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Delivering Value with Appointment Setting and Matchmaking Technology

Liz Irving, Clarion UX

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How Will We Grow Attendance

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April 16-19, 2018 | Four Seasons Hotel - Las Vegas, NV

The Marketing Challenge

- Increasingly more difficult to deliver double digit growth
- Customers have more options and less time
- Many industries are evolving and distribution is changing
- Exhibitor measurement of ROI is taking center stage

Requires Marketing to Shift Focus to Personalization

Creating Business Value At Our Events

- Continually look for growth opportunities
- Understand customer need today and in the future
- Deliver a personalized experience

79% of U.S. marketers generate sales using event marketing (Foxtail Marketing)

Age of the Customer – Emphasis on Experience

- **52%** of consumers are likely to switch brands if a company doesn't make an effort to personalize communications to them (Salesforce)
- **56%** consumers willing to share data to receive faster and more convenient service (Salesforce)
- **55%** of customers are willing to pay more for a guaranteed good experience (ThinkJar)

HALLOWEEN & PARTY EXPO

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Addressing ROI in a Changing Market

- Retail market facing industry consolidation
- Decline in attendance
- ROI risk
  - Satisfaction decline
  - NPS below industry
  - Hostages
- Customer insight on ROI
  - Orders written at the booth
  - New Leads
  - Identified strategic buyer importance
- Shift in focus and investment made

Strategic Investment in Appointment Setting

- **GOAL:**
  - Maximize onsite meeting potential for our customers & directly address ROI using appointment technology

- **Buyers Concierge Program Launched**
  - Dedicated Clarion UX team
  - Customized/Personalized offer
    - Hotel offer or merchandise credits
    - Tailored to meet the needs of the buyer
  - Directly tied to show goals
  - Sales conversation
  - End-to-End visibility

Partnership with Jublia to Drive Engagement

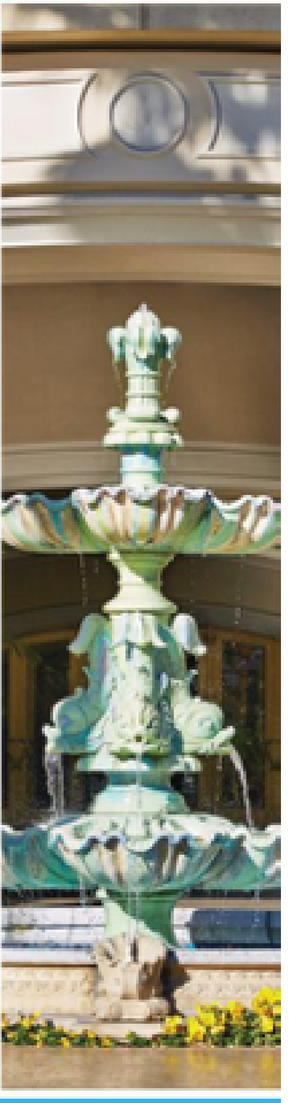
- Launched **4 Weeks** from the event
- Customer engagement metrics – **58%**
- **12** - Average number of meetings requested
- **1700** visits to the appointment platform
- Pre-Show: **800+** appointments booked
- Post-Show: **2100** appointments completed

How Did Appointment Setting Drive Customer Value?

- NPS score increased (43pps)
- Hostages dropped (16 pts) and Apostles grew (26 pts)
- 91% rated meetings highly effective
- Fueled show floor buying - $60k
- Show Attendance maintained

"Definitely made it easier to see all I needed." – Halloween Buyer

"It was great to have a platform to book and view our appointments, for those customers that did use it, they seemed really engaged in making the process work." – Halloween Exhibitor



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MATCH!

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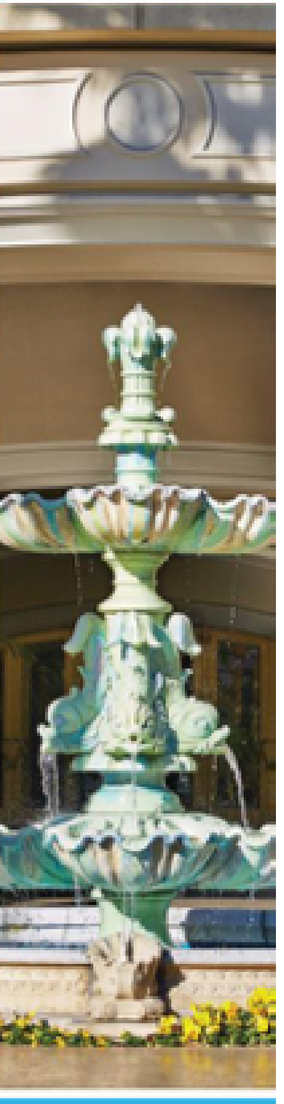
Customer Driven Approach

- Customer Insight Findings
  - Unmet need for personalization within larger events
  - Time to find NEW vendors is taxing
- **MATCH!** Guaranteed Meeting Program Launched
  - Proven model of success to deliver ROI
  - New revenue generator
  - High value, high touch

"Typically with the larger customers, we have multiple face-to-face visits. If I miss regional buyers, it is a big deal…you might never see them again." – Clarion UX Exhibitor

"Doing business efficiently is incredibly important to us." – Clarion UX Buyer

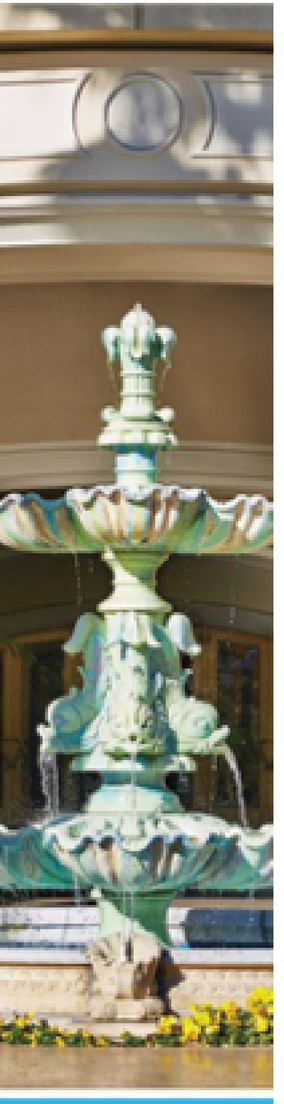


Investment in Guaranteed Meeting Program

- Designed to accelerate sales & efficiency
- Based on mutual needs
- Completely buyer driven
- Program Amenities:
  - Fully hosted
  - Sophisticated networking
  - In-depth customer profiles
  - Personalized concierge services
  - 10 one-to-one meetings
- Fully automated with Clarion UX team & Jublia technology

Early Indicators of Success

- 5 Shows across portfolio launch MATCH!
- Industry leading buyers have signed on
- Strong exhibitor interest and purchase
- Additional shows looking to launch in 2019



Appointment Setting/Matchmaking Technology Takeaways

- Face-to-Face events fuel meetings with relevant business contacts
- Customers crave personalized experiences
- Data driven solutions deliver results
- Aligning technology with event objectives
- Technology is here to stay and can bring a new level of service and revenue to our events

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Worldwide Keypad Instructions

- To use the keypad, simply press the number that corresponds with the option you wish to choose.
- There is no enter button.
- If you make a mistake, you can revote at any time during the polling period.
- The number you choose will briefly illuminate on the keypad display and then extinguish. This is how you know your vote has been received.