

Help Your Exhibitors Calculate ROO and ROI

With
Barry Siskind



Agenda

Why set objectives?

Get focused

Create a shortlist

Target

Quantify

Create performance
indicators

Develop benchmarks

Why set objectives?



Secure budget

Continuous
improvement

Motivation

Establish
benchmarks

Because it makes
sense

Create your shortlist



Step 1

What are you hoping to achieve?

Step 2

What will justify the time, energy and resources?

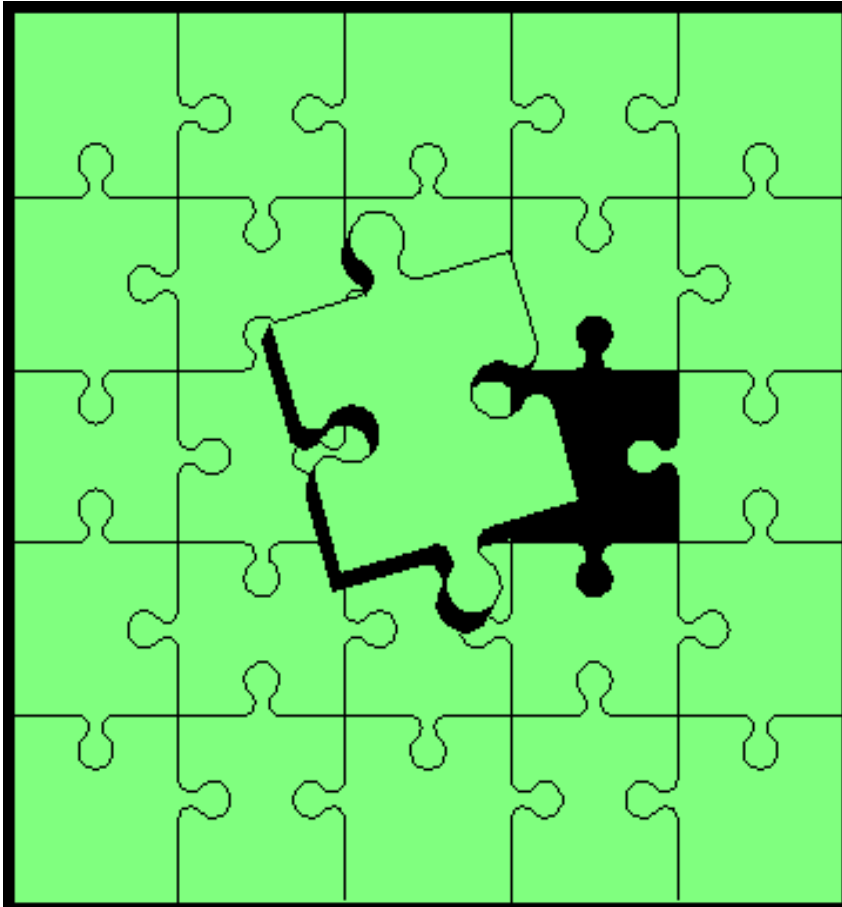
Step 3

Who is your target?

There is more to demographics than
a job title

Step # 3

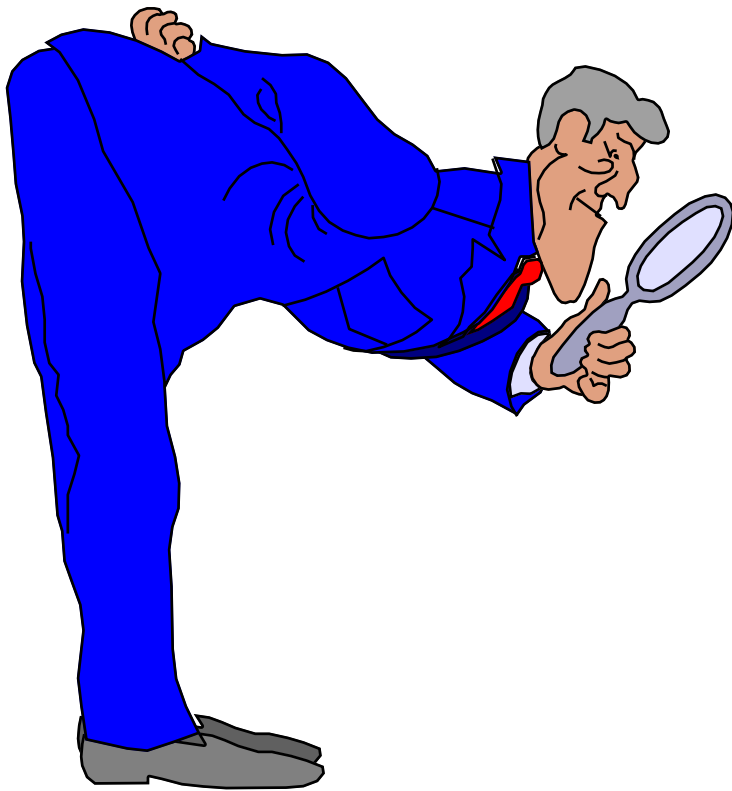
Understand your target



Demographics

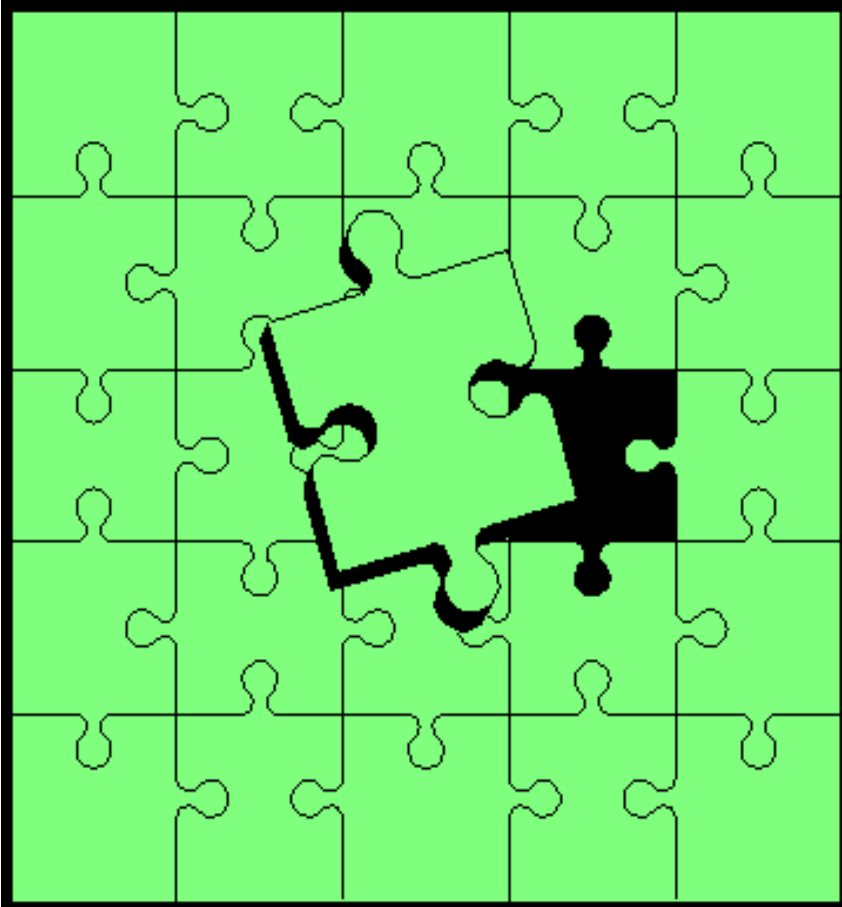
- Who is my customer?

Demographics



Industry
Gender
Marital status
Geography
Age
Profession
Wealth
Lifestyle
Other

Understand your target



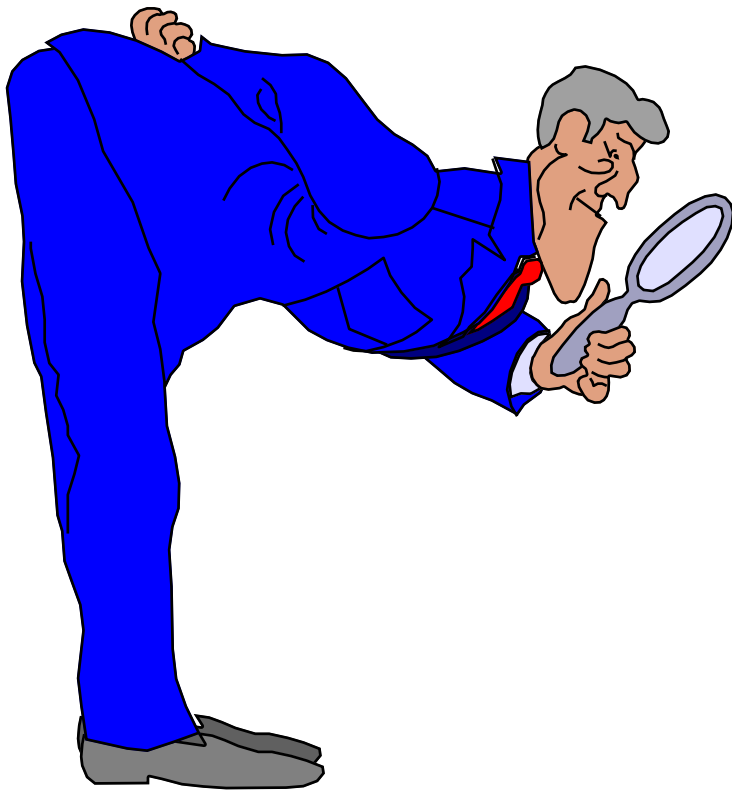
Demographics

- Who is my customer?

Psychographics

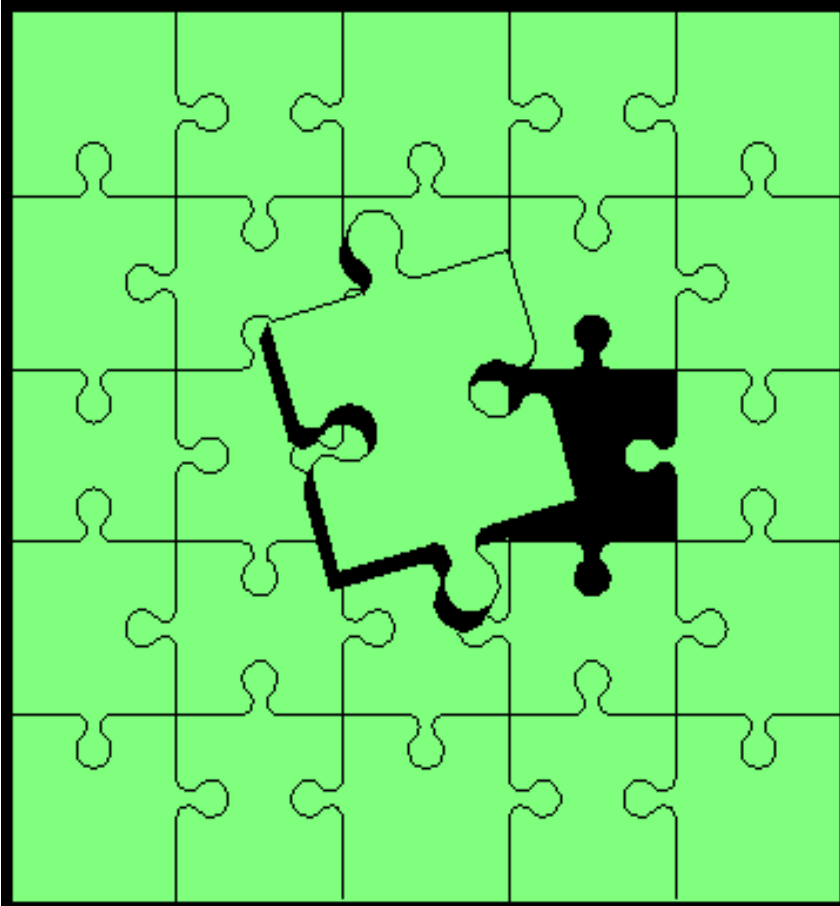
- What do they do?

Psychographics



Social responsibility
Business style
Position
Affiliations
Management Style
Family stage
Hobbies
Leisure time activities
Other

Understand your target



Demographics

- Who is my customer?

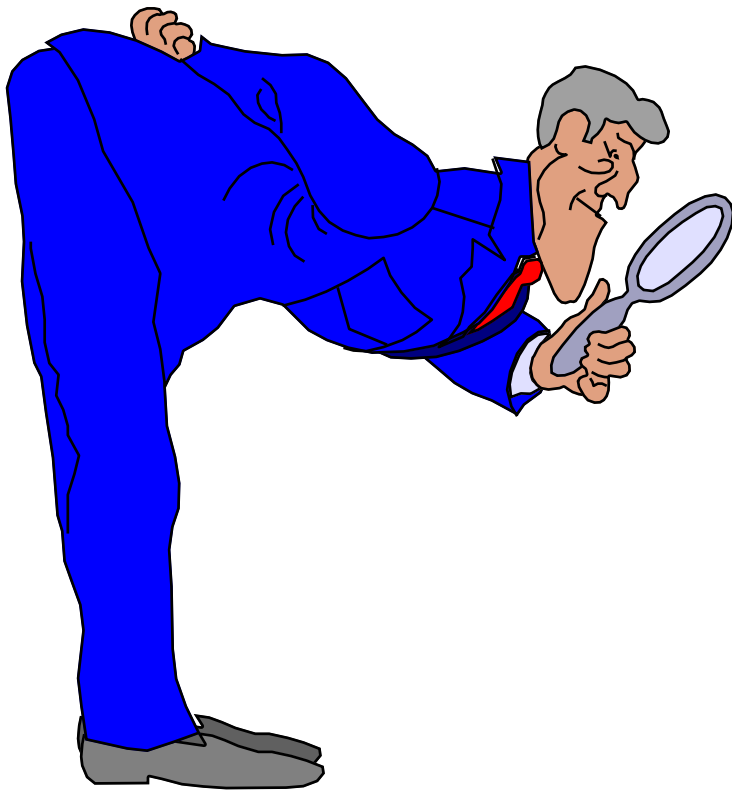
Psychographics

- What do they do?

Behavioral

- How do they do it?

Behavioral



Number of times they purchase

Amount of product used

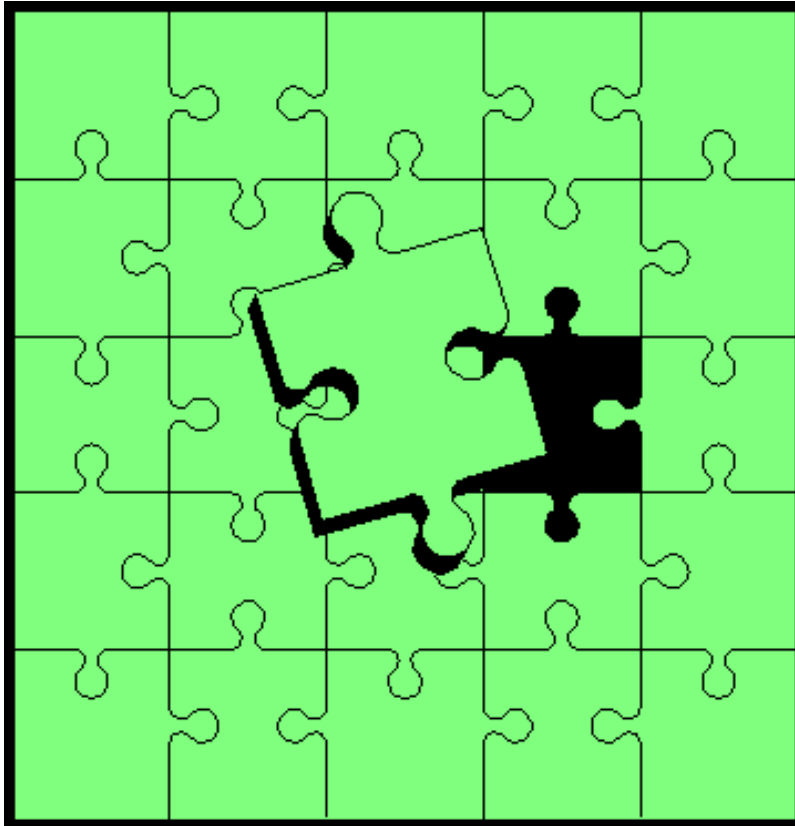
Decision making cycle

Where purchase was made

How purchase was transacted

Other

Understand your target



Demographics

- Who is my customer?

Psychographics

- What do they do?

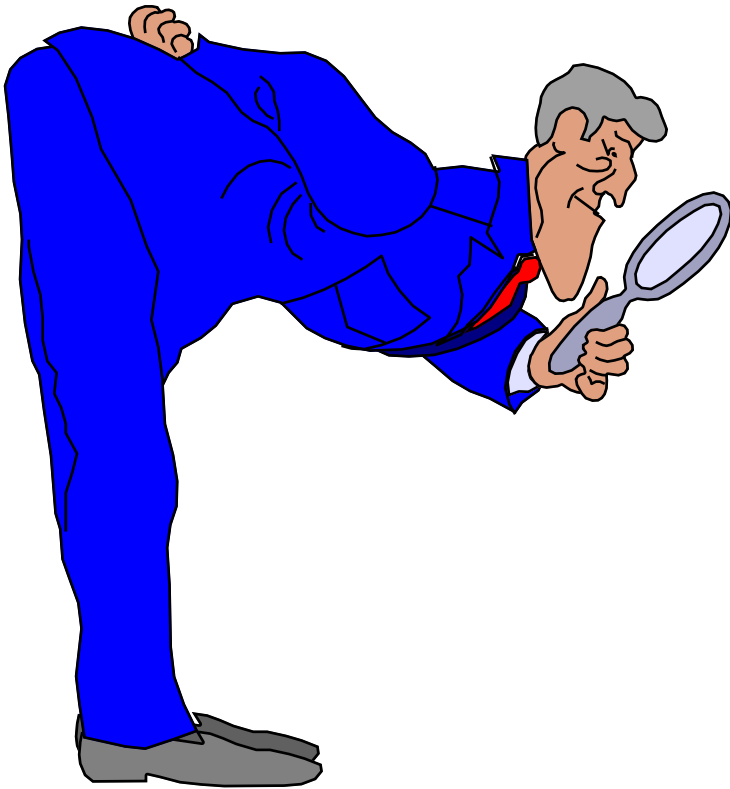
Behavioral

- How do they do it?

Causation

- Why do they do what they do?

Causation



What benefits are most important to them?

Benefits = Research

Define your prospect buckets

Research on interests

Apply results to your profile

Customer/prospect buckets



Senior decision makers



Middle management decision influences



Customers – marketing push



Dealers and distributors

What are the key messages – research



Aeroplan Advisors

Survey topic

Your technology profile

Aeroplan miles

1 chance to win 25,000

Aeroplan miles

Survey length

Approximately 10 minutes

Survey closing date

Nov 18, 2012



Starbucks Tree Planting Campaign

Recyclable sleeved

Automatic Door Opener

Cup plugs

Different objectives = different measurement

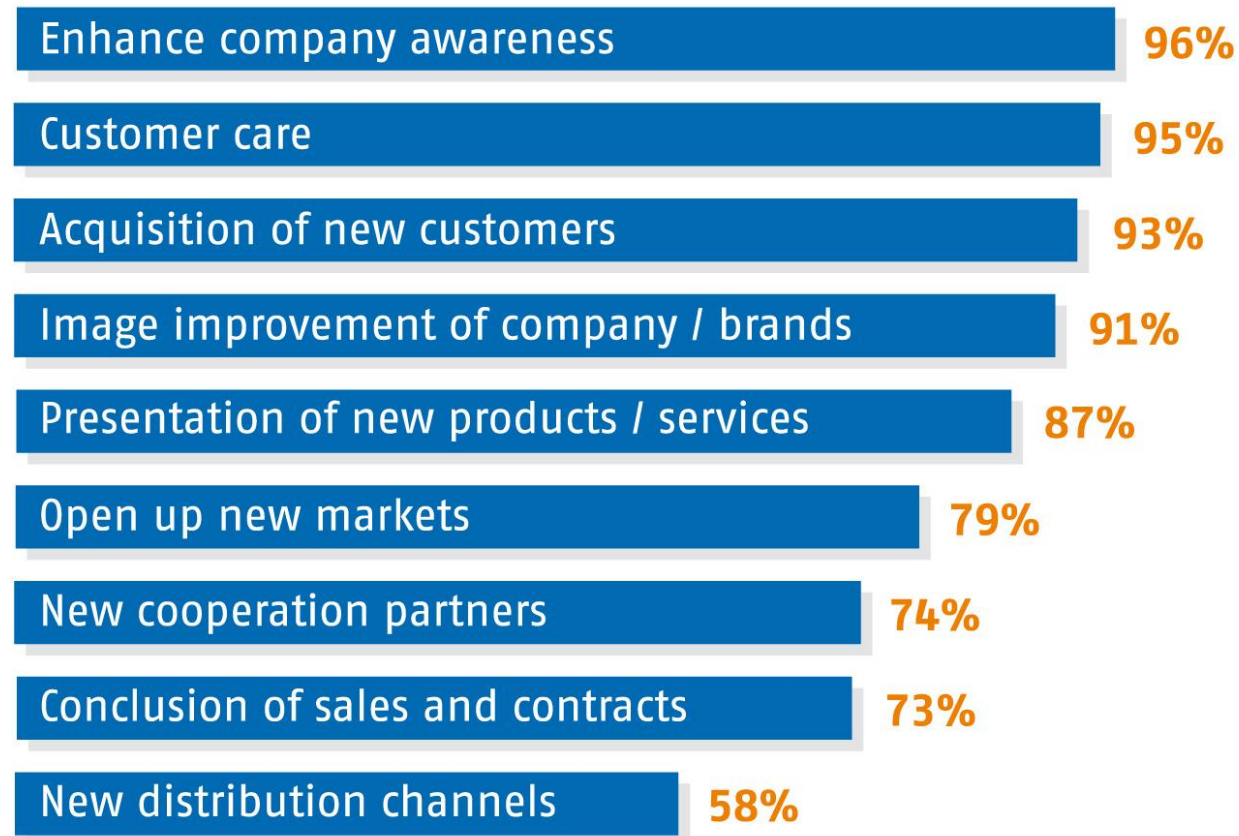
Sales objectives – ROI

Marketing objectives - ROO

AUMA_MesseTrend 2013

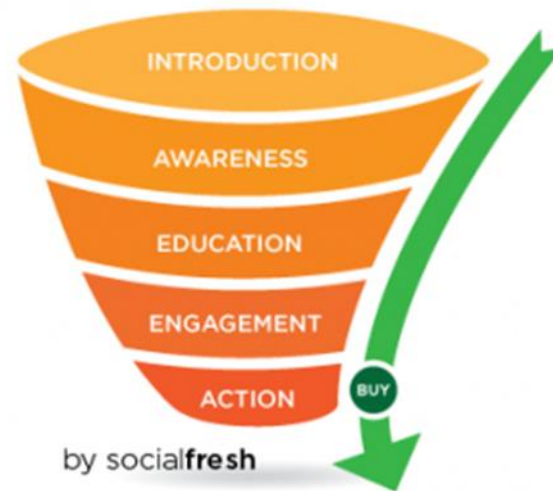


Objectives of trade fair participations*



* representative survey conducted by TNS Emnid commissioned by AUMA among 500 companies, which exhibit at trade visitor-oriented fairs; November 2012

Marketing is responsible for customer engagement



Two separate funnels



Step 4 – Performance indicators

Metric	Performance Indicator (the actionable item identified)
Awareness	Increase in web-visits Increase in social media activity Media mentions Change in visitor perception Response to pre-show invite / promo

Performance Indicators

What is the action you will be monitoring?

Web-visits

Telephone calls

Social media conversations

Media mentions

Conversion to sales leads

Change in visitor perception

Response to pre-show invitation

Recruitment for additional marketing activities

Other

Step 5 – Create and apply benchmarks

Performance Indicator	Measurement Tool	Benchmark
Awareness	Completed Surveys	200 surveys = 18% increase in perception of brand message

Applications

Measure the impact of change

Create corporate-wide exhibition goals

Justify exhibition investment

Rationalize show selection

Plan exhibition strategy

Obtain senior management support

Other

Example

My objective at enter exhibition name is to make contact with 33 senior exhibition executives and introduce our key brand messages. They will represent companies who produce multiple fairs in the EU that range from 300 exhibitors and up. These executives will have the decision making or influencing capabilities in their organization.

MAKE OBJECTIVES REALISTIC

DO THE MATH

- a. TOTAL SHOW POPULATION = 5,000
 - b. PERCENTAGE WHO FIT THE PROFILE = 10% OR 500 PROSPECTS
 - c. AIF - 16% = 80
 - d. AVERAGE TIME SPENT WITH EACH ATTENDEE = 10 MINUTES
or 6 per hour
 - e. NUMBER OF ACTIVE SHOW hours = 20
- NUMBER OF REALISTIC CONTACTS = d x e = 120
- Deduct 50% - 60

R.O.I. Calculator

a) Contacts	=	60
b) Total exhibit cost (net)	=	\$10,000
c) Success ratio	=	$\frac{1}{4}$
d) Viable Contacts a/c	=	15
e) Average sale (Net of costs)	=	\$ 2,500
f) Potential revenue d x e	=	\$ 37,500
g) Return on Investment b/f	=	<u>375%</u>

Calculate ROO

ROO is a measurement of value

Value is a matter of

- Investment
- Cost avoidance

Investment

Exhibit investment that furthers the marketing efforts

- Awareness through show sponsorships
- Shorten the sales cycle
- Customer feedback
- Demand push/pull
- Recruiting staff
- Other

Cost avoidance

Savings arrived from added value from events

- Press briefings
- Build/Maintain data base
- Speaking engagements
- Stand alone client meetings
- Internal sales meetings
- Product launches
- Other

The steps

Set clear, measurable objectives

Identify the audience

Determine the metric

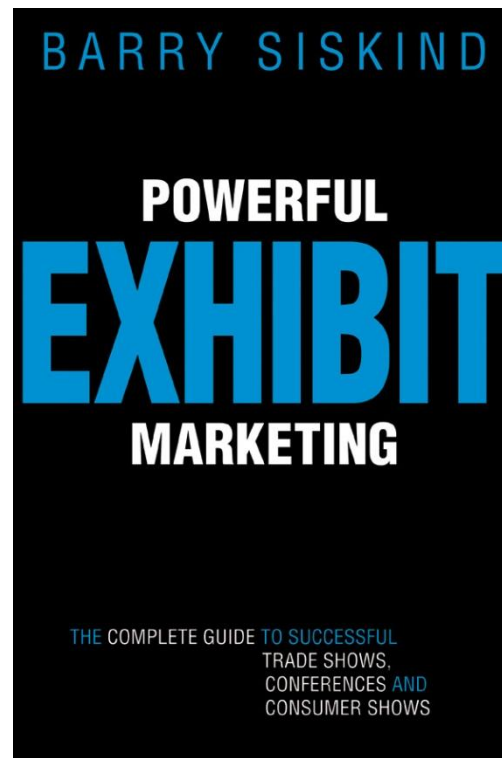
Create the performance indicators

Find the right measurement tools

Develop benchmarks

Ensure that the exercise is realistic

Calculate value



Available at bookstores everywhere

or

contact

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