



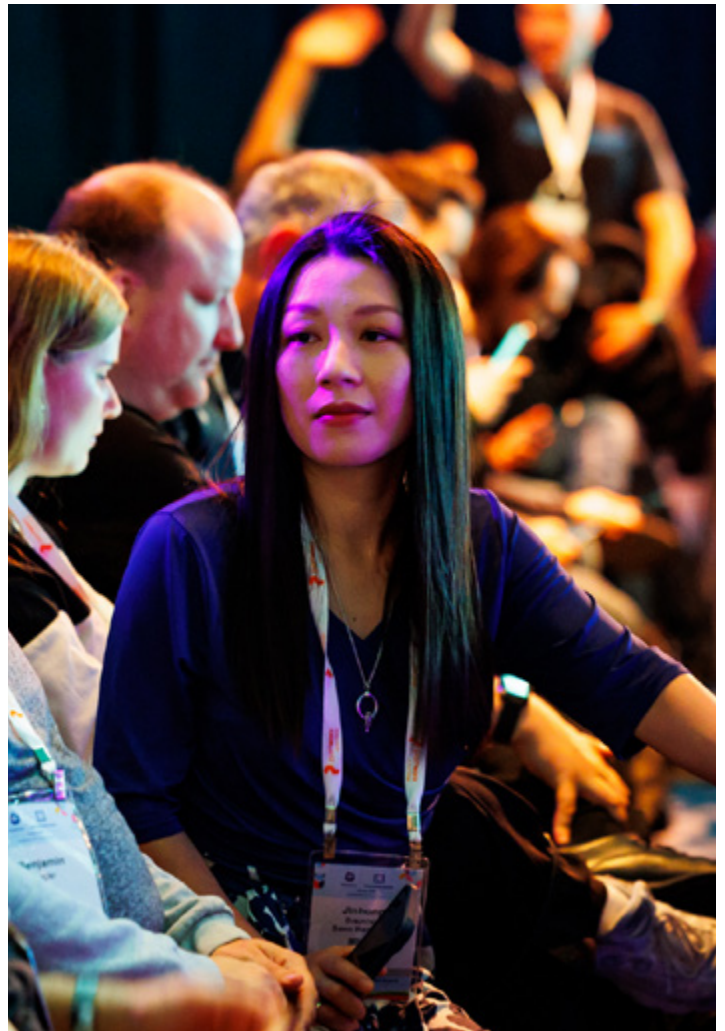
INCREASING THE ROI OF YOUR EVENT

GENERATE VALUE
FOR EXHIBITORS

**A SIMPLE
CALCULATION? 03**

**SIX VALUE
FACTORS 07**

**WHAT WILL YOU
DO TOMORROW? 20**



**CREATING VALUE
THROUGH
PARTICIPATION**



**A SIMPLE
CALCULATION?**



HUMAN CONTACT

Online and virtual meetings can never replace live encounters. If the COVID period taught us anything, it's that inspiring people, strengthening relationships and closing deals are best achieved face-to-face.

At the same time, however, exhibitors have become more selective and participating in physical events is no longer a matter-of-course. Exhibitors first need to know what they will receive in return... And you can help them work this out.

SELECTIVE EXHIBITORS
WHAT IS THE RETURN
ON EXHIBITING?

RELATIONSHIPS & DEALS
ARE MADE FACE-TO-FACE



WHAT IS ROI?

Return on Investment is a simple calculation: the results gained from taking part in an exhibition minus the costs involved. The latter investment is easily quantifiable but how can exhibitors determine the return? The value of new contacts or increased brand loyalty is not easily calculated and can sometimes involve a long-term horizon.



Use these tips
to determine ROI



64,3% OF ORGANISERS
SEE INCREASING SATISFACTION
AMONG EXHIBITORS



71,2% OF
ORGANISERS FIND
IT DIFFICULT TO
DETERMINE THE ROI

11,1%
OF ORGANISERS
SEE INCREASING ROI
AS THE HIGHEST PRIORITY

Source: *The state of in-person B2B conferences, Bizzabo 2023*



SIX VALUE FACTORS



WHAT AM I DOING HERE?

It starts with clearly defining goals. The goals that exhibitors have for their participation vary. New companies, for instance, are often focused on brand familiarity, while established businesses mostly focus on contacts and deals. We can categorise goals into the following:

- BRAND STRENGTHENING
- NETWORKING
- LEAD GENERATION
- SALES
- PRESS & RESEARCH
- CONNECTION & INSPIRATION



Here you can feel,
smell, taste and try

STRENGTHENING THE BRAND

Exhibitions are an ideal platform for placing a **brand in the spotlight**. Brands can present themselves with the right 'look & feel' to an interested and captive audience. Performances or participations in conferences or theatre segments can further strengthen a brand.

For newish companies and start-ups, exhibitions mainly generate brand familiarity. For well-known companies, brand goals at exhibitions mainly involve introducing a new brand or product line and allowing the audience to be see, feel, taste, smell and try out.



MEASURING BRAND STRENGTH

KPIs for brands are brand familiarity, brand recognition and increased brand valuation or loyalty. These factors are measurable by sampling the target group before and after an event. Exhibitors can target the effects of the participation by carefully timing other campaign publications.

Perhaps you, as an organiser, have research that exhibitors can use to show brand effects. For example, specifically asking about the brand experience for a specific brand or programme segment can potentially offer lots of valuable data to exhibitors.



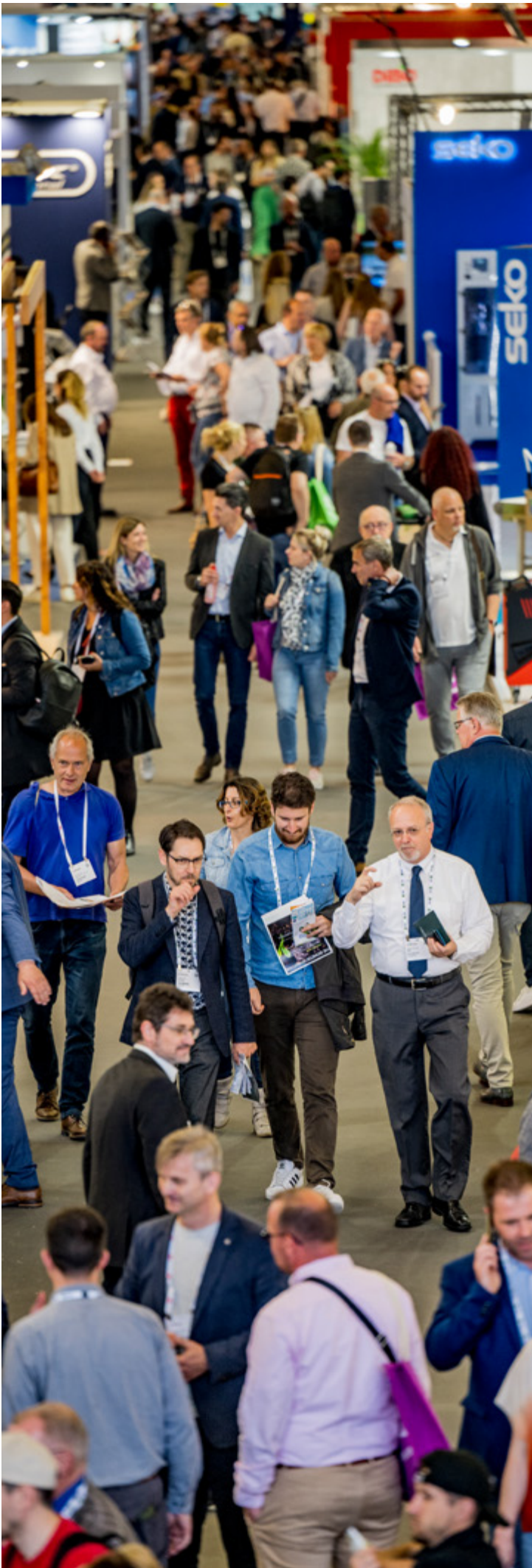
HERE
ALL PARTIES COME
TOGETHER

EVERY CONTACT
REPRESENTS VALUE

NETWORKING

Exhibitions are a pleasant and dedicated environment for strengthening contacts. This applies to both new and existing relations. Having all relevant parties in one place makes individual company visits unnecessary, saving exhibitors and visitors alike time and money.

Visitors are also fully focused on the subject without being distracted by the hustle and bustle of their working environment.



THE VALUE OF NETWORKING

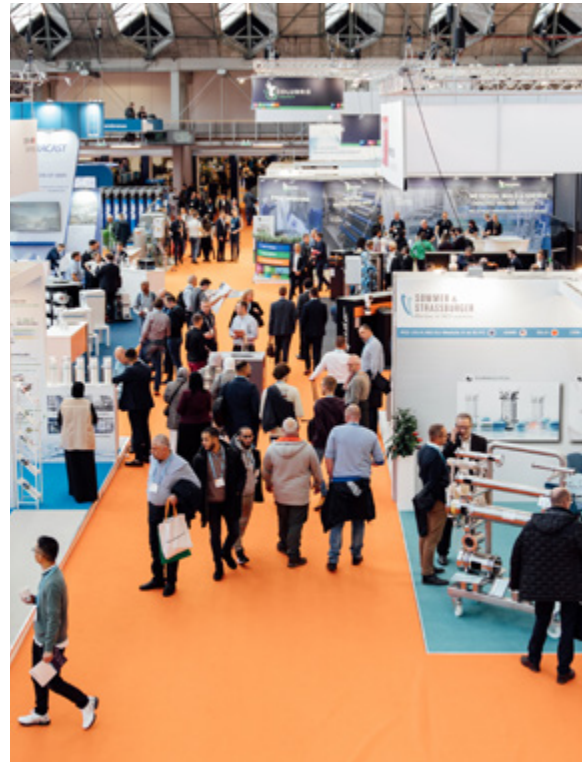
Determining the value of networking contacts starts with quantifying how many relevant visitors attended the exhibition. It is often relatively easy to also measure how many had contact with exhibitors via the likes of badge scanning.

Many companies have a methodology in their CRM system that determines the value of a contact, often based on the turnover or profit potential. The calculation couldn't be easier.

And remember that exhibitors also enjoy major savings from not having to visit individual relations. This can be converted into hard figures.



Organisers should make contacts measurable



Establishing new contacts that may become clients in the future is a key goal for many exhibitors. Deals are often made outside the event itself. While it can take years for major investment leads to be translated into clients, this may well be the primary function of a trade exhibition.

You can help exhibitors attract more new contacts to their stand in various ways, including organising exhibition tours and hosting give-aways together with exhibitors.





SETTING THE VALUE

How can exhibitors determine the value of a business lead? There is a simple method to calculate this figure. Determine how many leads were spoken to, determine an average client value and conversion, then multiply the two.

For example, an average product from an exhibitor costs €20,000 plus €3,000 in accessories and maintenance. This means clients have a value of €23,000. If the exhibitor meets 20 serious prospects during the exhibition, and knows from experience that approximately 25% will become a client, the exhibition result is $5 \times 23,000 = €115,000$.

EVERY LEAD
IS WORTH MONEY

CLIENT VALUE X CONVERSION
CALCULATES THE RESULT



SELLING NOW AND LATER

Brand familiarity, networking, leads - they all eventually lead to the single goal of sales. Depending on the company and type of event, some of these sales can be made directly on the exhibition floor. While that's easily measured, many other sales will happen after the event. B2B parties can measure these with a good CRM system or by using calculations based on averages.

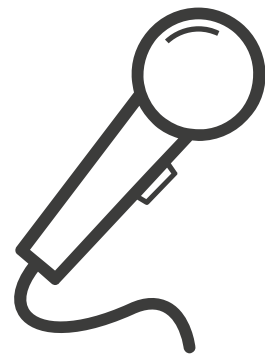
It is a challenge to isolate the effects of an exhibition for consumer products. One way to do so is to set up the same advertising promotion before and after the exhibition and compare the effects. Any extra sales after the exhibition can then be attributed to the event.



Lots of sales occur after the event



Opportunities for media attention are a major plus of which exhibitors are not always aware. For example, they could host a press presentation during an exhibition or launch a new product. The resulting media attention can easily be translated into media value: what would it have cost the exhibitor to buy advertising space for the same purpose?





And let's not forget market research.

Exhibitions are an excellent vehicle for having direct contact with visitors in round-table meetings, UX labs and so on. It is both easier and significantly cheaper than employing a consumer panel on an individual basis. Comparing the two will convert the value into financial results.



CONNECTION AND INSPIRATION

Live events bring people together.

Authentic human interactions create a sense of community and connectiveness.

Live events offer an escape from the daily grind and allow people to immerse themselves in specific topics. The overall result is a positive experience, with fresh inspiration and creativity.

Live events offer speakers an opportunity to inspire people. Audiences feel more connected to speakers and their companies, and this in turn can increase brand loyalty and customer conviction.

EVENTS GENERATE
ENERGY AND EMOTIONS

LIVE MEETINGS
STRENGTHEN
CONNECTIONS





THE POWER OF BEING TOGETHER

Live events have incalculable emotional value. They connect people, offer an escape from the daily grind, make lasting memories, stimulate emotions and inspire individuals.

While the ultimate effect may not be directly quantifiable, every exhibitor understands that this value is there.

And this results in new meetings, continued cooperation or negotiations, and eventually in a stronger brand or company. Which is an ROI that can easily be measured.





**WHAT WILL YOU
DO TOMORROW?**



10X RESULTS OF LIVE EVENTS



1. BRAND FAMILIARITY
2. BRAND RECOGNITION
3. BRAND LOYALTY
4. NEW CONTACTS
5. BUSINESS LEADS

6. INCREASED TURNOVER
7. MEDIA ATTENTION
8. MARKET RESEARCH
9. ENGAGEMENT AND BRAND EXPERIENCE
10. CREATIVITY AND INSPIRATION



CONVINCE YOUR
EXHIBITORS
**MAKING THE ROI OF
EVENTS MEASURABLE**

Do you know the ROI of your event?

Are you able to properly clarify the added value of your event? Are you helping exhibitors make their calculations? It's time to know what your event is worth and explore how best to use that to convince exhibitors.

RAI Amsterdam will be pleased to help you increase the ROI of your event and make it measurable!



HOUSE
OF EVENTS
HOME
OF YOUR
INDUSTRY

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