

**Messe München
International**

Connecting Global Competence

UFI ICT AWARD 2010

Customer Relationship Management for Exhibitions

Paris, April 30 / Ulrich Besch

Vision and Strategy

- MMI is aware of the increasing value of visitors
- We need to build and manage a relationship to **over 2 million** international trade fair visitors
 - a clear sight on our visitors by more information
 - listen to their interests, needs and behaviors
 - interact and perform a 1:1 dialogue



We need a visitor CRM solution!

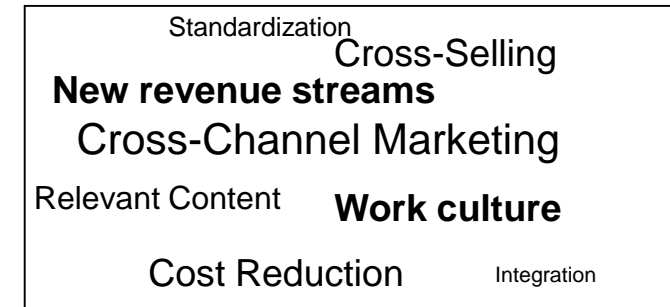


Concept, Business Plan and Branding

- Work out the concept with all stakeholders



Through the “bottom up approach” the business units became strong sponsors



- Developing the Business Plan



Top Management approved concept and Business Plan



- Branding the project



The “ViVa-brand” created publicity and acceptance throughout the company



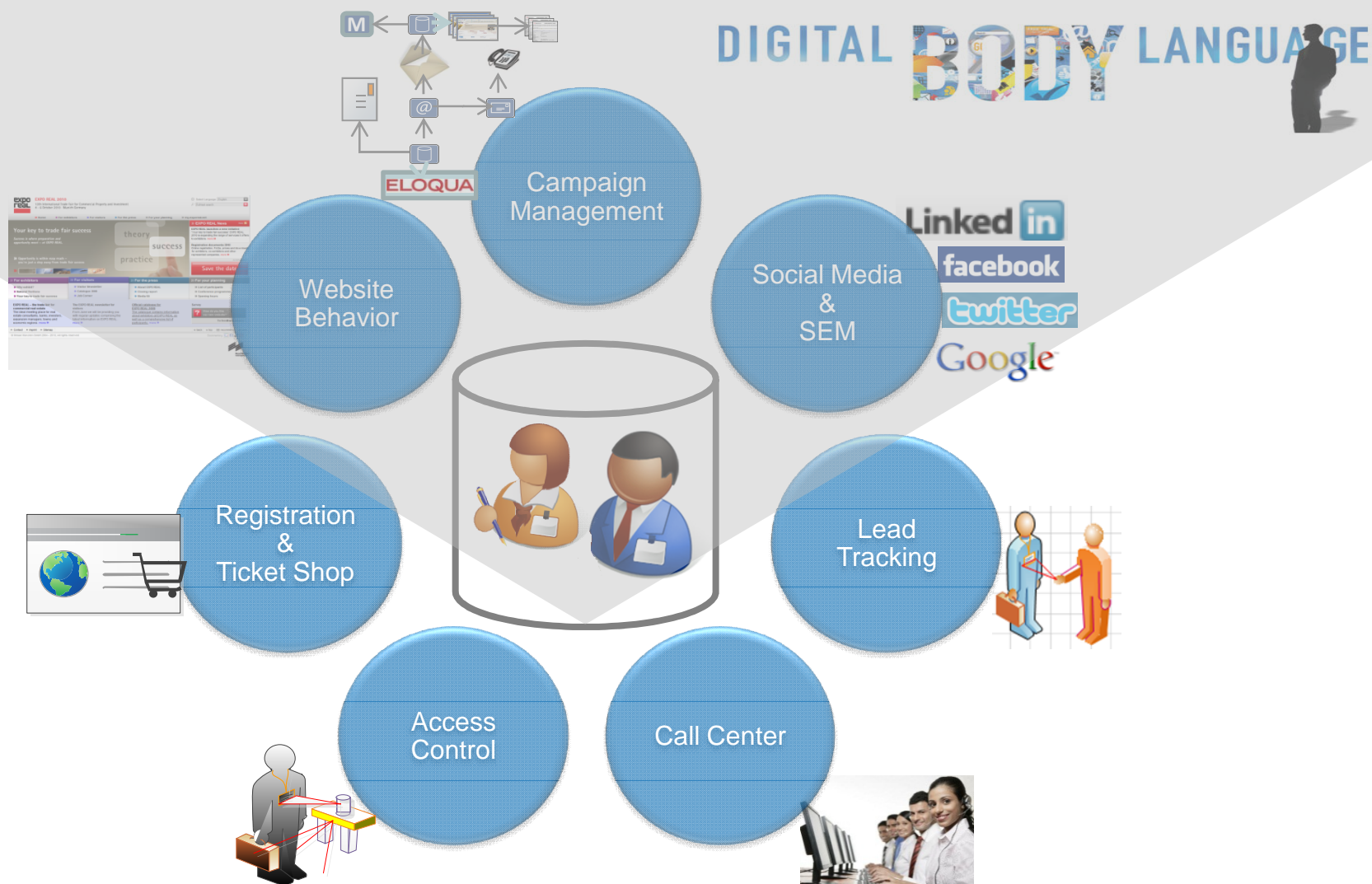


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Strategy & Business Model



The traditional information sources had to be complemented by aspects of the “**Digital Body Language**”



All the information sources have to be tightly **interlocked** to build the strong foundation for targeted communication





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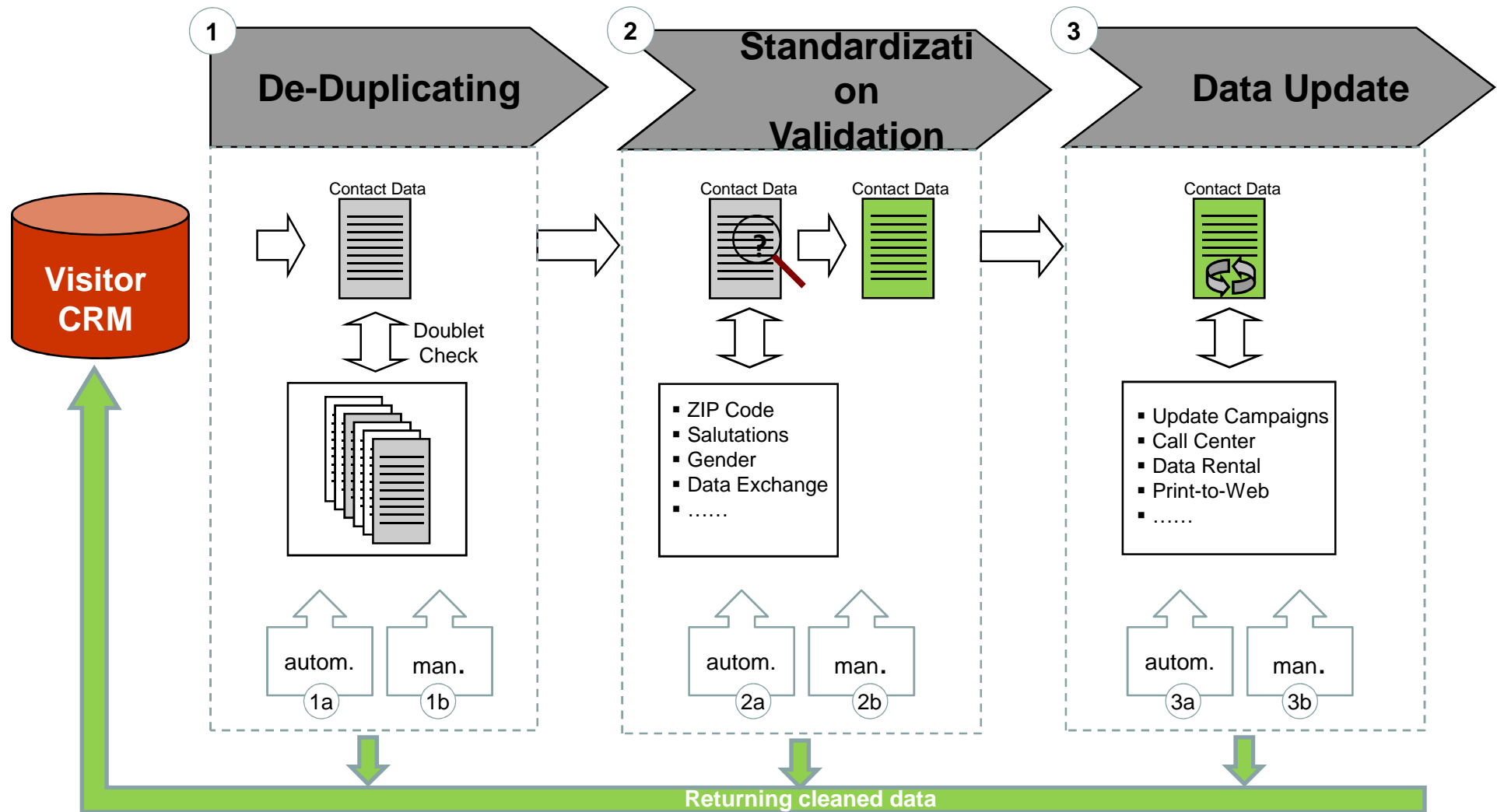
Visitor Database



Strategy & Business Model

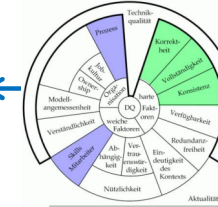


Data Quality Management is done in a three-stage-process: **highly automated tools** plus manual processes



Data Quality is continuously monitored and measured through an effective Data Quality Index (DQX)

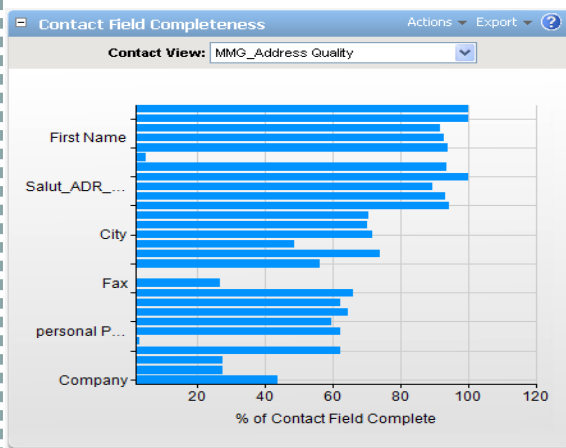
DQX = 74,9%



1 Completeness

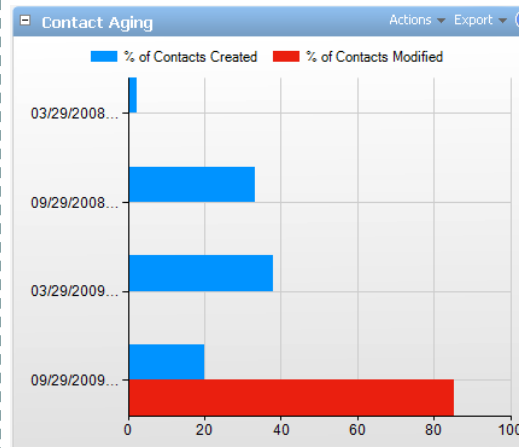
- How many of the required fields are filled?
- ...

„Syntactic Correctness“



2 Up-to-Dateness

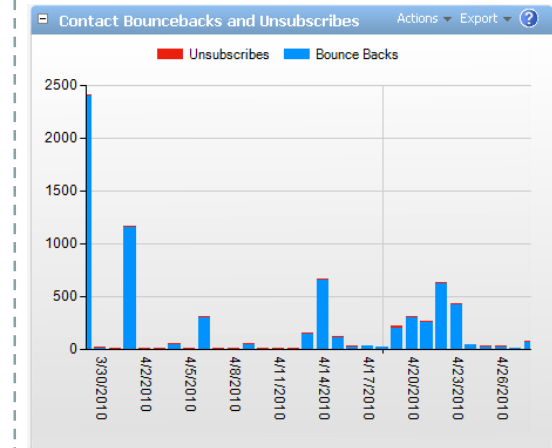
- How many time went by since creation or last correction?
- ...



3 Effectivity

- How many of the evaluated addresses are working? (e.g. Bounce Backs, showing response)
- ...

„Semantic Correctness“



Comparisons over time and different exhibitions are easily possible



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Data Quality



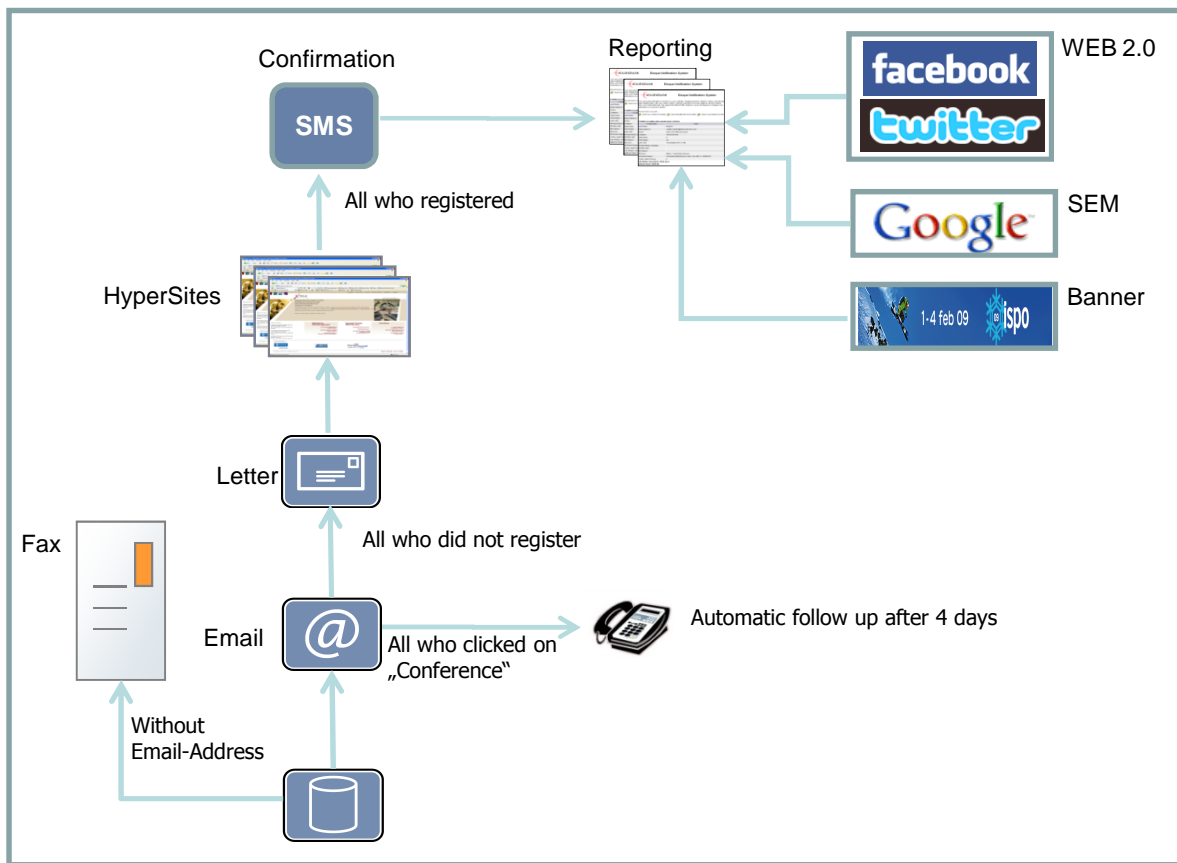
Visitor Database



Strategy & Business Model

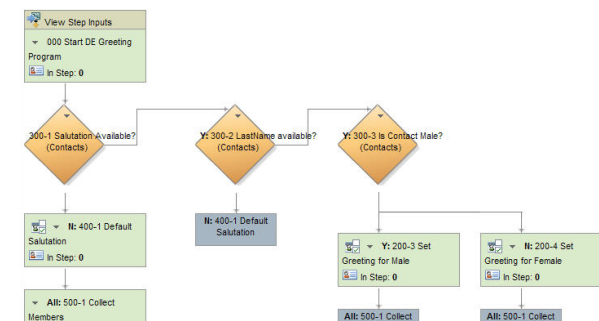


A web based **Cross-Channel Marketing tool** handles all visitor oriented campaigns



ELOQUA

- Cross-channel-campaigns (e.g. email, print, fax, internet, mobile phone) are planned in advance, executed automatically, controlled and reported with one single solution
- External service providers (e.g. Call Center, Letter Shops) are integrated
- Successful campaigns („best-practices“) are transferred to other departments and then be reused





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Campaign Management



Data Quality



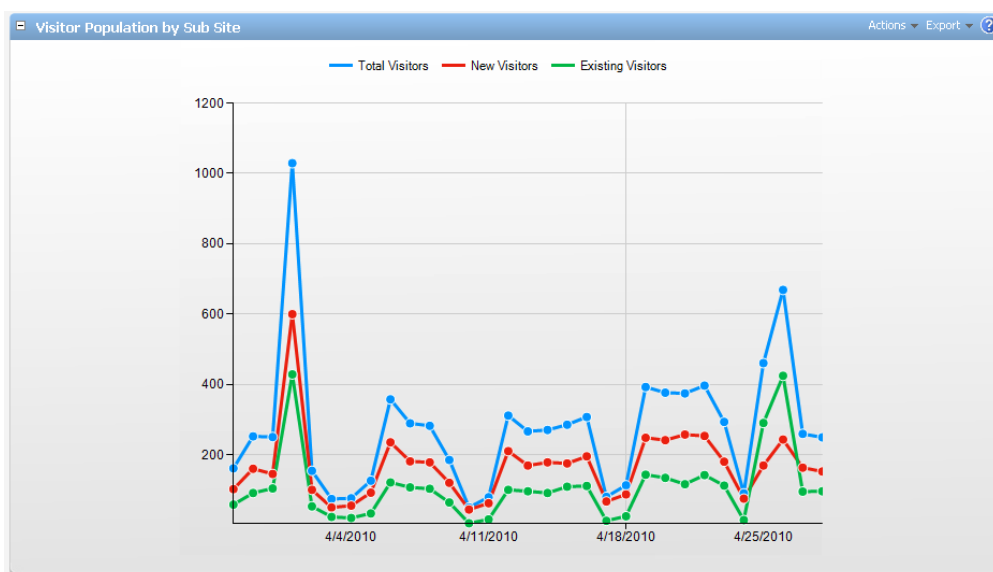
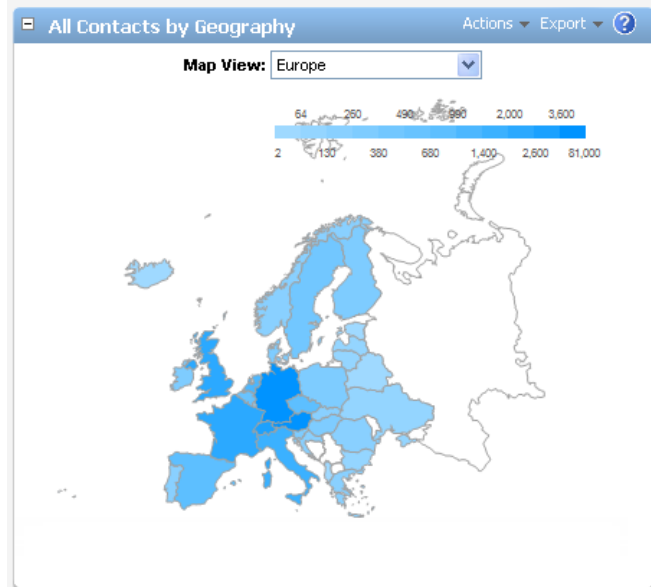
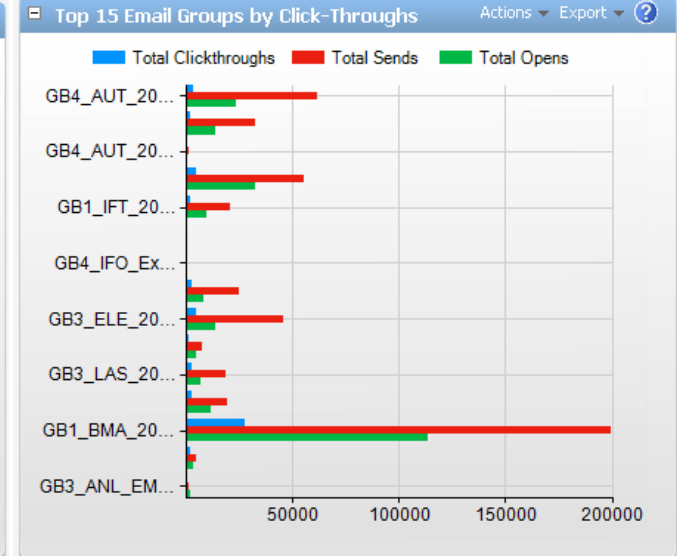
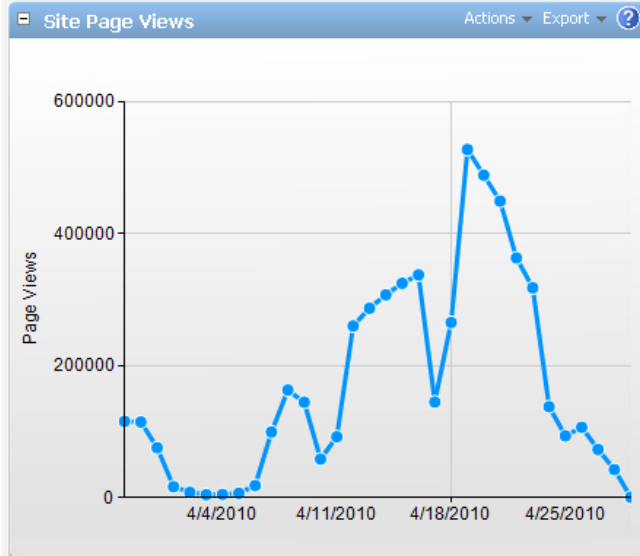
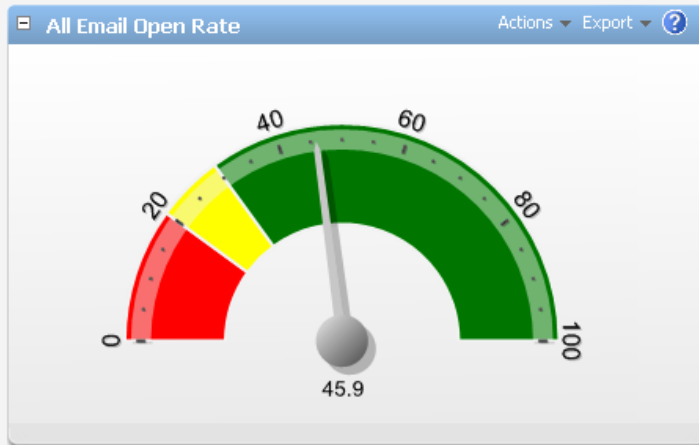
Visitor Database



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Reporting now is done via **graphical dashboards**; easy comparison over time and across business units





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Comfortable reports are showing not only how many, but **who** has clicked on a specific link

Getting to oils+fats 2008

The M,O,C, - our oils+fats venue - is **easy to reach** (16 clicks, 12.80 % of total clicks) by plane, train and automobile.

The navigation-system address is:
Lilienthalallee 40
80939 München

Be sure to also use our **route planner**. (17 clicks, 13.60 % of total clicks)

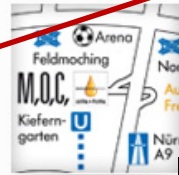
Please note: the M,O,C, is part of Munich International Trade Fairs but is not located at the trade-fair center.

For further information please click here

Exhibitors 2008 (1 clicks, 0.80 % of total clicks) | **Related events program** (8 clicks, 6.40 % of total clicks) | **Getting there** (16 clicks, 12.80 % of total clicks) | **Contact** (0 clicks, 0.00 % of total clicks)

Company Messe München GmbH | Messgelände, 81823 Munich | Germany | Tel. (+49 89 91 07 20 0) | E-Mail: newsletter@messe-muenchen.de | Registration Court Munich HRB 6311 | Tax ID: 143 61 00 00
Names of persons authorized to represent company Manfred Wutzhofer (Chairman & CEO), Norbert Bargmann, Klaus Dittrich, Dr. Reinhard Pfeiffer, Eugen Egetenmeier (Deputy Managing Director), Chairman of the Supervisory Board: Lord Mayor Christian Ude

Please click here, if you want to [unsubscribe](#) these news.



➤ The number of clicks for each link can directly be seen in the original email

➤ Clicking on a specific report item leads to a detailed list of visitor information

Reporting -- Webseiten Dialog

Export Save Add Filter

Email Click-through Link Visitors

Clickthrough Link: <http://www.oils-and-fats.com/en/Home> Email: GB5_OFS_2008_EML_Endspurt 2_EN Start Date: 7/16/2008 12:00

End Date: 11/17/2008 12:00 Last 4 Months

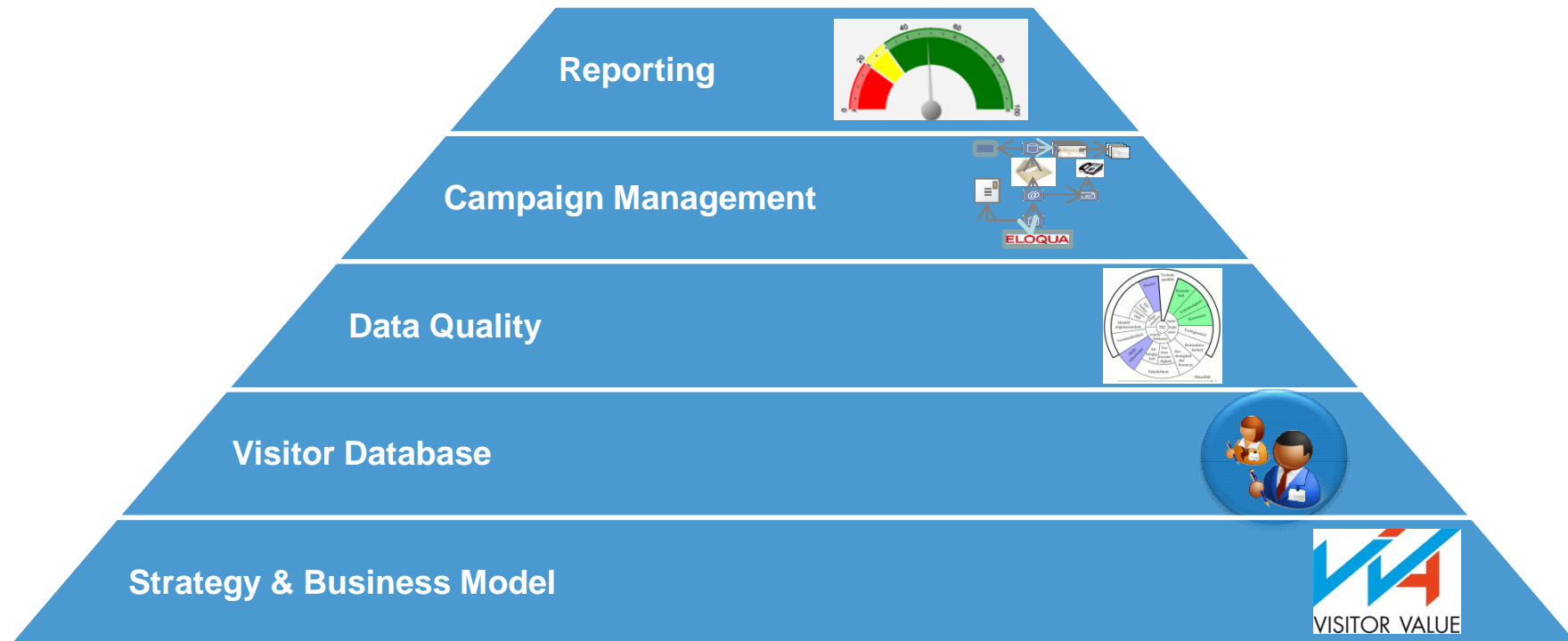
Total Records: 8

Customer Info Edit Add

Personal Info				
Visitor	First Name	Last Name	Email Address	Company
Alexander	Alexander	Kladko	alexander.kladko@geagroup.com	GEA Westfalia Separator San.ve Tic.Ltd.Sti.
Krystyna	Krystyna	Lipiec	krystyna_lipiec@azot.pl	Zakłady Chemiczne "Organika-Azot" SA
Evgeniy	Evgeniy	Esafyev	evgeniy.esafyev@geagroup.com	GEA Westfalia Separator San.ve Tic.Ltd.Sti.
Marek	Marek	Wondolowski	maciej.dzik@geagroup.com	GEA Westfalia Separator Polska Sp. z o.o.
Biser	Biser	Kehayov	kehayovb@montisgroup.com	Argos Ltd.
Hiroshi	Hiroshi	Shinano	hiroshi.shinano@fujiioleurope.com	Fuji Oil Europe
Andreas	Andreas	Karagiannis	andreas.karagiannis@geagroup.com	GEA Westfalia Separator Hellas S.A.
Leyla	Leyla	Singer	Leyla.Singer@messe-muenchen.de	Messe Muenchen GmbH

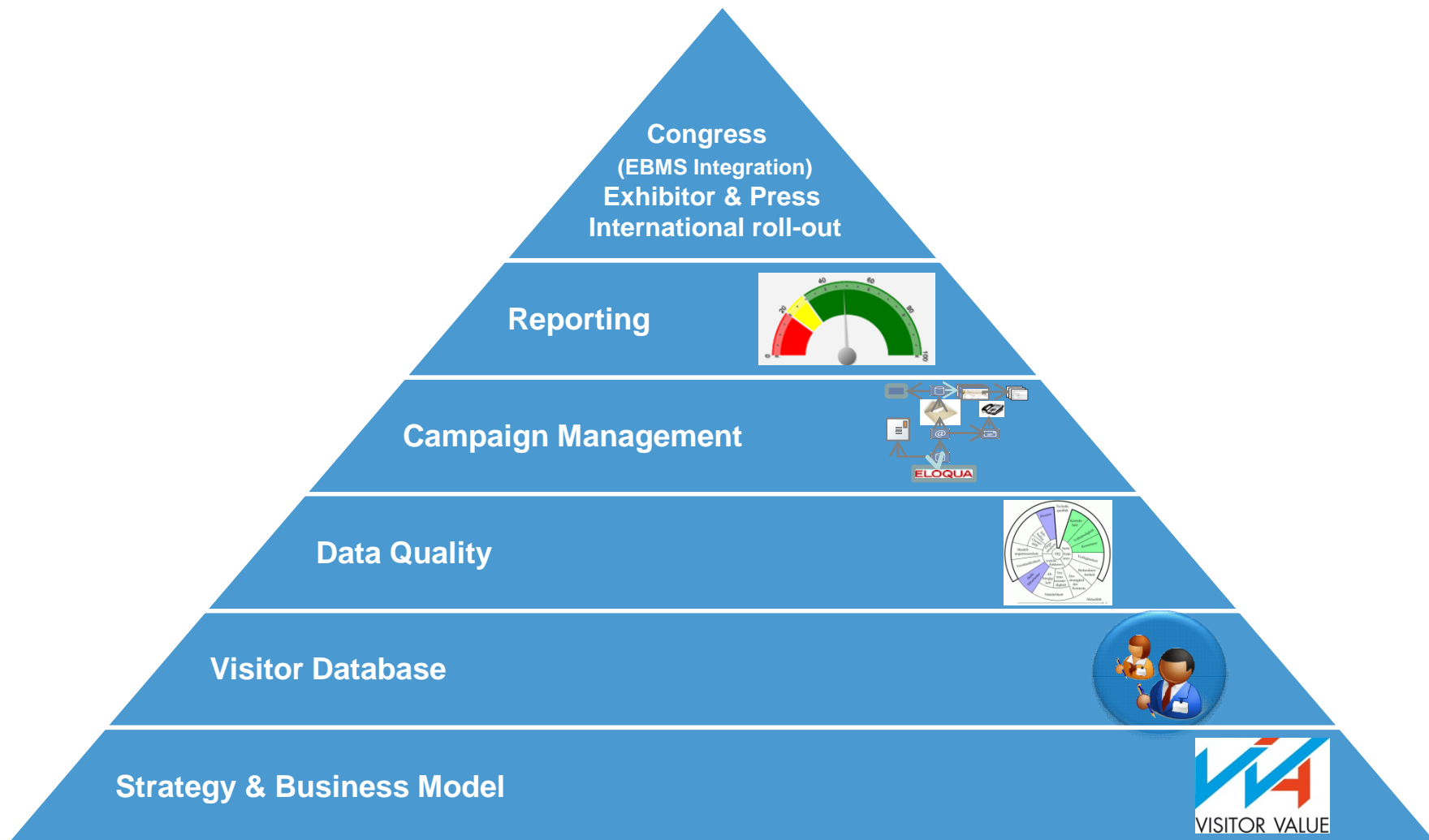


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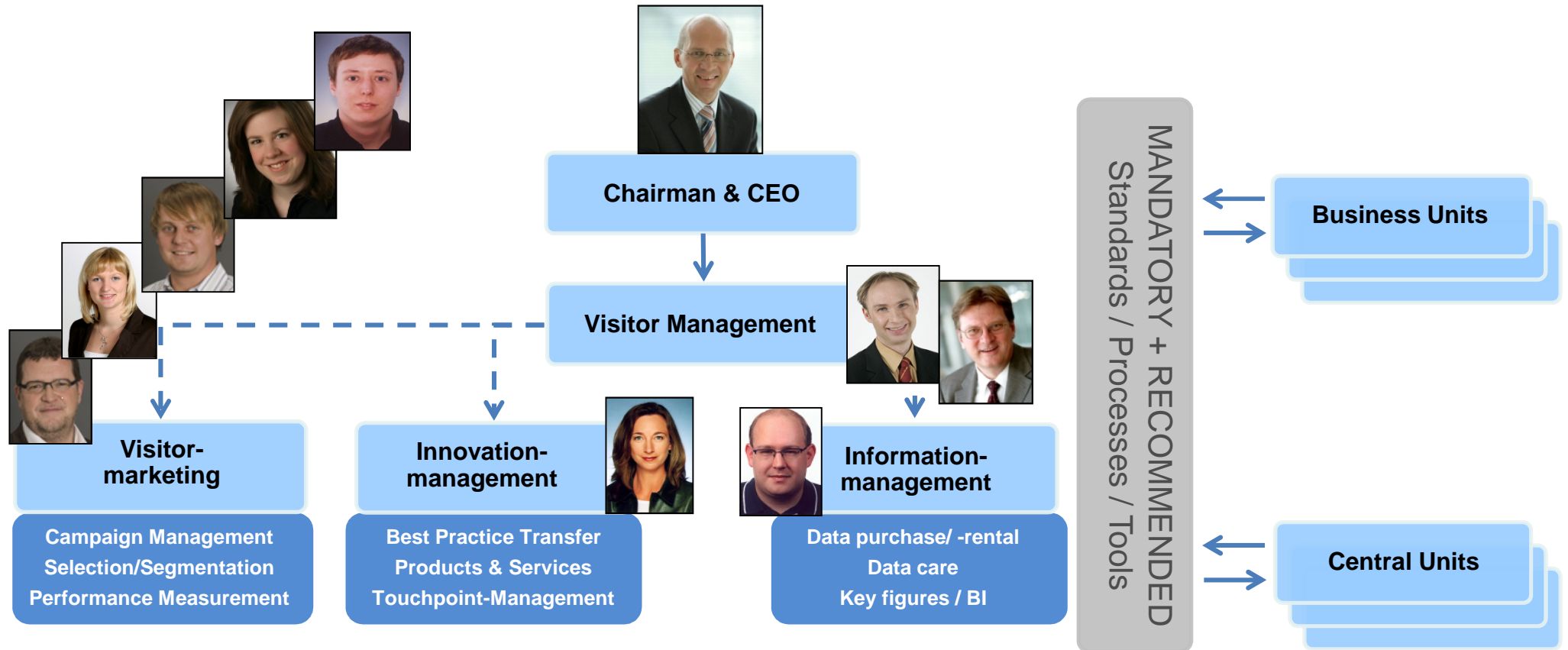




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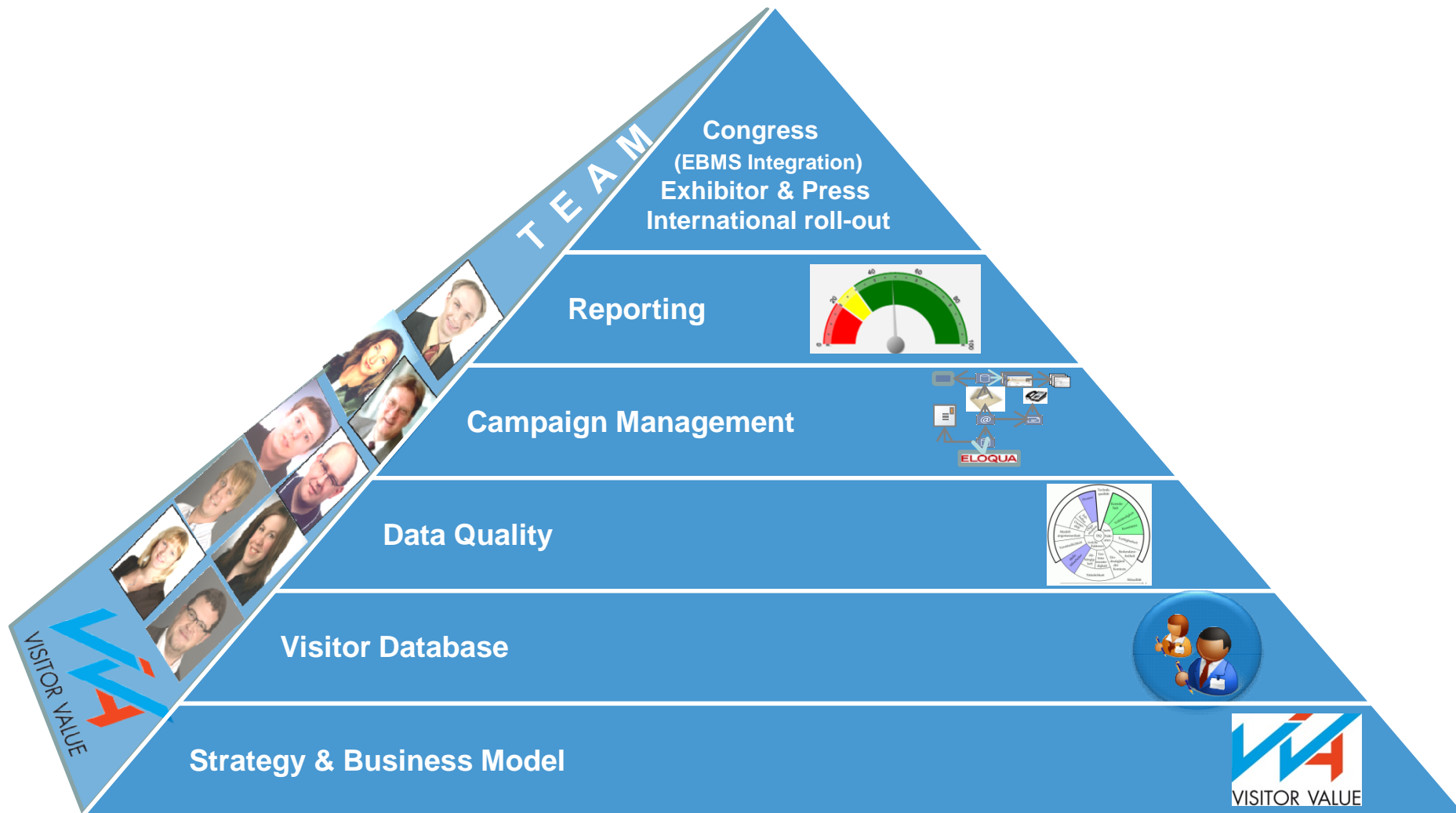


A dedicated and motivated team with members from various business units was the most important success factor





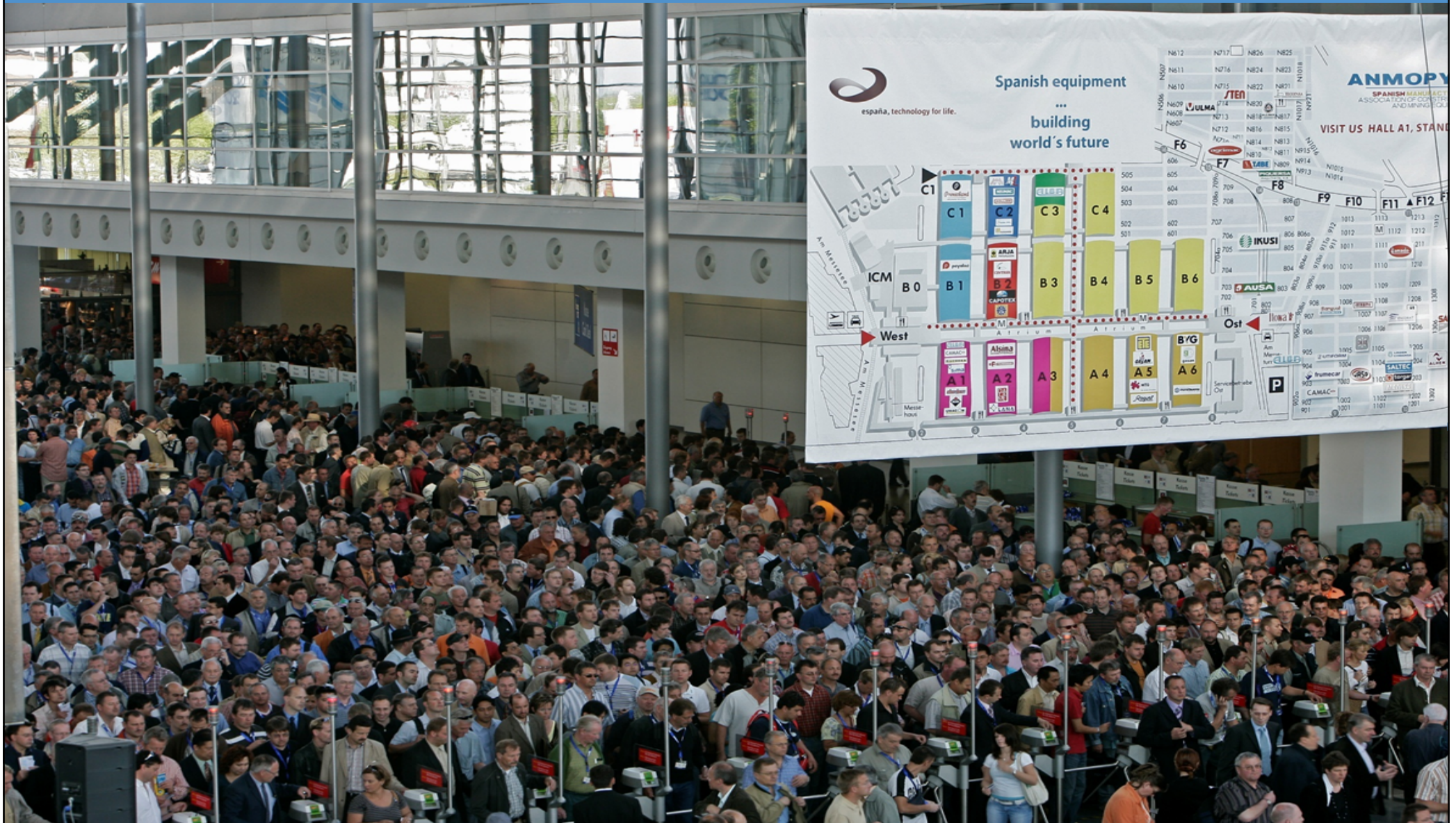
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ViVa is a great success and **exceeded the expectations**
of the business plan





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ANHANG

Ausschreibung UFI

- Objectives:
 - What were the objectives for conducting CRM activities within your exhibitions?
 - Did your CRM application replace an existing programme or is it a newly applied solution?
 - What added value services did your project seek to provide?
- Actions:
 - What measures did you take to reach these objectives?
 - What were the specific challenges faced? How were these overcome?
 - Was your CRM application outsourced or developed in-house?
- Results:
 - Were your objectives reached?
 - What were the benefits for your customers?
 - Did you increase your revenues?
 - What were the quantitative and/or qualitative effects on your exhibition activity?

Summary – Key success factors

- Clear role definition and responsibility of Marketing and Sales
- Seamless system integration to avoid gaps and unnecessary efforts
- One 360° view of the customer; one-click-reports
- Accompany the CRM project with parallel activities in other areas (business process redesign, organizational change, trainings, salary models). Technology can be the enabler
- Restructure and professionalize your Customer Data Management
- CRM is a business project – with broad support from the IT department
- Implement a strong CRM Governance and Change Management
- TOP-Management support is mandatory