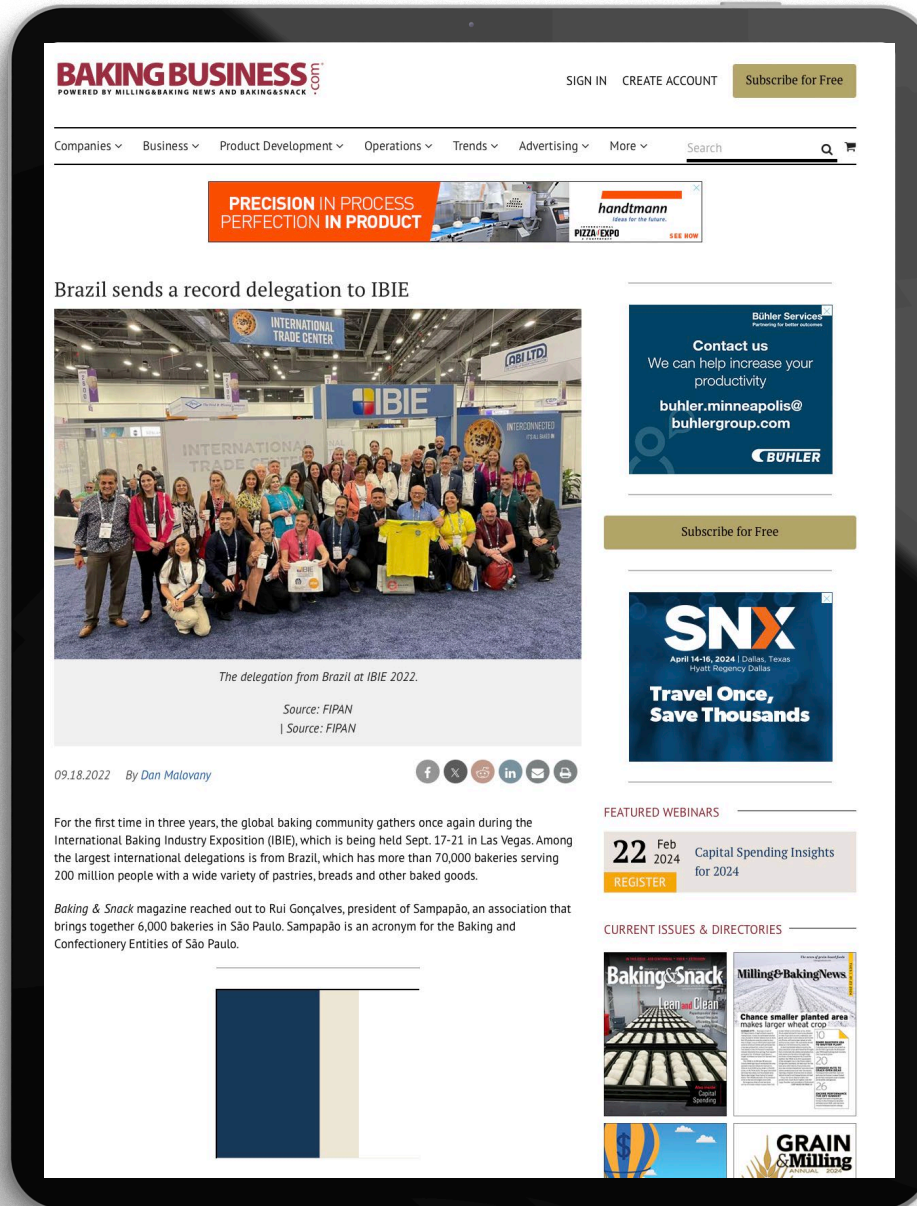
Paulina Abascal at IBIE 2022



The Founders of Jenna Rae Cakes at IBIE



Molly Robbins at IBIE 2022



GOODBYE TO:

**delivering your
own message.**

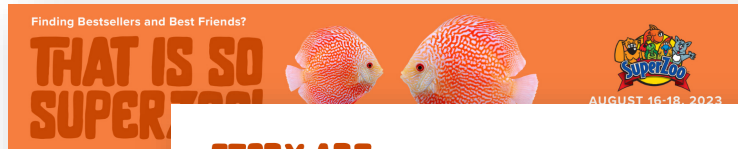


**HELLO TO:
Influencers,
affiliates and
UGC.**



**Our events are less about
what WE say they are and
more about who else is
coming and what THEY are
saying.**

INFLUENCERS



We are thrilled to have attended event and engagement are information, talk help you create

CAMPAIGN

- Driving Conversations encourage attendees to explore opportunities, e
- Generating Excitement showcasing the
- Building Awareness SuperZoo 2023 engaging content updates about SuperZoo 2023.

CAMPAIGN

SuperZoo has become an industry is, does and should express. This content that are experience that SuperZoo is an



STORY ARC

JUNE: AWARENESS

- Start by introducing your audience to the "That is so SuperZoo" concept, emphasizing its status as the premier event for pet retailers.
- Create visually appealing posts with vibrant images or videos showcasing, highlighting the energy, products and engaging activities.
- Use captions that pique curiosity and include a call-to-action to stay tuned for more exciting updates about SuperZoo 2023.

JULY: CONSIDERATION

- Share teasers about the products and educational sessions attendees can expect at SuperZoo 2023.
- Create engaging content, such as polls or quizzes, to involve your audience in the excitement. Ask them about their favorite pet products or what they are most looking forward to at the event.
- Tap into current social media trends to extend the reach of your content.

AUGUST: CONVERSION

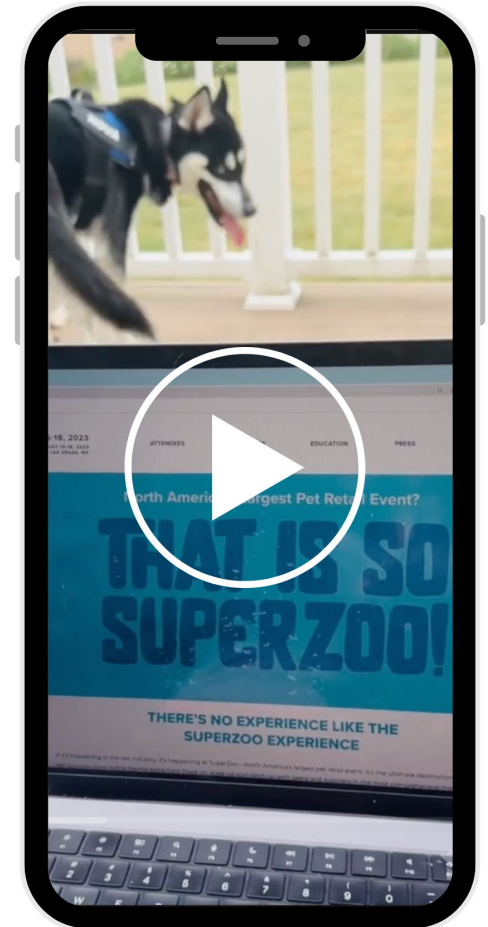
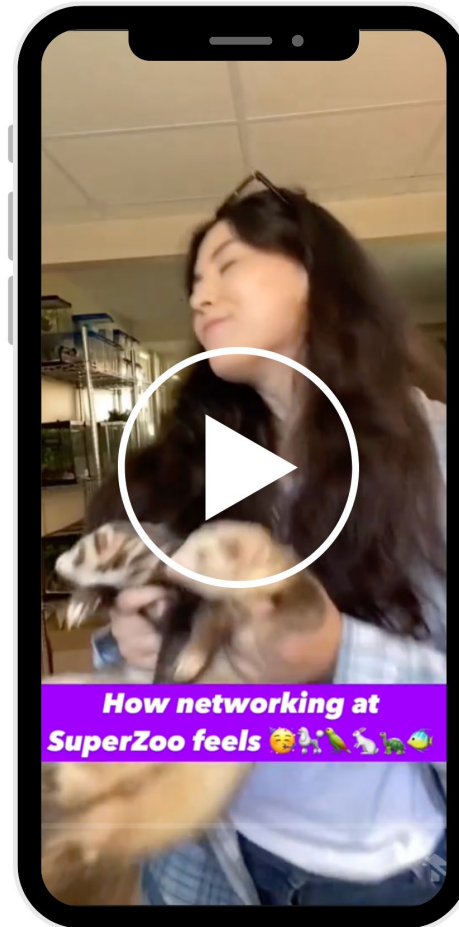
- As the event approaches, shift your focus to driving conversions and encouraging your audience to register for SuperZoo 2023.
- Build FOMO and utilize can't miss messaging in your content.
- Highlight the exclusive benefits of attending, such as networking opportunities, access to educational seminars, and access to new products.

TALKING POINTS

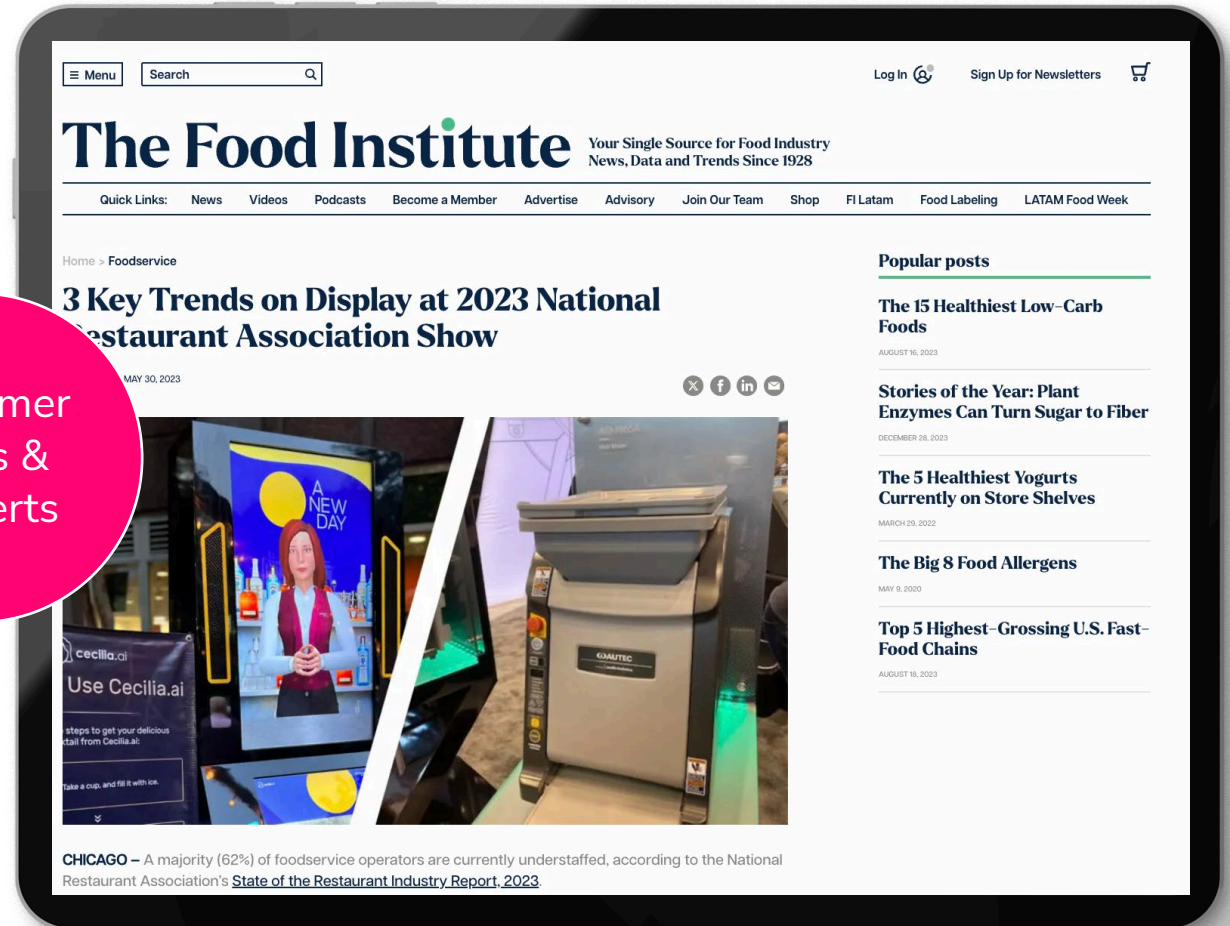
- **SuperZoo Legacy:** SuperZoo, established in 1950, has grown to become North America's premier pet retail event. Emphasize the event's reputation as the go-to place for the entire pet industry to connect, learn, and do business. That is so SuperZoo!
- **Industry Convergence:** Showcase SuperZoo 2023 as the ultimate destination where pet professionals and industry experts come together to showcase the latest products, exchange ideas, and foster partnerships. Emphasize the networking and business opportunities available at the event.
- **Education Focus:** Highlight the diverse educational offerings available at SuperZoo 2023, including seminars, workshops, and panel discussions led by industry experts. Emphasize the value of gaining knowledge and staying up to date with emerging trends in the pet industry.
- **Exciting Venue:** Highlight the easy-to-navigate show floor and the energizing, fun-filled atmosphere that makes the event a must-attend for pet professionals.

#SUPERZOO2023

@SUPERZOO SHOW



AFFILIATES



USER GENERATED CONTENT

The screenshot shows a web browser displaying a blog post on the Pet Boss Nation website. The page features a navigation bar with links for 'WHY WE'RE DIFFERENT', 'ABOUT US', 'OUR PROGRAMS', 'RESOURCES', and 'CONTACT US', along with a 'MEMBER LOGIN' button and a profile icon. The main content area is titled 'Lessons Learned Under the Las Vegas Lights: SuperZoo 2023 Quick Recap'. Below the title is a large image of a woman holding a baby in front of a 'SHOW FLOOR TALKS SUPERZOO' backdrop. A 'Pet Boss Blog Post' badge is overlaid on the image. The text below the image provides a recap of the SuperZoo 2023 event, highlighting key statistics and lessons learned.

Pet Boss Nation WHY WE'RE DIFFERENT ABOUT US OUR PROGRAMS RESOURCES CONTACT US
MEMBER LOGIN

Lessons Learned Under the Las Vegas Lights: SuperZoo 2023 Quick Recap

Pet Boss Blog Post

Want a peek behind the glitzy pet industry trade show curtain– AKA some BIG takeaways from SuperZoo 2023 in Viva Las Vegas?!

Then you've come to the right place, Pet Boss!

From August 16th to 18th, 2023, pet professionals from far and wide gathered at the Mandalay Bay Convention Center for an experience like no other– SuperZoo!

- 🐾 Over 18,000 pet professionals were in attendance.
- 🐾 A 10% increase from the previous year!
- 🐾 Attendees from 84 different countries and ALL 50 states!

This pet industry extravaganza is one of the grandest industry trade shows brought to life by the World Pet Association.

Whether you attended this year or not, we're bringing you a quick recap of the highlights, insights, and themes that unfolded for Candace, the CEO and founder of Pet Boss Nation. No, she didn't win BIG at the slots, but she did win BIG while connecting with pet industry peers and showing up in her business. And you can take a lot away from the lessons she picked up along the way!

Here are 3 of the most impactful lessons learned from SuperZoo 2023:

- 1. You WILL see the fruits of your marketing labor!**

Having opportunities to connect with **Pet Boss Nation**® followers, supporters, and Club members in person was especially eye-opening this year. Candace hit the show floor, and with every few steps she took, someone was sure to stop her and ask, "Are you the Pet Boss?!"

GOODBYE TO:

**timeless unique
value
propositions.**



HELLO TO:

**timely reasons to
come to an event
*this year.***





TIMELY OVER TIMELESS

Timely trends

New technologies

Buzz-worthy product launches

Hot speakers

Changing industry regulations

And sooooo many more!!

GOODBYE TO:
**promoting your
show with event
metrics.**



HELLO TO:

**giving your
audience all the
feels.**





EMOTIONS MATTER

A fear of missing out

Passion for a profession

Yearning to be a part of a community

Desire to elevate their professional standing

A need to stay relevant

And sooooo many more!!

**GOODBYE TO:
<YOUR TURN!>**



HELLO TO:

<YOUR TURN!>

GOODBYE TO

- ... thinking only about this year's event.
- ... one-size-fits-all experiences.
- ... video as an afterthought in our campaigns.
- ... friction.
- ... being embarrassed about your event website
- one-on-one international visitor marketing.
- ... delivering your own message.
- ... timeless unique value propositions.
- ... promoting your show with event metrics.

HELLO TO

- ✓ ... thinking beyond the next show.
- ✓ ... big events that feel customized, curated, small.
- ✓ ... video everywhere, all the time.
- ✓ ... smooth, effortless event experiences.
- ✓ ... event websites that do their job.
- ✓ leveraging international partnerships.
- ✓ ... influencers, affiliates and UGC.
- ✓ ... timely reasons to come to an event this year.
- ✓ ... giving your audience all the feels.

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Freeman¹