

The largest ever ATC Global exhibition in it's 21 year history!

The campaign that sat behind a phenomenal 23% increase in visitors, a 12% increase in countries attending and broke the 5,000 attendees mark for the first time in the show's 21 year history.

ATC Global is currently the world's largest event for the air traffic management/air traffic control industry, which is a niche audience, and one in which we have good penetration in terms of visitor attendees, however the industry is relatively static. Key to the success of the event is a higher conversion of the air traffic management market, by identifying small pockets of growth and geographic territories in which to expand further. For this reason the 2011 event was a phenomenal success as an additional 13 countries were represented, which constitutes a massive 12% growth for an event which already has large geographic attendance (over 100). The 23% increase in visitors is also impressive considering that attendee numbers of ATC Global Exhibition and Conference have reflected the lack of relative growth in the industry by remaining relatively flat since 2007.

Description	2011	2010	2009	2008	2007
Total attendance	5430	4765	4636	4846	4274

Marketing Objectives

- Strengthen the event's position as the world's largest ATM event by growing visitor numbers by 3% and country attendance by 4%.
- Develop new creative that reflects the brand and that is clear and concise and distinguishes the exhibition from the conference
- Increase conference attendance by 4% and revenue by 7% whilst ensuring that the seniority of attendees grows
- Accelerate ATC Global's social media presence in order to reach new audiences and interact positively with existing customers outside show cycle. Become the number one ATC group on LinkedIn.
- Deliver a hosted buyer programme with attendees from more than 5 key absentee countries with upcoming projects

Actions

Fully integrated marketing campaign using the full marketing mix

The exhibition campaign included email activity to over 175,000 global contacts, over 40,000 personalised direct mailers, advertising in over 230 titles, PPC advertising which generated over 86,668 impressions, 12,000 exhibitor drops, telesales to over 5,000 contacts, airport advertising and for the first time in the shows history a separated exhibition and conference campaign. Highlights included:

- **NEW Workshop theatre on the show floor** – designed to attract new and existing visitor profiles it featured 6 targeted half-day workshops. **Result** - 1576 attendees (50% up on 2010).
- **NEW Lead Media partnerships** for the first time in 5 years we changed the lead media partner to a US based publication with a strong focus in South America in order to reflect the global nature of the show. 4 new contra partners were also secured and we enhanced support from existing key partners.
- **Post event streaming** of seminars - we filmed all educational content which are now available online for all visitors. <http://www.atcglobalhub.com/atc2011/website/Seminar2.aspx?refer=17&id=mainLnk2>
- **NEW 'Customer service call'** – For the first time we also put in a call to all pre-registered visitors from the previous 2 years who had not yet registered to make the process easier and register them. This saw our non-attendee rate drop by 9% based on 2010 figures.
- **Largest group on LinkedIn** - Objective was to become the largest ATM group on LinkedIn and this was achieved when we exceeded our member target by 168% and meant we were 12% ahead of our closest competitor. LinkedIn also generated 99 referrals to the website pre-event & 3 new discussions per day
- **Separation of marketing campaign** –the most crucial change in the 2011 campaign involved the separation of the promotion of the exhibition and conference. This was deliberately done to achieve a more senior level attendance at the conference. The result was a 20% increase in attendance on the conference and a 20% increase in attendance across the job function category Director/President.

Excellence in concept, copy and design

Evolution of brand - It was essential that the campaign had a clean, sophisticated yet elegant look with simple messaging to appeal to the global audience. The creative and strap clearly illustrated the global position of the show to highlight that the show was not solely European – a long-standing accusation. The creative was also to be an adaption of the previous show's creative but at the same time distinguish the conference from the exhibition, which was achieved

primarily through the use of colour. 3 waves of direct mail for the conference and 2 waves of direct mail for visitors were kept fresh, using a different creative for each piece, and culminating with an event preview.

Emails

Dedicated registration driver emails that were short, punchy and newsworthy. The improved copywriting was reflected in our 2011 email campaigns. Segmented emails with copy written per data set achieved 34% open rates and 3.8% click-through rate and a plain text email entirely focused on the copy resulted in 336 visitor registrations (8% of the entire pre-registered total). Overall open rates increased from 15.78% (2010) to 17.3% (2011)

Proof of quality data management and targeting of the customer

Data research – One of our key areas for growth for visitor volumes and hosted buyer programme attendees was the ANSPs. A campaign of research was conducted to revisit and refresh our conversations with every single ANSP (112 in total) globally in August 2010, including those that have never previously attended.

- Result**
- 30% increase in ANSPs visiting (increase from 582 in 2010 to 829 in 2011)
 - 60% increase in ANSP conference attendance (87 attended in 2010 and 136 attended in 2011)

Division of the marketing campaign by exhibition and conference – The data was segmented by seniority to ensure that we were obtaining the appropriate levels of seniority for the conference. The entire data sets were divided to ensure our most senior prospects and customers only received information about the conference, and all other customers received the exhibition promotion. The different visitor profiles then only received content that was relevant to them, such as specific seminars and workshops.

- Result**
- 20% increase in conference attendees in the category President/Director and 9% increase in the management category
 - Budgeted conference revenue exceeded by 22% (£240,027.20 achieved against a budget of £196,000)
 - Conference attendees increased y-on-y by 20%
 - Visitor numbers increased by 23% and the President/Director job function increased by 35%

Increased loyalty – Through behavioural targeting we segmented the audience in terms of relationship with the event for telesales and direct mail campaigns. Previous conference attendees received a personalised letter and we called all previous 2010 exhibition visitors and PRNAs to add a level of customer service and register them for the 2011 event.

- Result**
- Average conference places booked increased from 1.9 (2010) to 2.41(2011)
 - A 54.7% increase in people returning year-on-year (95 delegates from 2009 attended in 2010 but 147 people who attended in 2010 attended the conference in 2011.)
 - An increase of visitor loyalty from 27.38% to 31.3%.

PPC Campaign – For the first time this year we integrated a PPC Campaign with different search criteria and adverts against exhibition, conference, seminars and technical profiles.

- Result**
- 3138 clicks, 191 free registrations and 8 conference registrations at a total value of £8744.12 with an ROI of 739%.
 - Technical terms brought in one of the highest impressions (14884) and 501 clicks at cost-per-click of only £0.15 resulting in 4 free registrations.

Positive customer feedback/research/quantifiable results

- **5,430** total attendees to ATC Global 2011 (exhibitors, visitors and delegates) up **14%** from 2010
- **23%** uplift in pure visitors
- **20%** increase in conference delegates numbers on 2010 and revenue target exceeded by **22.5%** (£240,027 taken versus budget of £196,000 – up 32% on 2010 revenue)
- **109** countries worldwide represented with an increase of 13 countries in 2011 (**up 12% on 2010**)
- Attendance from several countries who had not attended any previous shows including: Turkmenistan, Tajikistan, Sri Lanka, Belize, Argentina, El Salvador, Rwanda, Uganda.
- Total visitor promotional spend decreased by **15%** whilst the cost per visitor decreased by **32%** (from £51.39 in 2010 to £35.15 in 2011)
- Achieved onsite stand rebooking revenues of **101%**
- Delivered a successful hosted buyer programme with buyers from more than 10 countries with significant projects to tender
- Successfully grew the audience of ANSPs and the seniority including a **30% increase in ANSPs and a 35% increase in President/Director/Department Head job functions.**