



**Lighting up the data**

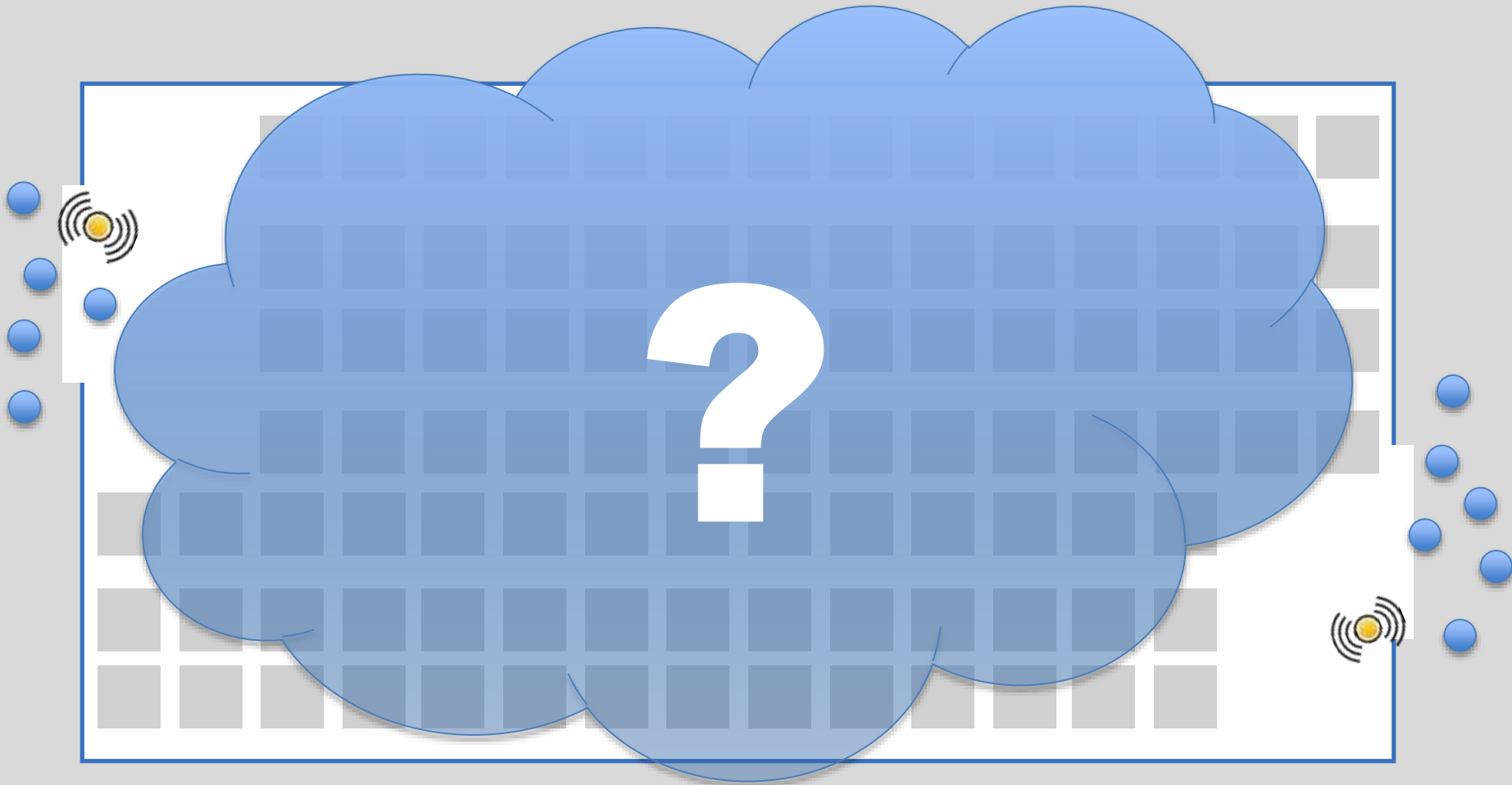
# Welcome!

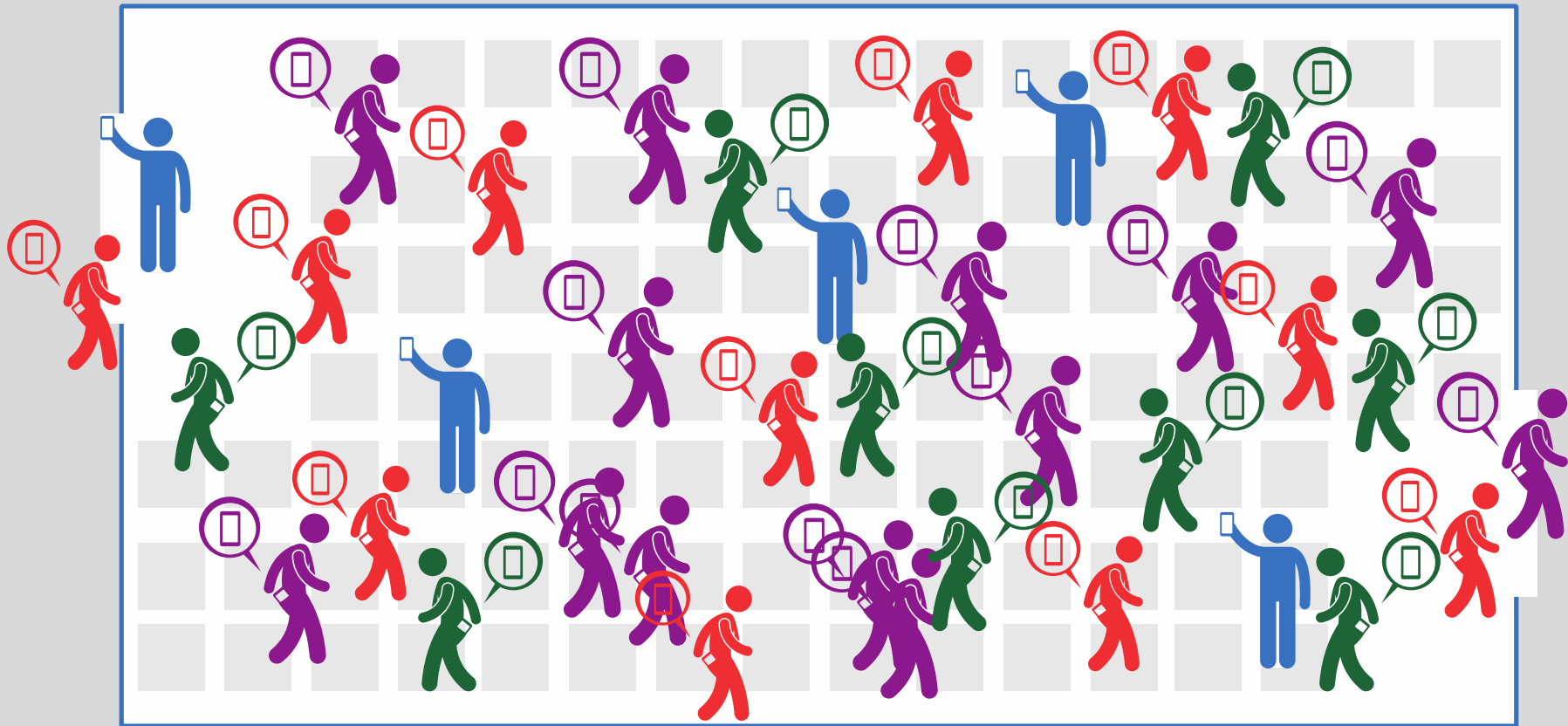
**Introductions...**



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A large grid of 10x10 cells containing various times and icons of people. The times are scattered across the grid in different colors and orientations. The icons represent different people: a man in a blue suit, a woman in a purple uniform, a man in a dark suit, a woman in a red dress, and a man in a brown vest.

		11:55		11:33						
1:10	10:26		10:23		10:45	1:12				
12:37		10:05						2:13		
11:59			11:30							9:46 AM
	10:33		12:52	10:11 AM	11:07			11:10		
		9:58			1:36				10:01	
	10 AM		10:40							11:30
		9:34	1:23					10:04		11:30
				11:34						
9:15 AM		10:42			12:51					11:30
		11:17		11:04				10:04		11:30
						1:54		11:05		10:50
									1:35	
	11:58			11:15						
				10:40		10:55			10:23	

A man in a brown vest icon next to a box containing a grid of circles with times.

	12:00	
12:15 PM	11:54	
	12:06	
	11:55	

A woman in a red dress icon next to a box containing a grid of irregular shapes with times.

	2:03	
		3:05
1:37		10:17
	11:35 AM	2:31
		1:32

# Questions...Questions...Questions

- **What percentage of session attendees skip the show floor all together?**
  - **How and where can I better incent them to go there?**
- **Can I measure the usage or effectiveness of gathering places or common areas at my event?**
- **Should I invest more money into my VIP lounge or my first timer's area?**
- **How do I differentiate my prolific attendees and if I know who they are, what should I do?**





# And...more questions.

- **Can I drive sponsorship signage sales by utilizing data?**
- **Can I change or adjust our floor space pricing model by utilizing data?**
- **Can we differentiate our show by providing more valuable ROI to exhibitors by leveraging behavioral data?**



# What do you say?

- **Allison Konczyk – Infocomm**
- **Jean Heis – IFT**
- **Darel Cook - PPAI**
- **Thad Lurie – Educause**





# Breakout #1

- **Brainstorm Questions / Business Objectives / Potential Actions that can be supported by behavioral data**
  - **Please categorize in one of three groups**
    - **Show Organizer value**
    - **Exhibitor value**
    - **Attendee value**
  - **Choose a report person to share findings**



# Show Organizer Value

- **Sponsorship/exhibitor data**
  - Upselling
  - Increase revenue
- **Advertising placement**
- **Tracking cell time, valid data, accuracy**
- **Flow during meeting**
- **Ability to make adjustments**
- **Future plans, layout ideas**
- **Traffic paths**
- **Food service – where are they potentially spending money?**
- **Premium pricing for show floor**
- **Justification for qualified registration**
- **1:1 marketing**
- **Show floor location**
- **Know congestion areas and react**
- **Track sponsored sessions**
- **Help booth placement and conversations with exhibitors**
- **Help with complaints for exhibitor/attendee experience**
- **What do we let exhibitors see in our report to them?**
- **Data person knows industry so they are able to give you the information in a format useful to the organization**
- **Change the primary model**



# Exhibitor Value

- **Price show appropriate**
- **Exhibitor/exhibit placement**
- **Make pricing more credible**
- **Understanding maximizing schedule and entire event**
- **Consolidating exhibitor hours**
- **Buy competitor information**
- **Can see those attendees who don't actively engage, but spend time at the booth**
- **How are sales staff interacting?**
- **Real data on traffic**
- **Top tier leads by dwell**
- **Ability to segment out reg types for marketing**
- **Capture leads for long dwell times, even if they weren't scanned**
- **Heat maps**
- **“The last day issue” – concerns about who is there the last day; if those are the ‘right’ people**
- **Variable pricing with co-locations**
- **Data driven variable pricing for partnering organizations**
- **Data to evaluate effectiveness (or lack thereof) of partnerships**
- **Verification of presence for certification programs**
- **Attendee total time onsite – does it vary by city and is it predictable?**
- **Missed leads**
- **VIP access**
- **Data to prove how to set up a booth based on attendee movement**



# Attendee Value

- **More customized experience**
- **Match making with exhibitors**
- **Suggested selling based on session attendance**
- **Messaging based on activity**
- **Session content for future years**
- **Active push notification**
- **Find out where first timers or international groups are going**
- **Provide attendee summary**
- **Driving behaviors based on appropriate engagement and prizes**
- **Can we mail badges?**
- **Generate attendance report by individual to show hours of credit in session**
- **What attendee type is and attending which sessions**
- **Amount of hours and days the show floor is open with your data**
- **Who is in the building that is not attending sessions on pre-conference dates**



# Breakout #2

- **Discussion 1: Slice that data**
  - What are the comparisons
  - Dimensions and measures
- **Discussion 2: What does your organization need to be successful in utilizing behavioral data?**



Now...let's go measure...

**THANK YOU!!!!**

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