

MEASUREMENT WORKSHOP

For Exhibit Managers

November 9th, 2017

Measure: ROI | ROO | ROE




Trade Show Measurement: ROI, ROO & ROE

Presented by Susan Brauer
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My trade shows would be better if I had

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Trade Shows in the Marketing Mix

- Understand overall sales and marketing goals
- Develop your strategic plan to complement broad spectrum goals

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Exhibit program management

Success equals...

- The exhibit got set up on time
- All the graphics showed up
- We won a "Best of Show" award
- Management kudos - They liked it!
- We got a front page headline in the show daily
- There was "good" traffic at the booth

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Executive management


Success equals

- ROI
- Hard numbers to support budgets
- ROO
- Big bang for the buck
- Bottom line thinking

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The Power is in the Plan



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Example

Goal = demonstrate our product to 100 of our "target audience"

How? In-booth demonstration

Why? Sales tells us that once people see how it works, the sale is easier.

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The booth was packed when we did our demo

- Total number of audience demo'd/surveyed over three days – 321
- Target audience - 150
- Cost of demo = \$2,500
- Number of target audience = 150
- ROO = \$16.50 per target audience member
- 73% (110) of target said that they were going to talk further with a booth staff member or requested a follow up call (can indicate more interest /hot leads to sales)


Be sure to include "why" this goal was important!

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Begin by asking four questions:



- Why are you doing it?
- Who are you trying to reach?
- How will you get your target to the booth and what do you want to communicate to them?
- How will you measure results?

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Why Go??

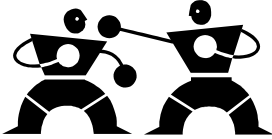


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Determine Your Target Audience

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ROI vs. ROO



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For ROI - Two Questions...

- 1) How many of you have a company that has a sales cycle of less than 3 months?
- 2) How many of you have a lead follow up system that will allow you to follow a trade show lead all the way to the end of the sales cycle?

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ROO
Return On Objective

ROO = Return On Objective

Common trade show objectives

- New Product Introduction
- Lead Gathering
- Press Coverage
- Recruit Dealers/Distributors
- Gather Marketing Info
- Product Demonstrations
- Meet with Current Customers
- New Market Penetration

The "maybe" syndrome



Maybe we should conduct a live presentation! Or maybe.....

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Establish defined, measurable goals

If you measure it, you can manage it!

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Measureable objectives

- Demonstrate what's working and what isn't so that you can manage your program
- Reduce risk and increases success
- Helps justify budgets



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Reasons not to measure

- Budget
- Time
- What if it shows it's not working

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Determine your measurement tactics

Look at what you want to measure and budget time and money to develop your tactics


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Advice:

- Know what the company values and use that to build your measurement program
- Plan your measurement program early in the process so you can build it into your timeline and budget
- The measurement process requires education of a variety of groups (without education or cooperation of participants, a measurement process will usually fail)

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WORKSHEET
#3 and #4

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Develop Your Key Messages and Communicate Them Clearly and Powerfully!

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Powerful Messages Should:

- Create interest
- Attract attention to your exhibit
- Make your exhibit memorable
- Pre-qualify visitors
- Tie into overall company branding message

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MOST IMPORTANT INFORMATION!

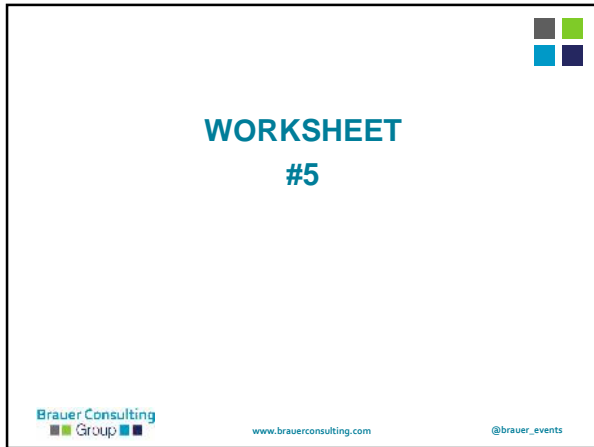
WIIFM??!

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Report to management

- Numbers – as they relate to goals set
- Top ten (or other quantity) lead status – identify and assign ownership
- Year to year comparisons (where it applies)
- Problems (what they are and how you'll fix them)
- Competitive/emerging trends
- Seminars that you (or others) attended, presented or sponsored

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WORKSHEET #6

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In Conclusion

A good strategic measurement plan combines:

- An understanding of how the trade show works in the marketing mix to complement overall marketing strategies
- Knowing why you're going and determining your target audience (at this show - at this time)
- Setting measureable objectives based on the target audience and measurement tactics
- Developing powerful messaging
- Planning time to make sure results get reported to management

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Questions??



Write down one thing that you learned in this session that you want to try implementing in your upcoming trade shows.

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