

# Survey results



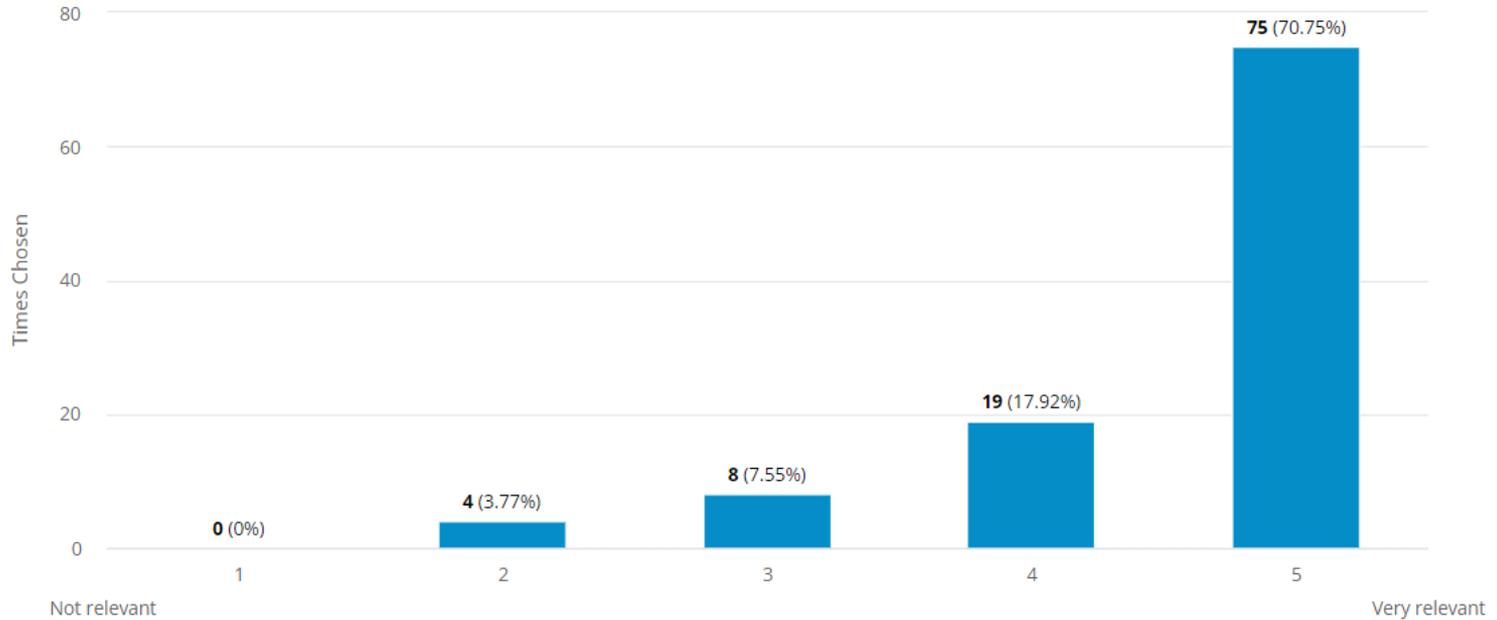
## The Exhibition Think Tank Club & Event Tech Live Survey

### What are the digital challenges in the exhibition industry

106 responses

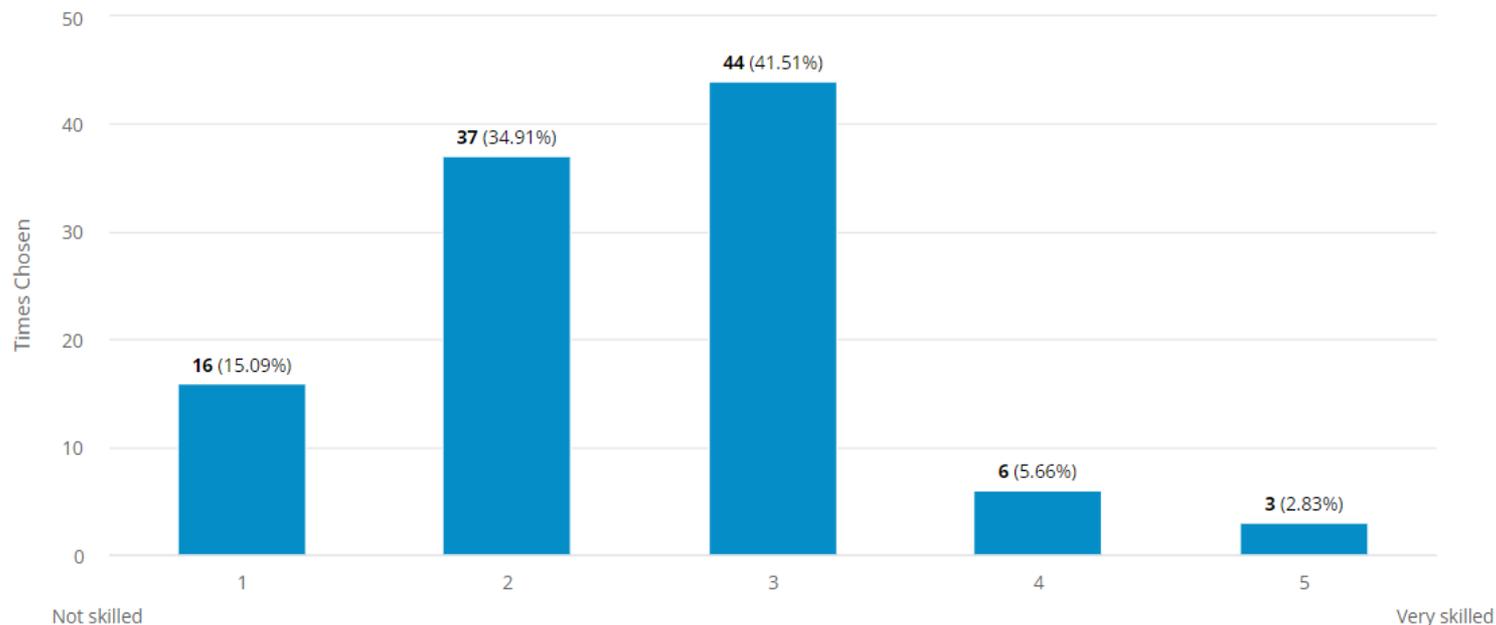
# 1. How relevant in your view are data driven strategies for the exhibition industry?

Number of responses: 106



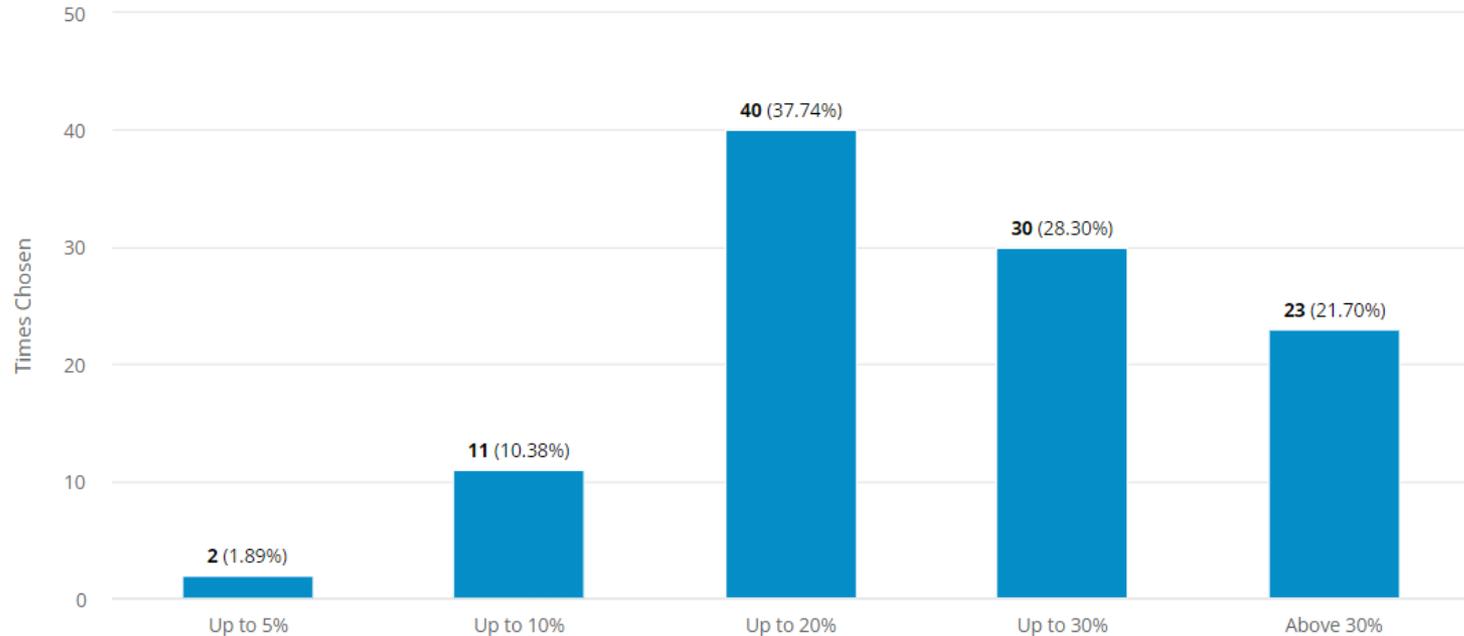
## 2. How skilled in your view is our industry to design services based on big data?

Number of responses: 106



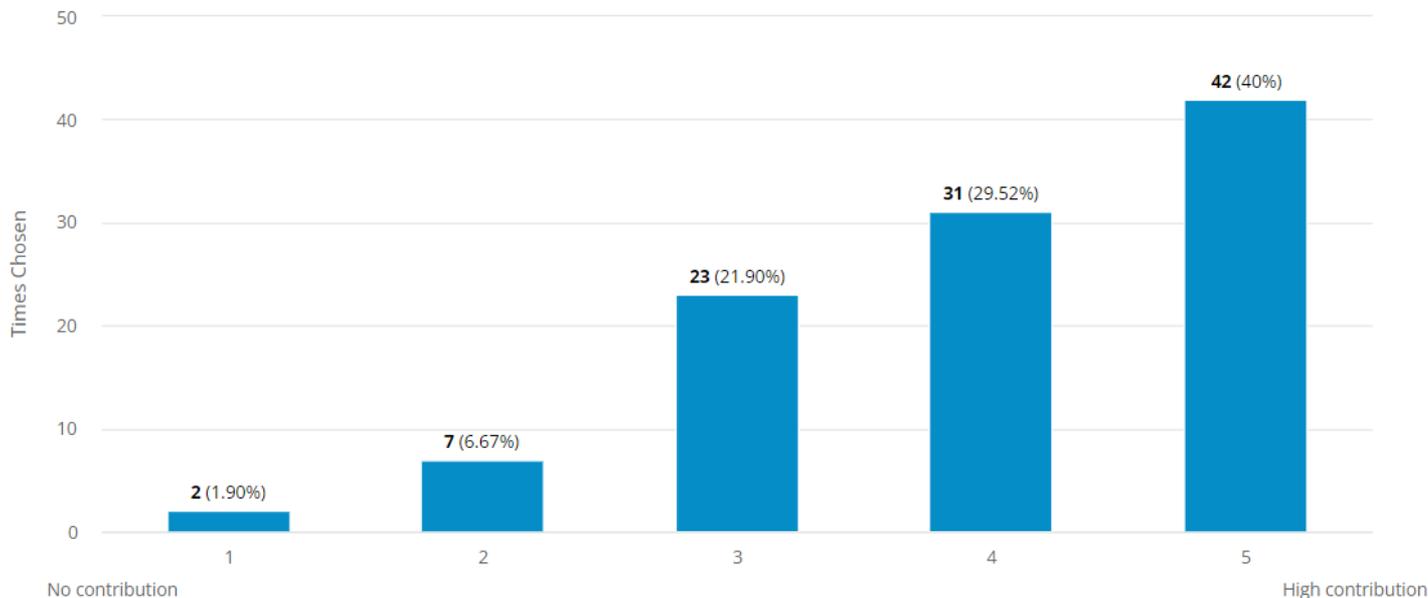
### 3. How much percentage of our industries' revenue could be generated through data services?

Number of responses: 106



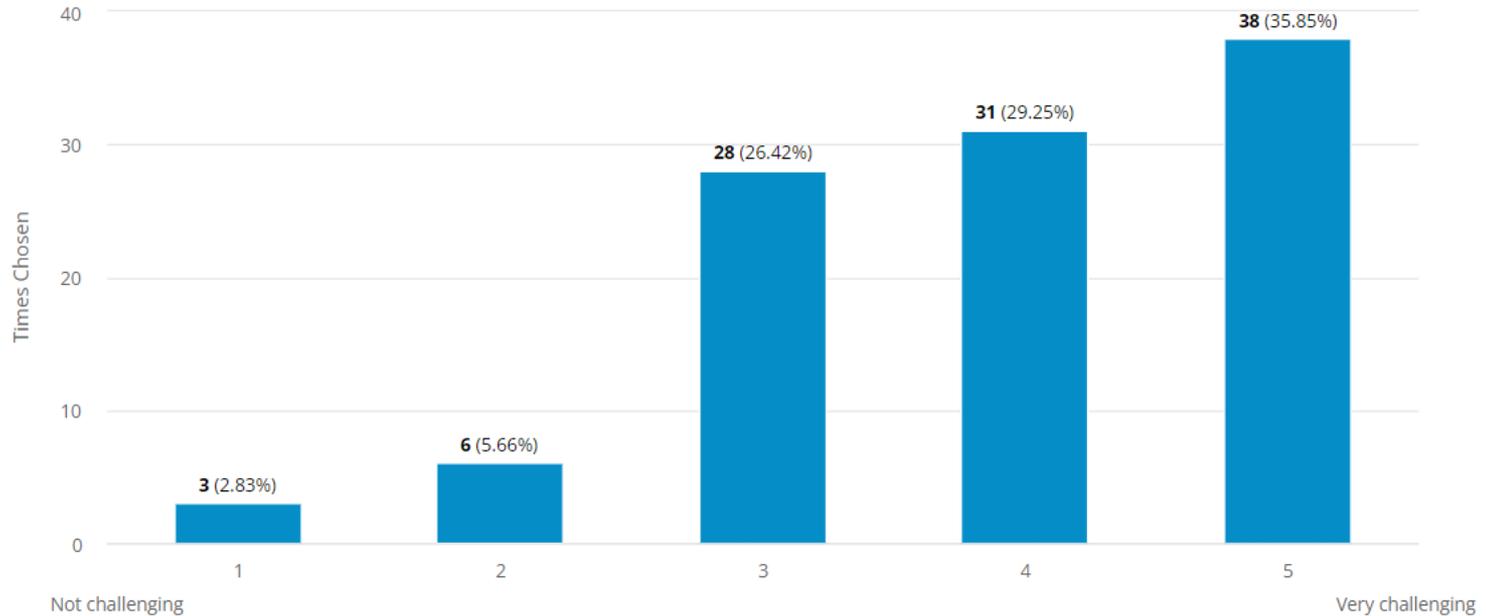
## 4. 365 community and engaging with your customers all year round is becoming more and more important. How much do you think digital contributes to your marketing strategy?

Number of responses: 105



## 5. How challenging is it to find the right digital marketing strategy for your company?

Number of responses: 106



## 6. What are the most important digital tools a tradeshow needs to offer?

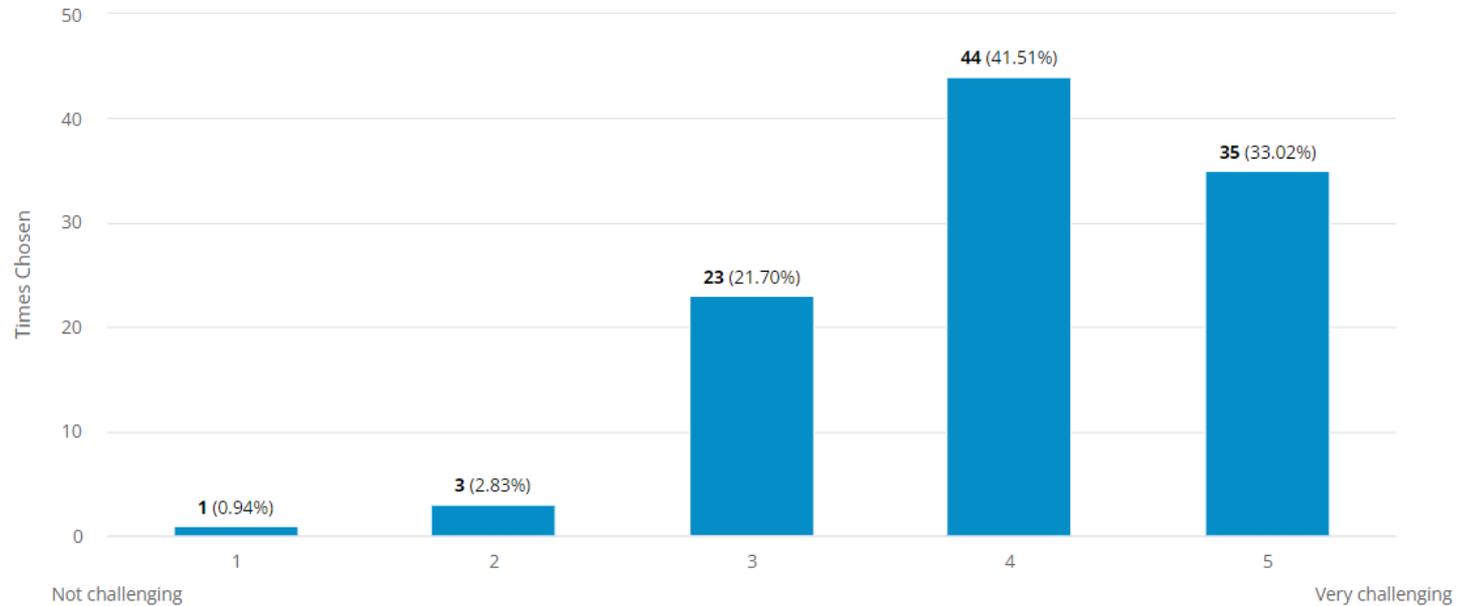
Number of responses: 84

networking for exhibitors and buyers - Registration - businessmatchmaking rounds - After event data - Access to the attendee registration database(s) - before and after the in-person event - accessible information on products / services customers - market updates - matchmaking - lead gen Matchmaking - lead gen - exhibitor profiles - surveys and surveys - way finding [depending on size] - matchmaking to enhance experiences both onsite and offsite - anonymized data on searches and transactions [for ROI, trends, etc]; blogs - online services - networking tools, registration portal where registrations data forms can be managed - add to calendars - email marketing software - Engagement & Value - Data - Way finding - meetings programme - content streaming - operational management - MATCH MAKING - Virtual & Hybrid events platform - Lead capture Matchmaking Meetings tool Engagement tools product search and live floor planning Digital - lead generation and networking -matchmaking the right contacts and content with a better ecommerce like UI - UX/UI expertise - Matchmaking - Personalized Recommendations - Networking - High speed internet - large monitors - contactless scanners for badges, networking room - exclusive content / live links to offers or times content / unique access codes for premium content / dynamic contact management - registration, information - lead generation - matchmaking - digital catalogue - online assistance - online tickets Lead scoring - better matchmaking - pre-show operations tools - Meeting platform - all year along active show app, and a parallel portal - **Not designed yet** - fully digital and seamless process for customers - content marketing tools - Connecting attendees looking for specific types of product or companies with exhibitors - Community networking - Knowledge Sessions and Forums - **Simple to use** and understand UI - Content - Customer facing- website- social media- and back end data quality -tools to enhance the in-person experience + relevant tools to maintain a yearlong relationship with your network - connections - navigation - tracking - ROI - online platform / studio - online matchmaking - lead generation - digital marketing services - tools to collect visitor data / tracking of traffic in the halls - Content hub - live Talks - customer retention, overall engagement, extension experience to an exhibition - analysis for decision making - an industry communication tool - MATCH MAKING - floorplan management and sales - helping visitors find the right products in a large show - marketing top educators - scheduled appointments-exhibitors & buyers - movement tracking (geolocation) - access - dwell time/interaction between visitors and exhibitors - A trade show needs to offer a highly engaged, highly qualified, 1st party digital audience, something that very few shows have today (at least here in Brazil) - B2B online matching before the tradeshow - exhibitor search - ticketing - brand website - app

- **not sure** - Event App - Certainly not online-listings in the online exhibitor list...Unfortunately I feel that no one in our industry has solved this yet - **network** - digital marketing campaigns - stands configurator - ROI measurement **Leads** - Mobile app - pre and post tools - social, data including intent – **Networking** - **Networking pre-event**, meeting space (virtually if attendee misses the show) - **Ability to connect and schedule meetings**, ability to review session info, re watch sessions, gain collateral and supplier info on demand – Exposure - **live content, and changing content at the show** - **matchmaking** - CUSTOMER SUCCESS - **Content creation across all platforms** - **Holistic content including video, still, render and MP# as well as test content**. For use on campaigns and Social Media platforms relevant to that specific region or industry - Intuitively designed tech working with a partner willing to develop enhancements requested by the partner - **Ability for buyers & sellers to communicate within the platform** - Ability to change & cancel orders - Ability for vendors to easily & inexpensively import their data from another platform - inventory control - Ability for vendors to offer specials - Top Buyers Identification/Matchmaking - ROI Measuring - Better digital communication tools - **lead gathering tools** - automated digital flows - **Highly profiled matchmaking**, sold at a high price - it's data needs to seamlessly integrate into common CRM and marketing platforms - Companies don't want more tools, they want any sales and marketing data that's coming out of a tradeshow effort to flow directly into their internal tools - **Buying power of the attendees, types of exhibitors they want to see, opportunities to connect with attendees before and after the show, lead capture** that's **easy to use** and is accessible immediately - Online/digital **networking** that actually works **lead generating tools** - efficient matchmaking - tools **supporting the on-site experience for visitors and exhibitors** - **365 community/content platforms** - **Match-making platform** - **lead capture apps** - **interactive floor plans** - **interactive visitors' mapping** - custom touch screen programs - advanced analytics and tracking - virtual presentations - online learning and training - **curated website content** - Access to real time data and industry probes in a 365 platform - AI - Machine Learning to improve and enhance the customer journey - mapping on line to physical - segmentation ROI - Preparation platform - - **Community platform with content broadcast (webinars, streaming, videos...) & written articles (white papers, blog, press releases...)** - **Lead generation tools 365-days a year** – **Wayfinding** - exhibitor info - Streamlining the ways in which attendees can do business with each other, whether it is AI behind hosted buyer meetings, or enabling exhibitors to follow up with every visitor to their stand post-show and track what business over the next 12 months has come as a result of exhibiting at the event - **seamless and convenient user journey complementing all aspects of the trade show** - Data collecting and analysing, usability for clients (UX) - **matchmaking** – AI - Digital tools to reduce CO2 footprint - online services - 365 availability - subscription models to services and information - A core-UpToDate web-based industry platform, which supports the needs of the clients before, during and after the trade show. The functions will evolve from year to year. Every Industry needs more or less a 365-digital extension of the temporary physical marketplace highlight "Tradeshow"

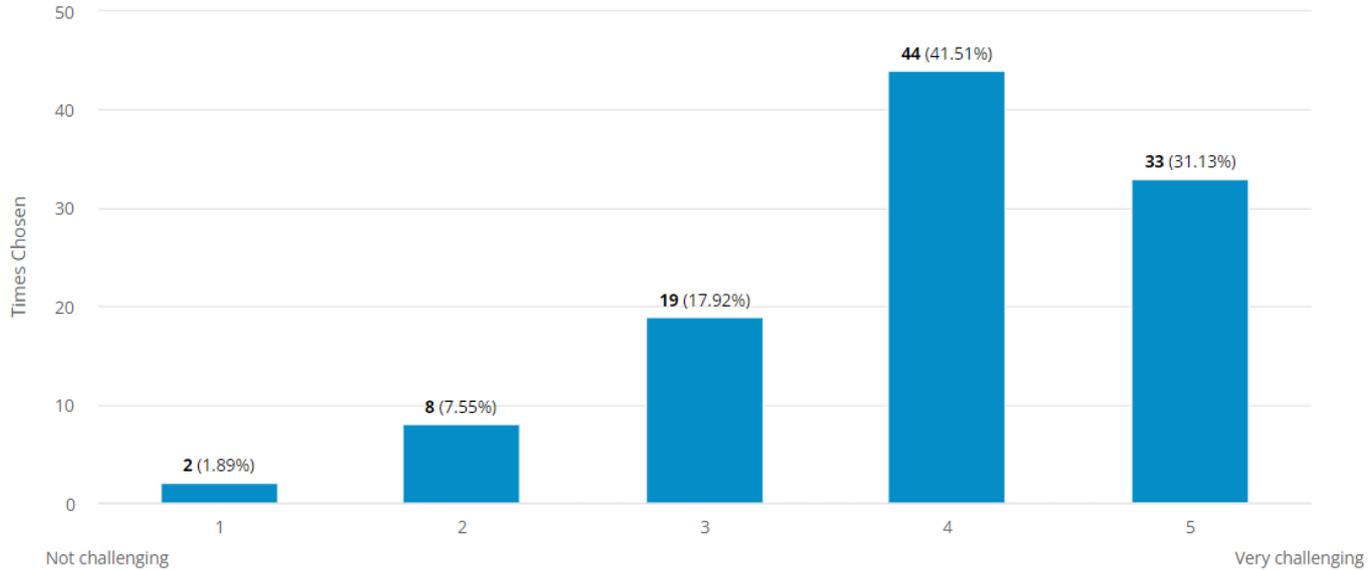
## 7. How challenging is it for you to recruit new talents with digital expertise?

Number of responses: 106



## 8. How challenging it is to train and educate your employees on digital to become a more digitised company?

Number of responses: 106



# Thank you!

[www.exhibitionthinktank.com](http://www.exhibitionthinktank.com)



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