SESSION 114

You Know What to Measure - But How Do You Actually Measure It?

JOE FEDERBUSH
R114
You Know What to Measure - But How Do You Actually Measure It?

Presented by Joe Federbush, President

For over 20 years, Joe Federbush's primary current responsibilities are to market, consult on, and design strategic research and measurement programs that help companies, show organizers/associations, and event producers measure their return on investment (ROI) and objectives (ROO) for their trade show and event programs in a highly cost-effective way.

Agenda

ECL 1: Develop measurable & actionable goals and objectives
ECL 2: Know your measurement options & benefits
ECL 3: Qualitative versus quantitative research
ECL 4: Chose the right measurement approach
ECL 5: Learn the difference between an audit & measurement
ECL 6: Standardize your lead qualification
ECL 7: Get your staff involved
ECL 8: Understand sample sources & sizes, response rates, and confidence intervals
ECL 9: Use digital & social media
ECL 10: Pull it all together to measure

BONUS: Sample Observation Form, Sample Survey
1. Develop **measureable** and **actionable** goals and objectives

- Measurement is an integral part of many companies event marketing endeavors.
- There is no one size fits all approach
- Your measurement approach should vary:
  - Booth size
  - Investment-level
  - Industry
  - Event-type
1. Develop **measureable** and **actionable** goals and objectives

- Management is telling you to measure, but not *how* to measure it.

- I’m telling you: If you don’t measure it, you can’t really manage it

1. Develop **measureable** and **actionable** goals and objectives

- Do you measure?
1. Develop **measureable** and **actionable** goals and objectives

- Do you measure?
- What do you measure?
1. Develop **measureable** and **actionable** goals and objectives

<table>
<thead>
<tr>
<th>Marketing (ROO)</th>
<th>Sales (ROI)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Relevancy</td>
<td>Lead Quantity</td>
</tr>
<tr>
<td>Brand Awareness</td>
<td>Lead Quality</td>
</tr>
<tr>
<td>Message Communication</td>
<td>Purchase Intent</td>
</tr>
<tr>
<td>Perception of Company/Products</td>
<td>Sales Meetings</td>
</tr>
<tr>
<td>Effectiveness of Booth &amp; Tactics</td>
<td>Cost-per-Visitor &amp; Cost-per-Lead</td>
</tr>
<tr>
<td>Booth Staff</td>
<td>Actual Orders</td>
</tr>
<tr>
<td>Create a Buzz</td>
<td>Sales Conversion</td>
</tr>
</tbody>
</table>
2. Know your measurement options and benefits

SIMPLE
• Observations

COMMON
• Leads

QUANTITATIVE
• Surveys

BEHAVIORAL
• RFID

SOCIAL
• Social Media

Observations
People shop and learn in a whole new way compared to just a few years ago, so marketers need to **adapt** or risk extinction.

**BRIAN HALLIGAN**
CO-AUTHOR OF INBOUND MARKETING
CHIEF EXECUTIVE OFFICER, HUBSPOT

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2. Know your measurement options and benefits

- Get a “birds eye view” when possible
- Multiple times per day over multiple days
- Visitors:
  - Where are they going? …and not going?
  - What are they doing? …and not doing?
- Staff:
  - Are they attentive? Knowledgeable? Qualifying?
  - Are there enough? Too many?
2. Know your measurement options and benefits

### OBSERVE

<table>
<thead>
<tr>
<th>Personal Observations</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>Describe the Giveaway &amp; Process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td>4/3</td>
<td>4/3</td>
<td>4/4</td>
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<td>4/3</td>
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<td>Sun</td>
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<td>Mon</td>
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<td>1:30</td>
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<tr>
<td>Traffic</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Describe Presentation/Attention-</td>
</tr>
<tr>
<td>Aisle (No./10 ft. Length)</td>
<td>2-3</td>
<td>1-2</td>
<td>2-3</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>Grabbing Technique</td>
</tr>
<tr>
<td>Booth Staff Characteristics</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Number of Booth Staff</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>10</td>
<td>10</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Number of Demonstrators</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>Number of Hosts/Hostesses</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>NA</td>
</tr>
<tr>
<td>Number of Exhibitors</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>NA</td>
</tr>
<tr>
<td># Talking to Visitors</td>
<td>5</td>
<td>6</td>
<td>6</td>
<td>5</td>
<td>5</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td># Identifier to Visitors</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td># Information to Visitors</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>6</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Visitor Characteristics</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Corporate Message(s)/Theme(s)</td>
</tr>
<tr>
<td>Total # of Visitors in Booth</td>
<td>20</td>
<td>35</td>
<td>25</td>
<td>30</td>
<td>20</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td># Visitors at Demo Stations</td>
<td>15</td>
<td>11</td>
<td>15</td>
<td>10</td>
<td>10</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td># Visitors watching theater presentation</td>
<td>NA</td>
<td>20</td>
<td>NA</td>
<td>30</td>
<td>NA</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td># Other visitors (talking)</td>
<td>5</td>
<td>4</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

2. Know your measurement options and benefits

Sales Leads
2. Know your measurement options and benefits

- Develop a lead strategy
- Lead Quality
  - *Simple* standardized qualification questions
  - Ask those questions
  - Make notes to refer to later
  - Import into CRM, tie back to a campaign, and track

...as you’ve noticed, people don’t want to be sold.

What people do want is news and information about the things they care about.

LARRY WEBER
AUTHOR OF MARKETING TO THE SOCIAL WEB
2. Know your measurement options and benefits

- Tracking Sales
  - Account for leads after events
  - Go beyond an email blast
  - Actually nurture leads
  - Track progress and sales
  - Identify other sources that aided the sale

LEADS

Feed the Pipeline with Quality Leads

SIMPLE

LESS-SIMPLE
2. Know your measurement options and benefits

Surveys

“You can’t just ask customers what they want and then try to give that to them. By the time you get it built, they’ll want something new.”

STEVE JOBS
CEO, APPLE
2. Know your measurement options and benefits

**SURVEYS**

**Goals: what is really important?**
- Are they measurable?
- Are they realistic? Attainable?
- Are they strategic? Tactical?

**Develop consistent metrics**
- Create your own benchmarks
- Compare individual events & exhibits
- Keep measurement cost effective

**Keep consistent reporting running across activities & events**
"Roll-up" results for each objective to determine which activities and events deliver best results

**Identify minimum baseline metrics**
Required for all events regardless of investment level – create optional and more advanced metrics where larger investments made

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2. Know your measurement options and benefits

- Develop Measurement Strategy and Plan
  - PLAN! Give yourself enough time before event
    - At least 3-4 weeks
    - Start with defining objectives
    - Then think about the questions around your objectives
  - Create survey - align questions to objectives in logical order
2. Know your measurement options and benefits

SURVEYS

• Determine best methodology and sample source
  – On-site booth exit survey    Visitors
  – Pre/Post attendee survey    Attendee registration database
  – Post-show lead survey      Leads/Badge swipes
  – Sales conversion survey    Leads/Badge swipes

• Determine reporting and analysis options
• How will results be used?

2. Know your measurement options and benefits

SURVEYS

TACTICAL VERSUS STRATEGIC THINKING

<table>
<thead>
<tr>
<th>STRATEGY</th>
<th>TACTIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhance Brand; Increase Product Interest</td>
<td>Demos/Theater Effectiveness</td>
</tr>
<tr>
<td>Align &amp; Communicate with Targets</td>
<td>Graphics &amp; Messaging</td>
</tr>
<tr>
<td>Accelerate Sales/Feed Pipeline</td>
<td>Leads Collection &amp; Qualification</td>
</tr>
<tr>
<td>Create a Buzz</td>
<td>Giveaways/Coffee Bar/Entertainer</td>
</tr>
<tr>
<td>Selective Attraction of Target Audience</td>
<td>Booth Traffic</td>
</tr>
<tr>
<td>Educational and Entertaining</td>
<td>Crowd Gatherer; Entertainer; Interactives</td>
</tr>
</tbody>
</table>
2. Know your measurement options and benefits

**SURVEYS**

• **Pre-event Survey**
  – PLAN! Give yourself enough time before the event. At least 3 to 4 weeks.
  – Obtain pre-show attendee registration list
  – Develop short questionnaire; Questions are designed to benchmark and measure change
  – Mail survey or email link to online survey
  – Report and analyze results

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2. Know your measurement options and benefits

**SURVEYS**

• **Pre-event Survey Metrics**
  – Reasons for attending
  – Issues/challenges your organization is facing
  – Products interested in seeing
  – Likelihood to purchase
  – Awareness and association of products, brands, and messages
  – Demographics (job title, industry, buying role)
2. Know your measurement options and benefits

SURVEYS

• Post-event Survey
  – Similar plan as the Pre-survey (plan, obtain sample source, think through developing a great survey)
  – Survey attendees? Leads?
  – Ask same questions as on pre-event survey (if doing pre/post)
  – Ask about event and exhibit experience

• Post-event Survey Metrics
  – Exhibit Performance
    • Staff helpfulness, knowledge, accessibility
    • Quality and usefulness of information obtained
    • What’s new/different
    • Will help visitors do their job better
    • Differentiated from the competition
    • Buy more? Buy sooner?
    • Net Promoter Score®
    • Effectiveness of promotion
2. Know your measurement options and benefits

**SURVEYS**

• **Post-event Survey Metrics**
  – Attendee Activity and Profile
    • Time spent on show floor
    • Other shows attended
    • Other exhibit visited and actions taken
    • Social media usage
    • Media readership & viewership

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2. Know your measurement options and benefits

**SURVEYS**

• **On-site Survey**
  – Focus on booth experience & marketing communications (messaging, areas visited, satisfaction, perception)
  – Kiosk (self-administered)
  – Personal interview (use professional interviewers)
  – Paper, tablet, Web-based, mobile
2. Know your measurement options and benefits

RFID, NFC, iBeacon

Non-traditional measurement tools -- RFID

- Radio Frequency Identification (RFID)
- Behavioral analysis of visitors
- Virtually follow visitors throughout exhibit
  - Where they are going
  - Amount of time spent at booth areas
  - Identify who they are
- Requires partnering with RFID company or developing your own system
2. Know your measurement options and benefits

Non-traditional measurement tools -- RFID
2. Know your measurement options and benefits

Non-traditional measurement tools -- NFC

- Near Field Communications
- Touching smartphones together to establish radio communication
- Social aspects: sharing music, pictures, contact info
- Event aspects: checking in to sessions, requesting info at your booth

Non-traditional measurement tools – iBeacon and geofencing (proximity marketing)

Beacons are small wireless transmitter devices that use BLE, also known as Bluetooth Smart, to interact with nearby devices running Apple iOS 7 or Android. Apple (iBeacon) and PayPal have been two of the biggest-name advocates of the technology.
ELC 3: Estimate appropriate event budgets, staff and exhibit sizes

![ROI Tool Kit](image)

**ROI CALCULATOR**

**Pre-Event Input**
- Event Name: 2016 ABC Expo
- Start Date: 09/20/16
- End Date: 09/22/16

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Attendance</td>
<td>10,000</td>
</tr>
<tr>
<td>Target Audience (%)</td>
<td>80%</td>
</tr>
<tr>
<td>Product Interest (%)</td>
<td>40%</td>
</tr>
<tr>
<td>Total Exhibit Hours (h)</td>
<td>21</td>
</tr>
<tr>
<td>Visitors Handled per Hour</td>
<td>500</td>
</tr>
<tr>
<td>Occupied Exhibit Space (sq ft)</td>
<td>1000</td>
</tr>
<tr>
<td>Total Exhibit Insurance ($)</td>
<td>400</td>
</tr>
</tbody>
</table>

**Post-Event Input**
- Total Inquiries Owned: 800
- Qualified Leads Obtained: 273
- Paid Exhibit Staff on Duty (h): 8
- Total Direct Exhibit Expense: $15,000
- Staff Travel & Entertainment: $7,000
- Avg. Conversion Leads to Sales (%): 25%
- Company Gross Margin: $25,000

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach Metrics</td>
<td></td>
</tr>
<tr>
<td>Potential Audience Reached (%)</td>
<td></td>
</tr>
<tr>
<td>Potential Audience Needed (%)</td>
<td></td>
</tr>
<tr>
<td>Cost per Inquiry</td>
<td>$0.76</td>
</tr>
<tr>
<td>Cost per Qualified Lead</td>
<td>$298.09</td>
</tr>
<tr>
<td>Staff Performance Metrics</td>
<td></td>
</tr>
<tr>
<td>Inquiries per Exhibit Staffer per hr</td>
<td></td>
</tr>
<tr>
<td>Estimated Total Inquiries Reached: 94</td>
<td></td>
</tr>
<tr>
<td>Potential Pipeline Opportunities: $6,875,800.00</td>
<td></td>
</tr>
<tr>
<td>Potential ROI based on Qualified Leads: $8.76</td>
<td></td>
</tr>
<tr>
<td>Gross Margin on Potential Revenue: $2,104,300.00</td>
<td></td>
</tr>
<tr>
<td>Potential Revenue to Expense Ratio: 27.8</td>
<td></td>
</tr>
</tbody>
</table>

For more information, contact Joe Fedele, Joe.Fedele@evolioinc.com
ELC 3: Estimate appropriate event budgets, staff and exhibit sizes

Scenario 1

ROI CALCULATOR

Event Name: 2016 ABC Expo
Start Date: 09/20/16
End Date: 09/22/16

PRE-EVENT INPUT
- Net Attendance: 122
- Target Audience (%): 80%
- Product Interest (%): 60%
- Total Exhibit Hours: 12
- Visitors Handled per Hour: 3
- Accepted Exhibit Space (sq ft): 300
- Total Exhibit Space (sq ft): 400

RESULTS
- Potential Audience: 450
- Expected Staff Needed: 24
- Open Exhibit Space Recommended (sq ft): 1,200
- Total Exhibit Space Recommended (sq ft): 2,400

POST-EVENT INPUT
- Total Inquiries Obtained
  - Qualified Leads Obtained
  - Total Staff Exhibit Staff on Duty at any time
  - Total Event Exhibit Expense
  - Staff Attend & Entertainment
  - Avg Conversion Leads to Sales (%)
  - Company Avg Revenue per Order ($) 
  - Company Gross Margin

RESULTS
- Reach Metrics
  - Qualified Inquiries
  - Potential Audience Reached (%)
  - Cost per Inquiry
  - Cost per Qualified Lead
  - Staff Performance Metrics
  - Inquiries per Exhibit Staffer per hr
  - Estimated Total Inquiries w/ Recommended # Staff
  - Potential Pipeline Opportunities
  - Potential ROI Based on Qualified Leads
  - Cost per Potential Sale
  - Potential Sales Revenue
  - Gross Margin on Potential Revenue
  - Potential Revenue to Expense Ratio

For questions, contact
Joe Federich
Evolio Marketing
E-mail: joe.federich@evoliomarketing.com

Scenario 2

ROI CALCULATOR

Event Name: 2016 ABC Expo
Start Date: 09/20/16
End Date: 09/22/16

PRE-EVENT INPUT
- Net Attendance: 122
- Target Audience (%): 80%
- Product Interest (%): 60%
- Total Exhibit Hours: 12
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POST-EVENT INPUT
- Total Inquiries Obtained
  - Qualified Leads Obtained
  - Total Staff Exhibit Staff on Duty at any time
  - Total Event Exhibit Expense
  - Staff Attend & Entertainment
  - Avg Conversion Leads to Sales (%)
  - Company Avg Revenue per Order ($) 
  - Company Gross Margin

RESULTS
- Reach Metrics
  - Qualified Inquiries
  - Potential Audience Reached (%)
  - Cost per Inquiry
  - Cost per Qualified Lead
  - Staff Performance Metrics
  - Inquiries per Exhibit Staffer per hr
  - Estimated Total Inquiries w/ Recommended # Staff
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  - Potential Sales Revenue
  - Gross Margin on Potential Revenue
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ELC 3: Estimate appropriate event budgets, staff and exhibit sizes

3. Quantitative versus Qualitative Measurement

- Qualitative research involves analysis of data such as words (e.g., from interviews), pictures (e.g., video), or objects (e.g., an artifact).

- Quantitative research involves analysis of numerical data.
4. Choose the Right Measurement Approach

- There is no “one-size fits all” approach
- Determine what’s most important to you
- What will your budget allow?
- What resources and bandwidth do you have available?

5. Audit versus Survey

Audit: An objective review by an independent (and certified) auditor of registration data to objectively confirm the number of Exhibit Only and paid Conference Delegates who actually attended an event or trade show. The report by the auditor summarizes the data.

Source: The Exhibition and Event Industry Audit Commission (EEIAC)
www.exhibitionaudits.org
5. Audit versus Survey

Survey: Method used to collect in a systematic way information from a sample of individuals. A survey may focus on different topics such as preferences, behavior, or factual information, depending on its purpose. Since survey research is always based on a sample of the population, the success of the research is dependent on the representativeness of the population of concern.

6. Standardizing Lead Qualification

- Why? To create a marketing funnel to feed into sales
- Create a universal definition of how leads get qualified
- Don’t ask everything; K.I.S.S.
  - Basic contact info
  - Role in buying
  - Purchase timeframe
  - Product Interest

Develop consistent lead scoring system and post-event report
6. Standardizing Lead Qualification

**Table 1: Detailed Inquiry Analysis**

<table>
<thead>
<tr>
<th>Lead Source</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>APot</td>
<td>24</td>
<td>2</td>
</tr>
<tr>
<td>BHot</td>
<td>63</td>
<td>7</td>
</tr>
<tr>
<td>C/Warm</td>
<td>144</td>
<td>12</td>
</tr>
<tr>
<td>D/Suspect</td>
<td>87</td>
<td>9</td>
</tr>
<tr>
<td>Non-Response*</td>
<td>884</td>
<td>79</td>
</tr>
<tr>
<td>Total Inquiries</td>
<td>972</td>
<td>100</td>
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</tbody>
</table>

**Table 2: Purchase Timeframe and Budget Specified**

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>#</th>
<th>%</th>
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<tbody>
<tr>
<td>Less than 1 month</td>
<td>34</td>
<td>12</td>
</tr>
<tr>
<td>1 to 3 months</td>
<td>53</td>
<td>18</td>
</tr>
<tr>
<td>3 to 6 months</td>
<td>115</td>
<td>40</td>
</tr>
<tr>
<td>More than 6 months</td>
<td>87</td>
<td>30</td>
</tr>
<tr>
<td>Total</td>
<td>299</td>
<td>100</td>
</tr>
</tbody>
</table>

**Table 3: Role in Buying**

<table>
<thead>
<tr>
<th>Role</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decision-maker</td>
<td>115</td>
<td>45</td>
</tr>
<tr>
<td>Influencer</td>
<td>72</td>
<td>25</td>
</tr>
<tr>
<td>Evaluator/Recommender</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Buyer</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>No Answer</td>
<td>96</td>
<td>33</td>
</tr>
<tr>
<td>Total</td>
<td>299</td>
<td>100</td>
</tr>
</tbody>
</table>

---

1. Select products/solutions are of interest?
   - List major categories or brands

2. What is your purchasing role?
   - Final say
   - Specify Supplier
   - Recommend Supplier
   - No Role

3. What is your purchase timeframe?
   - <1 month
   - 1-3 months
   - 3-6 months
   - More than 6 months

4. What is anticipated budget?
   - Less than $100,000
   - $100,000 to $500,000
   - Greater than $500,000

5. (Optional) custom question (i.e.,...)
   - Current customer?
   - Preference to receive information?
   - Biggest challenge?

**NOTES:** __________________
7. Get Your Staff Involved

- Staff involvement is one of the most essential components of a successful event
- Provide training before events
- Obtain staff feedback after events
- Have a plan so staff are on the same page
- Always revisit plan to staff effectively

“What makes content engaging is relevancy. You need to connect the contact information with the content information.”

GAIL GOODMAN
PRESIDENT & CEO
CONSTANT CONTACT

Image Credit: JasonRogersxx
8. Sample Sources & Sizes, Response Rates, and Confidence Intervals

• Sample Source
  – Visitors: Those who spend quality time in your booth. Does not matter if they swipe their badge
  – Leads: Keep in mind, not every visitor swipes their badge.
    • Are your leads really representative of your visitors?
  – Attendees: Randomly selecting from all registered attendees, regardless of if they visited your booth

• Sample Size
  – Reliable: statistically reliable and projectable
  – A larger sample size leads to increased precision

\[ \text{Var}(\hat{x}) = \sum_{k=1}^{N} w_k^2 \text{Var}(b) \left( \frac{1}{n_k} - \frac{1}{N_k} \right) \]

• Response Rates
  – Surveys typically yield 5% to 25% response rates. Varies by industry and source.
  – Work backwards to ensure you have enough completed surveys
8. Sample Sources & Sizes, Response Rates, and Confidence Intervals

• Confidence Interval & Level
  – The confidence interval is the plus-or-minus figure usually reported in newspaper or television opinion poll results.
  – The confidence level tells you how sure you can be. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. The 95% confidence level means you can be 95% certain; the 99% confidence level means you can be 99% certain. Most researchers use the 95% confidence level.

9. Digital & Social Media

• Cost-effective
• Time consuming
• Provides increased measurement
• Give attendees access to event-related information when and where they want it
• Creates community and content
Understand why and how your audience uses technology and then start trying to align your communications efforts.

BRIAN REICH & DAN SOLOMON
AUTHORS OF MEDIA RULES!
10. Pull it all together to measure!

- What will you do differently to measure your event success?
- How will you go about it?
APPENDIX

Metrics You Can Use Everyday

POST-SHOW SURVEY

BENCHMARKS AND TRENDS
# 2015 Attendee Benchmarks & Norms

## Attend No Other Event
- **All-Show**: 42%
- **Healthcare**: 40%
- **Technology**: 42%
- **Private Events**: 42%

## Net Buying Influence
- **All-Show**: 82%
- **Healthcare**: 75%
- **Technology**: 82%
- **Private Events**: 82%

## Total Buying Plans
- **All-Show**: 51%
- **Healthcare**: 47%
- **Technology**: 52%
- **Private Events**: 63%

## Net Promoter Score
- **All-Show**: 42%
- **Healthcare**: 43%
- **Technology**: 45%
- **Private Events**: 43%

## Current Customer
- **All-Show**: 36%
- **Healthcare**: 29%
- **Technology**: 40%
- **Private Events**: 77%

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## 2015 Attendee Benchmarks & Norms

### Staff Helpfulness
- **All-Show**: 68%
- **Healthcare**: 71%
- **Technology**: 64%

### Exhibit Attraction
- **All-Show**: 81%
- **Healthcare**: 78%
- **Technology**: 80%

### Exhibit Engagement
- **All-Show**: 52%
- **Healthcare**: 54%
- **Technology**: 44%

### Cost per Visitor Attraction
- **All-Show**: $206
- **Healthcare**: $266
- **Technology**: $191

### Cost per Visitor Engagement
- **All-Show**: $284
- **Healthcare**: $360
- **Technology**: $283
Sample Onsite Booth Exit Survey

1. Why did you visit [Your Company]'s booth?
   - Just passing / general interest
   - To become generally familiar with [Your Company] and/or its products/services
   - To see what new products [Your Company] had to offer
   - To get technical specifications/information about [Your Company]'s products
   - To see and learn more about [Your Company] products I currently use/consider using
   - To evaluate and compare [Your Company] products with other companies' products for future purchase
   - To find a solution to specific problem or need
   - To speak to [Your Company] people I know
   - Other

2. Indicate which areas of the exhibit that you visited:
   - Product XYZ demo
   - Product ABC demo
   - Theater presentation
   - Private meeting area to speak with a representative
   - Notes of the above, just viewed

3. Rate the value of your experience at [Your Company]'s exhibit in meeting your reasons for visiting:
   - Extremely valuable
   - Very valuable
   - Slightly valuable
   - Not very valuable
   - Not at all valuable

4. How likely are you to recommend [Your Company] to a business friend or colleague?
   - 8 to 10 point scale
   - 9 or 10 rating: what specifically would you tell them when recommending [Company]?
   - 7 or 8 rating: what would it take for you to rate [Company] as a business partner a 9 or 10?
   - 6 or below rating: what is the reason for your rating?

5. Please indicate your level of familiarity with [Your Company]'s capabilities, knowledge, and expertise with respect to the following technologies:
   - Before visit
   - After visit
   - Your category here
   - Not familiar
   - Slightly familiar
   - Very familiar
   - Not familiar
   - Slightly familiar
   - Very familiar

6. Personal Observations:
   - 1-2-3-4-5-6 Describe the giveaway & process
   - Date
   - Time
   - Traffic
   - Notes of the above, just viewed

7. Booth Staff Characteristics:
   - Total number of staff members
   - Number of booth employees
   - Number of salespeople
   - Number of visitors
   - Notes of the above, just viewed

8. Visitor Characteristics:
   - Total # of Visitors in Booth
   - Number of Visitors in each department
   - Number of visitors attending the show in the industry
   - Notes of the above, just viewed

9. Other Notes:
   - Additional comments or feedback
   - Other notes

10. Name:
    - [Your Name]
    - Company: [Your Company]
    - Title: [Your Title]
    - Phone: [Your Phone]
    - Email: [Your Email]