

PREVIEW: Hybrid tradeshows; the definition and benefits of digital formats

By Matthias Tesi Baur, MBB-Consulting Group Founder | 05 / 07 / 2020

A report providing a framework to judge and rate the quality of hybrid tradeshows is now available. The report will help shape your hybrid tradeshow strategy.

The following slides are a preview to the available report.



Report – what will you get?

Hybrid events and new digital touch points are the current hot topics in the exhibition industry. Many show teams have established first hybrid formats to combine the benefits of live events together with digital formats. Some have set up hybrid events in a rushed manner. It is extremely important to develop hybrid formats providing new benefits to the exhibition customer through digital formats by not damaging the traditional exhibition model.

With this report you will get:

- ✓ A definition of what a hybrid event is
- ✓ A framework that helps to both judge digital activities in light of a hybrid strategy and work on a future strategy for hybrid formats
- ✓ Examples how tradeshow websites can be rated in terms of hybrid KPIs
- ✓ An overview of possible digital formats including their pros and cons in a hybrid strategy
- ✓ An overview of suppliers and tools that can be used to establish a hybrid strategy



Slide Preview

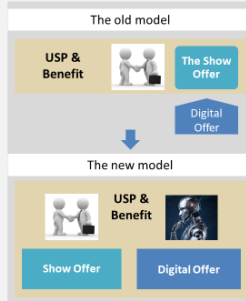
15 The utilisation of digital functions

The change in utilising digital functions

Developing digital functions and services are not new in our industry. However the nature of a hybrid tradeshow is different to the way we worked with digital tools before. A hybrid tradeshow should fulfil following criteria:

- The USP of the trade show can be realised, if a customer does not physically attend
- The benefit of a digital tool can be utilised even when a customer does not physically attend a tradeshow

However, attending a tradeshow should always be the ultimate goal for a customer to receive the full benefit



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A definition of a hybrid tradeshow: The report provides a precise definition of what a hybrid tradeshow is as a guiding point to judge online activities implemented in the past, to plan future strategies and as a basis for the framework to create a hybrid tradeshow benchmark. The strategy is based on:

- The utilisation of digital functions
- Expansion of the term “tradeshow”
- The balance between onsite and online aspects of a tradeshow

22 Rating of digital b2b formats

Effectiveness of each format	Business engagement	Interactivity	Reach of audience	Cost efficiency	Brand building	Customer satisfaction	Reach	Poor exposure	Targeting precision	Cost effectiveness	Language versatility	Very poor	poor	neutral	good	Very good
												1	2	3	4	5
Content / Resources																
See also appendix for further explanation regarding the terms																
Bligs	2	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2
Podcasts	2	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2
Video (Live/On-demand)	2	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2
Webinars (third party)	2	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2
Webinars (Owned)	2	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2
Whitepapers / Reports	2	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2
Networking / Communication																
121 Meetings (Video/text chat)	2	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2
Matchmaking *1	2	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2
Networking Lounges	2	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2
Panel Discussions	2	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2
Brand / Product Awareness																
Directives	2	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2
Reviews (Products & Services)	2	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2
Sponsorship	2	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2
Virtual booth / Shopfront	2	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2

Source: MBB research | *1: we assume an average database driven match making process

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A framework for a hybrid tradeshow model: We have created a framework as a basis to rate and judge the quality level of a trade show, to base a future strategy on precise categories and to cross check if a hybrid strategy is serving exhibitor and visitor business motivations. The framework is based on:


- A list of online formats grouped into the main categories networking, brand building and content resources
- A match of these formats against a comprehensive list of exhibitor business motivations

Slide Preview

25 Digital b2b Formats

Blogs

Blogs are good for product exposure and brand building and can address a wide audience but not particularly good for lead generation.



A regularly updated website or web page, typically run by an individual or small group, that is written in an informal or conversational style. It can be used to promote products and themes and are typically updated either daily or weekly.

A blog article is typically 400-500 words long and may contain pictures and video. Sometimes a Video Blog is referred to as a Vlog.

Pros for b2b product placement

- Cost-effective setup
- Excellent product exposure and good brand building
- Easy to deliver
- Potential for wide reach with the appropriate content

Cons for b2b product placement

- No 1-2-1 interaction possible
- No deep lead generation possible
- Relatively low interaction with audience other than comments

Content / Resources	Effectiveness of each format									
	Product placement	Lead generation	Brand awareness	Brand building	Customer retention	Reach	Product exposure	Engaging prospects	Cost effectiveness	Language adaptability
Blogs	●	●	●	●	●	●	●	●	●	●

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Review of digital b2b formats: The report provides insights regarding each digital b2b format used in the framework to match exhibitor business motivations.

Review for each format includes:

- A short definition and explanation
 - A list of pros and cons for each format
 - A rating of how this format is serving the exhibitor needs
- This review of digital b2b formats will enable building a hybrid strategy focusing on the online services required for the target groups.

41 Tradeshow: SIAL

Show details						Digital formats		
Sector	Last took place	Next show date	City / Country	Frequency	Organiser	Content / Resources	Networking / Communication	Brand / Product Presence
SIAL	PF	2018	19-22 10 / 2020	Paris, France	Biennial	Congressium	Blog / Newsletter Video / Podcast / Webinars Webinars / Webinars / Chat	Reviews (Product & Services) Virtual Booth / Boothpad Directories Sponsorship

URL: <https://www.sialparis.com/>

Please note: Digital Formats shown on the website on 06/07/2020

Special Features:

- Matchmaking App available on desktop and mobile, featuring own profile, specification of expectations, matchmaking of profiles, search engine to search for products and profile of interests, agenda planning / management and chat

Content / Resources	Networking / Communication	Brand / Product Presence
<ul style="list-style-type: none"> • Exhibitor testimonial, exhibitor success stories on "SIAL Innovations" Newsletter subscription • Online content "Top Trends" includes a write-up on industry challenges with examples of manufacturers • Top Trends section also includes White Papers based on SIAL Think Tanks covering "hot topics" 	<ul style="list-style-type: none"> • Matchmaking App is available on desktop/mobile • Includes own profile, specification of expectations, search engine to search for products and profile of interests, agenda planning and management as well as a chat function 	<ul style="list-style-type: none"> • Press releases by exhibitors can be posted on the media section of the website • Directories: Exhibitor and a product list; search by key word, name, country, sector, activity, with favourites saving feature

Source: MBB research, show website
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Example reviews of tradeshow including the offered online formats: The report provides a couple of examples to demonstrate how tradeshow can be rated and judged in terms of their hybrid elements. This will help exhibition organisers to identify their position vs. their competition and it will help exhibitors to get an overview of how the exhibitions in their relevant industry sectors have reacted to the current situation. The report further provides a template to review the tradeshow of choice.

Slide Preview

48 Online Platform Supplier:
InEvent

Platform Formats shown on the website on 06/07/2020

	Content not available	Content available
Content / Resources	Networking / Conversation	Brand / Product Presence
Blog / Newsletter	1:1 Meetings (Video / Text / Chat)	Reviews (Product & Services)
Video (Live/on-demand)	Networking Lounges	Virtual booth / Virtualism
Podcasts	Matchmaking	Directories
Webinars	Panel Discussions	Sponsorship
Whitepapers		

Key Points:

- Many features available: a list of 100+ features on the website, described on the "Solutions" page
- Key Matchmaking features include: Native chat with profiles, private one-to-one business meetings, connect networking with interests
- Pricing model: 2 plans: Essential (US\$1,000 per registration), Basic (US\$ 2,400 per registration), Enterprise (contact sales for price)
- Other features include: Live event analytics, attendees journey report, attendees management software, business chat support, private one-to-one business meetings, Calendar with outlook Google and Apple, calendar management for a company, domain personalisation, schedule management, favourite networking contacts, file sharing and download, custom unlimited landing pages, lead management software, live quizzes with speakers, event broadcast platform, multi events system platform, mobile app platform, multiple language availability, my event schedule, pre-recorded video content, interactive premium feed, telephone and email support, notes log, searchable tags for categories, single sign-on, text messaging service, sponsor management, feedback surveys, virtual lobby for online events, white label platform, Zoom integration

Key Customers:

Source: MBB research, show website
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A library of available online platforms: The report provides a list of 15 online platforms that can be used to bring a hybrid tradeshow to life. Each platform review includes:

- Base information of the platform
- A list of functions including a brief description
- A review how the platform will serve the framework we developed for hybrid tradeshows
- A list of current clients to provide some insights into which companies are using the platform

Price:

- £680 Single User Licence
- £120 for all further user licences.

We have following discounts for ETT Club Members in place:

- Company Member: 25%
- Gold Member: 20%
- Basic Member: 5%

Discounts available for ETT Club member



Innovate + Network

[Click here to download the report](#)

About MBB-Consulting Group

Consulting



Management Consulting Service covering topics from strategy, M&A, digital and more

Education



Provider of tailor made training and education courses for the exhibition industry and partner of the UFI-Exhibitions Management School

Exhibition Think Tank



Innovate + Network

Founder of the collaboration and innovation platform Exhibition Think Tank Club (ETT Club)

Our Consulting Topics

Strategy

Company Strategy
Portfolio Strategy
Geo-cloning & Geo-adaptation
Show Development
Market Research
Company Set-up and Structure
Innovation Review
Content & Feature Strategy
Rescue Strategies
Team Coaching

Business Recovery & Agility

General Recover Strategies, Setting up Agile Management Processes, Recover trade shows from downturn phase, Lifting up Customer Satisfaction, Collaborative Strategy Building, Content & Feature Strategies, Establishing Advisory and Feedback Boards

Sales & Pricing

Pricing Strategies
Location-based Pricing
Rebooking Strategies
Profitability Review
Pipeline Management
Set-up of Sales Structures & Reporting

M&A & Due Diligence

M&A consulting
Targeting Research
Target Qualification
Commercial Due Diligence
Integration Management
Financial Modelling

Digital

Digital Transformation
Social Media
Digital Revenue Streams
Digital Onboarding
SEO

Our Training & Education Programme for the Exhibition Industry

Senior Management
& Director Level

International Event Strategies in a 365 context

International
Project
Management

Rebooking Strategies

Competitive
Digital Strategies

Executive &
Middle Management

International
Event Sales

International Event
Marketing

New Starter

Effective
Exhibiting

State of the Art Event and Exhibition
Content and Features

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Strategy

Sales

Marketing

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Thank You!

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