

UFI Competition Entry

*Festive Food*  
*Merry Christmas*  
*from everyone at GES*



## Personalized Marketing:

Identify | Differentiate | Interact | Customize



Personalized Marketing: Identify | Differentiate | Interact | Customize

**Our Situation:**

*“It is not what you say that matters but the manner in which you say it...”*

At GES, we came to the realisation that what we’d been saying to key audiences didn’t necessarily match up with the audiences, their capabilities and what they really wanted and needed from us. **Why?** Exhibitors – existing and new - don’t really label themselves as such but consider themselves as marketers who just happen to exhibit as part of their marketing programme.

That lightbulb moment turned into serious soul-searching about not only what we were communicating, but also how we were communicating to this critical audience.

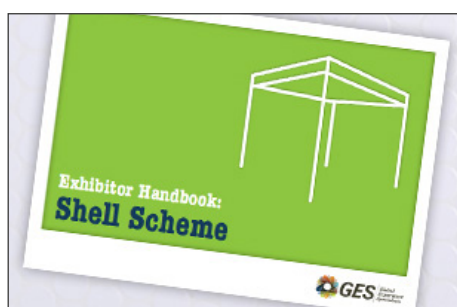
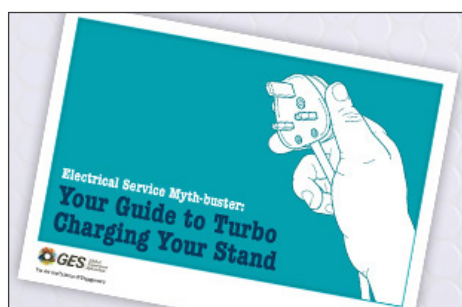
It began with a review of our 2013 exhibitor marketing communications in preparation for the 2014 personalised campaign.

**Our Objectives:**

- Examine the very foundations of how we communicate with our exhibitor audience and ask ourselves: How would we want to be addressed and whether we would understand all the information and language used.
- Conduct a “mystery shopper” programme with one of the large show organisers that would also give us insight into exhibitors – marketers – and their pain points when planning and executing their presence at a live event. We tried to think like our audiences. As an example, we needed to give the “why” behind exhibitors being charged more or less depending on when they placed their electrical supply orders as this is something that frequently gets asked.
- Gather anecdotal feedback from organisers and survey them after their show.
- Develop appropriate and creative tools to communicate with audiences.
- Create brand loyalty and improve top of mind effect to increase customer retention.

**We learnt that:**

- Some of our industry jargon is confusing, dull and verging on dictatorial in tone.
- There was an industry wide challenge of retaining exhibitors and rebooking them for future shows due to difficulties during the buying process.
- Exhibitors were buying competitor products through undercutting, only to return after receiving a poor service – we needed to convince customers that we offer a value added service.
- Many exhibitors – experienced and first-timers - also struggled with how to get the most from their experience. For example, with first-timers, it happened when ordering services such as electrics and logistics, which can be challenging – especially when knowing what amount of electrical supply to order, or how to work that out. Other exhibitors didn’t realise they needed to sort their logistics sooner rather than later, nor the unexpected challenges they faced when placing orders, such as getting items through customs, for example.



Myth-buster guides

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**Our Actions:**

- Implemented a dramatic change in our tone of voice by introducing a more relatable brand personality, materials design and delivery methods.
- Embraced new trends in marketing – e-books, guides and infographics, for example, because that’s how our audiences are accustomed to consuming information.
- Produced fun and concise pieces, instead of long brochures full of exhibition jargon, that were enjoyable to read, creative, pleasing to view and memorable – with an overall view to not only guide exhibitors through the buying process, but get them to interact with us.
- Designed and produced all creative materials in-house.

**Key Tactics:**

- Start developing an exhibiting “myth-buster” series geared to some of the biggest challenges new exhibitors face – from what can they do to get the most from a space-only stand to what sockets they may need when ordering electrics. Distributing them directly to source by attaching them to service specific reminder emails.
- Used infographics to help make it easier to order graphics for exhibits. Infographics tackled a big challenge of how to get artwork in the correct format to ensure it was correct on-site.
- Launched a quarterly newsletter to keep our existing exhibitor clients abreast of new content we had produced, including pertinent blogs with hints, tips and relevant case studies.
- Produced at Christmas a special “thank-you” edition to our exhibitors. It included seven emails, highlighting the personalised content we’d produced throughout the year with a Christmas twist. For example, the first one used a “naughty and nice” theme for presenting exhibiting tips. The series also included fun Christmas themed blogs, a competition to win a giant bag of chocolates, which we promoted on Twitter, and ended with a special recipe book we produced especially for our exhibitors. It contained recipes from staff in GES offices worldwide.
- Created campaigns for exhibitors attending certain shows to support a more personalised experience for them. Campaigns contained specially tailored content and offers designed to appeal to those exhibitors. Example: A campaign for Crufts, a UK dog show, included furniture package and graphics discount offers. These emails included dog images and dog-related puns and references.

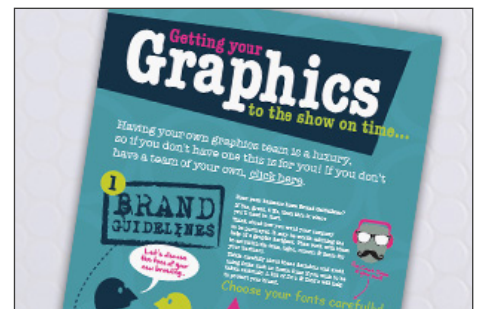


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- Created and promoted a special offering to help exhibitors who wanted to enhance their shell scheme (exhibit space) with extras such as graphic panels and name boards. In conjunction with the offer, we produced a brochure that didn't just spout sales jargon and pricing, but explained the why and how exhibitors would want to use the items in their scheme.
- Updated our blog look and feel based on feedback and moved to it onto our website to make it more user friendly and accessible.
- Used Twitter, our blog and our standard email marketing to promote the guides and placed the materials on our website for easy reference.



On-site Survival Guide



Infographic - Graphics



New GES EMEA Blog

Our Results:

- If imitation is the sincerest form of flattery, we were flattered that some of our organiser clients liked the guides so much they asked us to work with them to produce guides specifically for their clients. One exhibitor liked the Christmas campaign so much they asked to use it in 2015!
- Stats for our Christmas email campaign showed an increase in clicks and opens compared to our normal emails, and far higher than industry average. We also saw an increase in social media engagement (Tweets and LinkedIn interaction).
- Use of clear direction in the shell enhancements campaign lead to increased engagement (higher than average clicks and opens on the emails, plus the campaign brought in just under £5,000).

Organiser testimonials:

- *“The culture between organiser, contractor and exhibitors is moving towards the more community driven relationship. Collaborating with GES has been great as our two companies seem to be on the same wavelength. We have explored ideas in how we can educate our customers and provide more support for them which will eventually help them maximize their ROI. If they can easily prepare for the shows (and things such as the electric and logistics guides are fantastic in facilitating this!), they will have more time to spend on thinking about how to effectively engage with their audience and forge new, long lasting relationships.”*

--- Jessica Metcalfe of i2i Events Group

- *“I love [them]! We have updated our exhibitor manual across all of our shows and will include [them] when sending out contractor details to exhibitors.”*

--- Lauren McLurg of Venture Marketing.

- *“One of the best [guides] I’ve received about ordering electrical services, brilliant!”*

--- Finlay McAllan of MCI Exhibitions

- *“This is very welcome and something we have suggested in our debrief meetings, so pleased to see it come to fruition.”*

--- Helen Conway of Diversified Communications



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Our Conclusion

Overall, we wanted to stop the perception of “spamming” exhibitors with boring, jargon-filled content and, instead, produce useful content exhibitors actually wanted to read and looked forward to receiving. It’s an ongoing process, but we think we are on the right track.

Indeed, and importantly, for personalised marketing, it is about how you say it.



Exhibitor Handbook - Space

# Getting your Graphics to the show on time...

Having your own graphics team is a luxury, so if you don't have one this infographic is for you! If you do have a team of your own, [click here](#).

- ## BRAND GUIDELINES

Does your business have Brand Guidelines? If Yes, great, if No, then this is where you'll need to start. Think about how you want your company to be portrayed. It may be worth enlisting the help of a graphic designer. Then work with them to establish the tone, logos, colours & fonts for your business. Think carefully about these decisions and avoid using fonts such as Comic Sans if you wish to be taken seriously. A list of Do's & Don'ts will help to protect your brand. Choose your fonts carefully!

Let's discuss the tone of your new branding...

YOUR LOGO
- ## DECIDE WHAT YOU WANT TO SAY

Plan what you want to achieve with your new branding. Decide on your message and what marketing collateral you want to create. Now would be a good time to employ a copywriter to ensure that the correct tone and message will be achieved.

YOUR MESSAGE GOES HERE
- ## NOW CONTACT YOUR GRAPHICS SUPPLIER (like GES)

Discuss your requirements and the options available to you. You may only need some roll-up or pop-up banners that you can transport yourself, or for larger spaces, a bespoke set of graphics can be designed and printed, following your new guidelines.
- ## REVIEW THE PROOFS

Proof reading is **VERY IMPORTANT**, as mistakes spotted after printing can be very expensive to rectify. Check, then double check! Once you're happy and the proofs have been signed off, your graphics will then be produced and will be delivered to you or installed at your event.
- ## ENJOY A SUCCESSFUL SHOW!

Sit back and relax while the graphics team work their magic.

Looking to get started? We can help. Contact us on [exhibitorgraphics@ges.com](mailto:exhibitorgraphics@ges.com)

**GES** Global Experience Specialists  
The Art and Science of Engagement

Infographic - Graphics

### Exhibitor Handbook Quick Start Space

## Why are you exhibiting?

It's important to decide on this right at the beginning of the process as it forms the foundation of your entire event marketing program. It will dictate everything from your theme, to your furniture, and even your pre and post show marketing campaigns! Launching a new product, networking, hospitality, lead generation... the list is endless, so you need to pick one core objective and build around it.

So ask yourself now: Why are you exhibiting?

connect with existing customers

To launch a new product

## Initial ideas

How are you going to exhibit? You know why you're going to be there, but what activity will you undertake to meet your objective? This will start to outline the layout of your stand and give you some ideas of what you'll need to achieve your goals. It will also give your stand contractor some ideas to play with, helping them to build you some preliminary design concepts.

Keep a note of your ideas here:

1
2
3
4
5

9 mths

Pre-show

At show

Post show

Exhibitor Handbook - Space

### Event Logistics Myth-buster: Your Guide to Perfect Event Delivery

GES Global Experience Specialists  
The Art and Science of Engagement

### Event Logistics Myth-buster: Your Guide to Perfect Event Delivery

## “What’s the right address for shipping to the show?”

For every delivery to the show, it's important to include more than just the address of the venue. Event venues are a hive of activity, so including your name, company name and stand number will help make sure your items don't wander off (using inbound and outbound labels helps too!)

To help you include everything you need to, you can download example labels that you can print off yourself. Below you'll find templates for 3 top UK venues.

**TOP TIP**

Make sure you put more than one postage label on each box, if you place the label on top and then stack the boxes you can lose track of what you have! Include an inventory list within each box to help you keep track of what you have while you unpack.

Click on your venue below to download our ready made address labels. More venues and blank labels are available [here](#).

**nec**

**EXCEL**

**OLYMPIA London**

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Myth-buster - Logistics