

UFI MARKETING AWARD 2015

PALAIS DES CONGRES DE MONTREAL'S ENTRY

Objectives:

- **What were the objectives for implementing personalized marketing?**

The Palais des congrès de Montréal implemented personalized marketing in its exhibition marketing and business development activities about 6 years ago to focus its messages toward key decision makers and to nurture good customer relations with business contacts.

- **Which target group did you address?**

We targeted consumer and trade show promoters from Canada, the U.S. and a few other countries, whose events were never held at the Palais, or only once. Personalization included message differentiation according to market segments and customization by contact name to ensure optimal impact and recollection.

- **Did your approach replace an existing activity or was it a newly applied solution?**

The personalized marketing campaign launched in June of 2014 was named **Montréal Success Kit** and presented contacts with the advantages the Palais des congrès de Montréal can provide promoters: excellent location, revenue generation opportunities, flexible space and expert staff. This campaign replaced the previous one called Exhibitor⁴, which focused on similar assets but presented them in a noticeable lego design. This time, the **Montréal Success Kit** was in the form of a personalized event badge, familiar to all promoters.



- **What added value did your personalization activity seek to provide?**

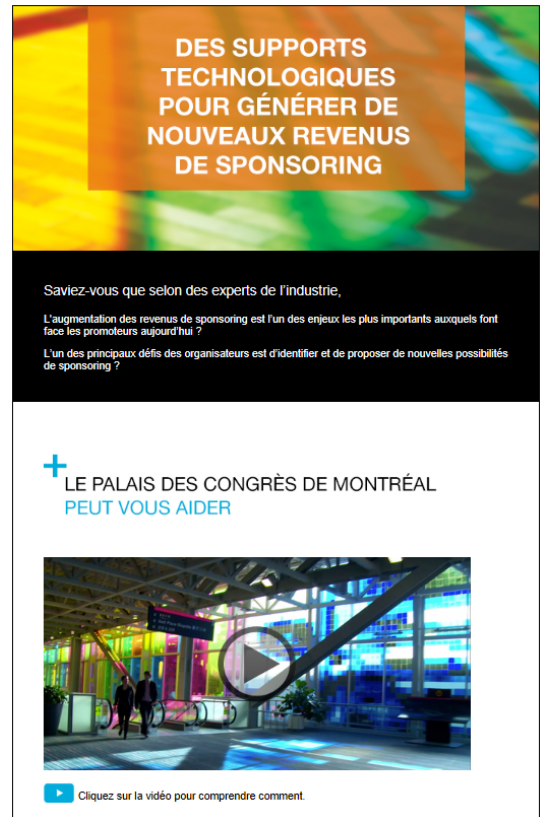


Personalization enabled us to increase the pertinence and impact of our message for each market segment and contact in an effort to confirm events and increase customer satisfaction. This specific campaign appealed to the promoter's passion and drive for success by providing targeted information and tools to support their expertise. We focused on elements essential to every show, such as location and space, but added information related to event technologies, sponsorship opportunities and the teamwork-oriented customer mindset that defines our organizations' values.

Actions:

• What measures did you take to reach your objectives?

The campaign started with a targeted email announcing the arrival of a mailer and positioning our sales representative as the main contact of the campaign. Then, the **Montréal Success Kit** was sent to contacts in a colourful package designed to catch their eye. The event badge was personalized with the contact's name to ensure optimal impact and message retention. Afterwards, two subsequent emails elaborated on sponsorship opportunities and service flexibility by directing contacts towards a [descriptive video](#) and [dynamic animation](#). Our sales representative communicated directly with contacts by phone to support the campaign in a personal way. Finally, a promotional item was sent to contacts who showed interest in the campaign to further reinforce the Palais des congrès de Montréal team's desire to support their success by providing efficient tools and information. The piece was a practical battery booster to be used in case of "mobile emergencies." Monitoring of the campaign results included email opening rates, postal returns and analysis of comments and contact reactions.



• What were the specific challenges faced when implementing personalized marketing?

During the planning and rollout of the **Montréal Success Kit** personalized marketing campaign, we faced difficulties related to data value and accuracy as well as complex logistics stemming from the customization of the pieces sent.

• How were these overcome?

We managed to overcome the challenges faced during this campaign through rigorous validations and follow-ups. Taking the time to do things right and teamwork between the Commercial Research and Marketing departments are essential to any campaign's success.



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• Was your initiative developed in-house or with an outside partner?

The research, planning and strategy of the **Montréal Success Kit** campaign were developed in-house by both the Marketing and Business Development teams, which also handled campaign deployment, including email tracking and data analysis. The design, editing and production of the pieces were executed in collaboration with the Palais' advertising agency, Samarkand Design+Communication.

Results:

• Were your objectives reached?

The Palais' **Montréal Success Kit** personalized marketing campaign enabled us to successfully maintain active and dynamic customer relationships with contacts from the consumer and trade show markets and to broadcast our competitive advantages to key decision makers in an industry that accounts for an important part of our facilities' bookings.

• What were the benefits for your customers and for your company?

The campaign was favourably received by local and international contacts and even inspired some of them to use the event badge idea to communicate important information to their own exhibitors. For example, here is a comment received during the campaign: "We also **LOVED** the information package with the cards and lanyard ... we were talking about it in our office for days. I have it on my noticeboard above my desk! Please keep the ideas coming... we love them!," said Jean Pickering from Informa Canada. The **Montréal Success Kit** campaign also contributed to positioning the Palais as a leading exhibition venue dedicated to the success of its clients.



In addition, since business development in the exhibition market is a moderate to long term time investment, the campaign and its pieces also allowed us to show our creativity, as a reflection of our event planning work.

• Did you increase your revenues?

The booking cycle and timelines for major consumer trade shows are too stretched out for the campaign to already have produced a knowable impact. However, the booking results show that for the quarter following the campaign deployment, the Palais experienced an increase of 80% in consumer and trade show bookings. Thanks to these events, which will attract



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56% more participants, rent revenues should increase by 66%. We can therefore conclude that our personalized marketing strategy aimed at the national and international consumer and trade show markets is definitely having a positive outcome.

• What were the quantitative and/or qualitative effects of your personalized marketing activity?

The qualitative effect of our marketing activity was demonstrated by the positive comments we received from the contacts reached. Our sales representative has developed additional communication channels with promoters and can further maintain quality relationships with them. The campaign also helped refine our data related to the target markets.