

# vivid interface

The Events and Publishing Specialist Team



confex

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confexgroup

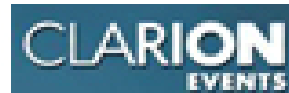


# Introduction

- Online Survey regarding marketing activities
- Sent to exhibition organisers
- The results analysed by trade and consumer show organisers

# Our Respondents

These companies represent just some of those who responded to the survey.



United Business Media



haymarket events

# Visitor Marketing Campaign

## – when does it start:

- Consumer – on average 21 weeks before the event (4.8 months)
- Trade – on average 22 weeks before the event (5.1 months)

### TRADE

Mode – 3 to 6 months (68%)

More than 6 months before  
27%

### CONSUMER

Mode – 3 to 6 months (72%)

More than 6 months before  
21%

# Marketing spend split – Consumer shows

Last 12 months

Offline spend

Next 12 months

75%

8% decrease

69%

Last 12 months

Online spend

Next 12 months

25%

24% increase

31%

# Offline spending - Consumer

	Last 12 months	Next 12 months
Direct Marketing	23%	26%
Magazine advertising	19%	18%
PR	18%	18%
National newspapers	16%	16%
Radio advertising	11%	11%
Posters	7%	6%
TV advertising	6%	4%
Mobile Marketing	<1%	1%

# Online spending - Consumer

	Last 12 months	Next 12 months
Event website	39%	42%
Email	31%	30%
Online display on websites	8%	8%
SEO (search engine optimisation)	7%	4%
PR	6%	6%
Affiliate	4%	3%
Viral email campaigns	3%	3%
Blogging	2%	2%
Podcasts	1%	1%
Mobile marketing	<1%	<1%
Apps	<1%	1%

# Marketing spend split – Trade shows

Last 12 months

Offline spend

Next 12 months

62%

5% decrease

59%

Last 12 months

Online spend

Next 12 months

38%

8% increase

41%

# Offline spending - Trade

	Last 12 months	Next 12 months
Direct Marketing (design, print, post)	54%	54%
Trade Magazine / Magazine advertising	31%	32%
PR	13%	12%
Mobile Marketing	2%	3%

# Online spending - Trade



	Last 12 months	Next 12 months
Email	30%	27%
Event website	29%	33%
Online display on websites	11%	8%
PR	9%	9%
Trade e-newsletters	9%	8%
SEO (search engine optimisation)	4%	5%
Affiliate	3%	3%
Viral email campaigns	2%	2%
Podcasts	2%	1%
Mobile marketing	1%	2%
Blogging	1%	1%
Apps	<1%	1%



Please provide an estimate for the proportion of your event marketing budget spend on each of the following:

# Email Campaigns – Trade

2009 survey results in brackets	Open rate	Conversions to registrations
Previous visitors to the event	31% (34%)	36% (37%)
Previous visitors to other shows in portfolio	18% (22%)	16% (21%)
A purchased/outsourced database	13% (17%)	9% (14%)

# Email Campaigns – Consumer

2009 survey results in brackets	Open rate	Actual ticket sales
Previous visitors to the event	38% (36%)	22% (28%)
Previous visitors to other shows in portfolio	28% (18%)	7% (12%)
A purchased/outsourced database	10% (9%)	4% (5%)

# Percentage of visitors delivered - consumer

## OFFLINE

2009 – 67%

2010 - 65%

	2009	2010
Direct Marketing	28%	33%
National newspapers	20%	10%
Magazine advertising	18%	19%
PR	16%	21%
Radio advertising	14%	4%
TV advertising	5%	9%

## ONLINE

2009 – 33%

2010 - 35%

	2009	2010
Event website	48%	36%
Email	23%	52%
PR	10%	3%
SEO	5%	2%
Viral email campaigns	5%	<1%
Affiliate	2%	4%
Online display on websites	2%	3%
Podcasts	2%	0%

# Percentage of visitors delivered overall - consumer

	2009	2010
Direct marketing	18.5%	21.4%
Email	7.5%	17.8%
Offline - PR	10.7%	14.1%
Magazine advertising	11.9%	12.4%
Event website	15.6%	12.2%
National newspapers	13.5%	6.5%
TV advertising	3.3%	5.5%
Radio advertising	9.5%	2.7%
Affiliate	0.7%	1.4%
Online - PR	3.4%	1.1%
Online display on websites	0.7%	1.1%
SEO	1.5%	0.6%
Viral email campaigns	1.5%	0.1%
Podcasts	0.7%	0%

# Percentage of visitors delivered - trade

**OFFLINE**  
2009 - 41%  
2010 - 40%

**ONLINE**  
2009 - 59%  
2010 - 60%

	2009	2010
Direct Marketing (design, print, post)	62%	59%
Trade Magazine / Magazine advertising	22%	31%
PR	14%	8%
Mobile Marketing	0%	2%

	2009	2010
Email	52%	36%
Event website	30%	33%
Trade e-newsletters	N/A	8%
PR	5%	5%
Online display on websites	4%	3%
SEO	4%	6%
Mobile marketing	1%	1%
Others	4%	8%

# Percentage of visitors delivered overall - trade

	2009	2010
Direct marketing	25.5%	23.7%
Email	30.9%	21.8%
Event website	17.4%	19.9%
Magazine advertising	9.1%	12.5%
Trade e-newsletters	n/a	4.7%
SEO	2.4%	3.4%
Offline - PR	5.7%	3.1%
Online - PR	2.8%	3.0%
Viral email campaigns	0.4%	2.3%
Online display on websites	2.5%	2.1%
Affiliate	0.7%	1.3%
Mobile marketing	0.8%	0.6%
Apps	n/a	0.4%
Podcasts	0.8%	0.2%

# Most successful marketing activities

## TRADE

	2009	2010
Email	34%	53%
Direct marketing	43%	14%
Event website	15%	10%

## CONSUMER

	2009	2010
Direct marketing	20%	39%
Event website	10%	13%
Email	10%	13%
Magazine advertising	10%	9%
TV advertising	15%	4%
Radio advertising	15%	4%
National newspapers	10%	4%

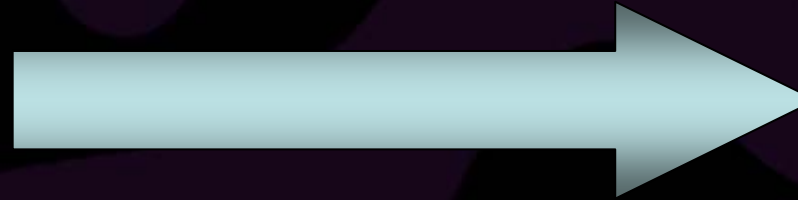
# Marketing spend increase / decrease - Trade

Last 12 months

Increase / stay the same

Next 12 months

54%



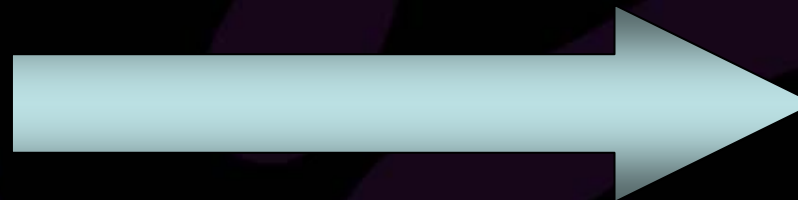
75%

Last 12 months

Decrease

Next 12 months

46%



25%

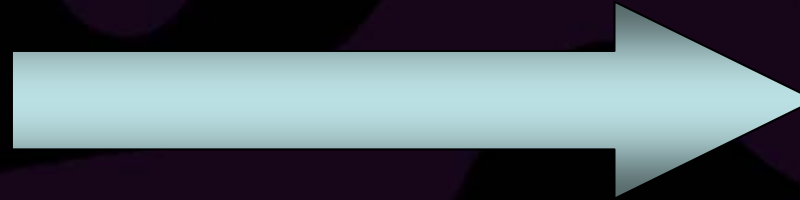
# Marketing spend increase / decrease - consumer

Last 12 months

Increase / stay the same

Next 12 months

63%



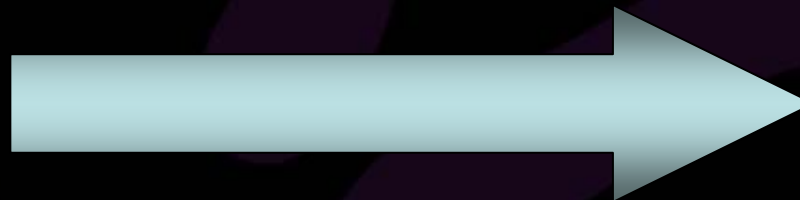
85%

Last 12 months

Decrease

Next 12 months

37%



15%

# Most cost-efficient marketing activities

TRADE 2009	TRADE 2010
Online – 92%	Online – 84%
Offline – 3%	Offline – 5%
Don't know – 5%	Don't know – 11%

CONSUMER 2009	CONSUMER 2010
Online – 74%	Online – 59%
Offline – 19%	Offline – 26%
Don't know – 7%	Don't know – 15%

	2009	2010
Email	71%	67%
Event website	16%	13%

	2009	2010
Email	56%	52%
Event website	16%	0%
SEO	8%	0%
Affiliate	8%	9%

# Handle online/digital marketing

## TRADE 2009

In-house – 86%  
Specialist agency – 8%  
Normal marketing agency – 8%

## TRADE 2010

In-house – 80%  
Specialist agency – 15%  
Normal marketing agency – 10%

## CONSUMER 2009

In-house – 74%  
Specialist agency – 19%  
Normal marketing agency – 15%

## CONSUMER 2010

In-house – 93%  
Specialist agency – 15%  
Normal marketing agency – 7%

# Event website

## TRADE

2009 Proportion of registrations – 65%  
2010 Proportion of registrations – 72%

## CONSUMER

2009 Proportion of ticket sales – 44%  
2010 Proportion of ticket sales – 51%

	2009	2010
Average length of visit	8 mins	8 mins
Average pages viewed	5	4

	2009	2010
Average length of visit	8 mins	7 mins
Average pages viewed	5	5

Advertising revenue	62%	60%
Ticket sales	22%	23%
Affiliate revenue	9%	5%
No additional revenue	28%	29%

Ticket sales	70%	93%
Advertising revenue	41%	48%
Affiliate revenue	22%	19%
No additional revenue	19%	7%

# Website promotion

## TRADE

	2009	2010
Business networking sites	44%	56%
Social networking sites	34%	71%



	2009	2010
Facebook	82%	68%
LinkedIn	64%	84%
You Tube	36%	39%

## CONSUMER

	2009	2010
Business networking sites	26%	22%
Social networking sites	74%	93%



	2009	2010
Facebook	80%	100%
You Tube	85%	52%
MySpace	40%	24%

# Registrations - Trade

- 60% of those who pre-register actually attend the event (51% in 2009)
- 55% actually charge on-site registered visitors (42% in 2009)

# Overall confidence for 2010

- Consumer – 3.52 out of 5.00 (3.19 in 2009)
- Trade – 3.45 out of 5.00 (3.02 in 2009)

# Prize Draw Winner

- 2 nights at the Broad House Hotel Norfolk
- £300 spending money on food and drink
- Transfer from Norwich train station



# Vivid Interface

- Research visitors
- Research exhibitors
- Research markets
- Event development strategies