



UFI Survey on Matchmaking

Results: 27.06.2011

UFI Survey on Matchmaking

Dear Industry Colleague,

Matching the interests of visitors and exhibitors is a core task of each exhibition manager. Often the success of a show is measured by the extent to which the “right” persons could meet. The UFI Marketing Committee took this general principle into account and investigated the use of matchmaking tools and services within the exhibition industry. It then released a survey on matchmaking in June 2011, the results of which are summarized in the following presentation.

If you have any additional questions, please contact Vina@ufi.org at our headquarters in Paris.

Kind regards,

Your UFI Team

UFI Survey on Matchmaking

Agenda

- 1. Response summary**
- 2. General aspects**
 - a. Basic decision on matchmaking/ Future use of matchmaking
 - b. Type of shows and industry
 - c. Reason for matchmaking
- 3. Matchmaking tools and procedures**
 - a. Type of matchmaking
 - b. Matchmaking technologies
 - c. How is matchmaking organized?
 - d. Functions and opportunities
- 4. Strategic aspects**
 - a. Business model
 - b. Success criteria
 - c. Critical Issue
 - d. Satisfaction with matchmaking

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Response Summary

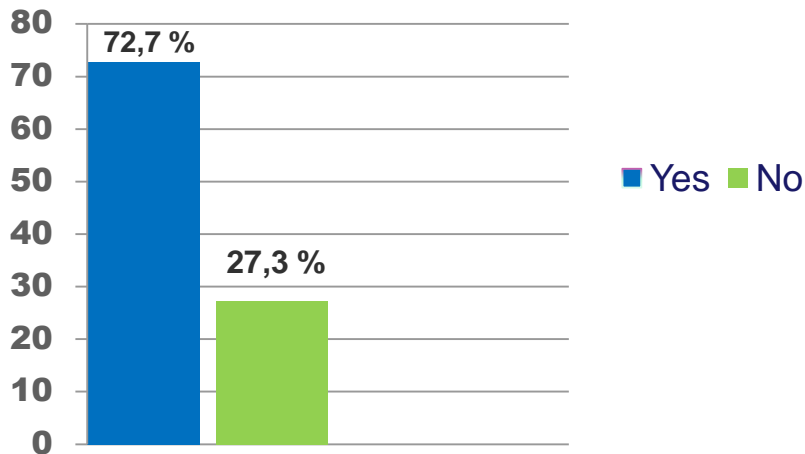
- Number of surveys started: 140
- Number of surveys completed: 101 (72.1%)



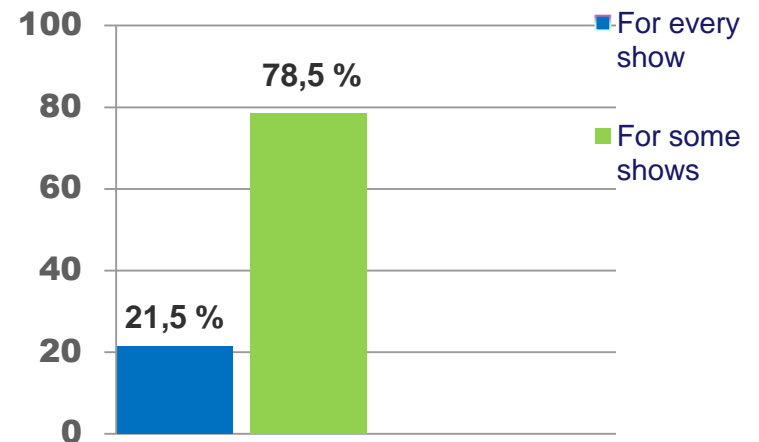


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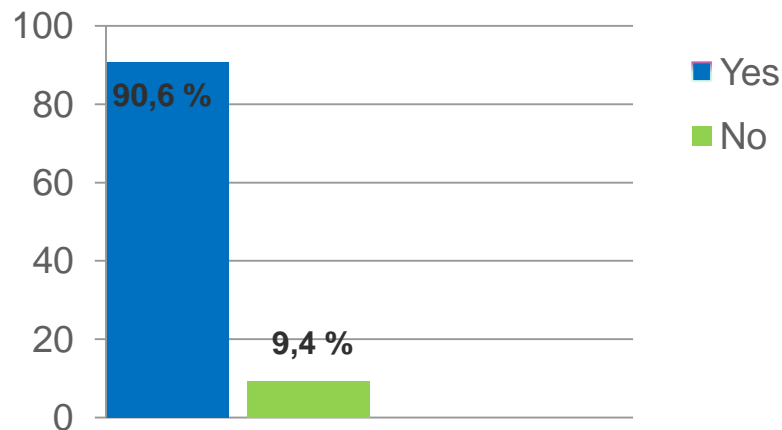
Have you organized any matchmaking sessions at your exhibitions during the past 3 years?



How many times?



Are you going to offer matchmaking in the future?



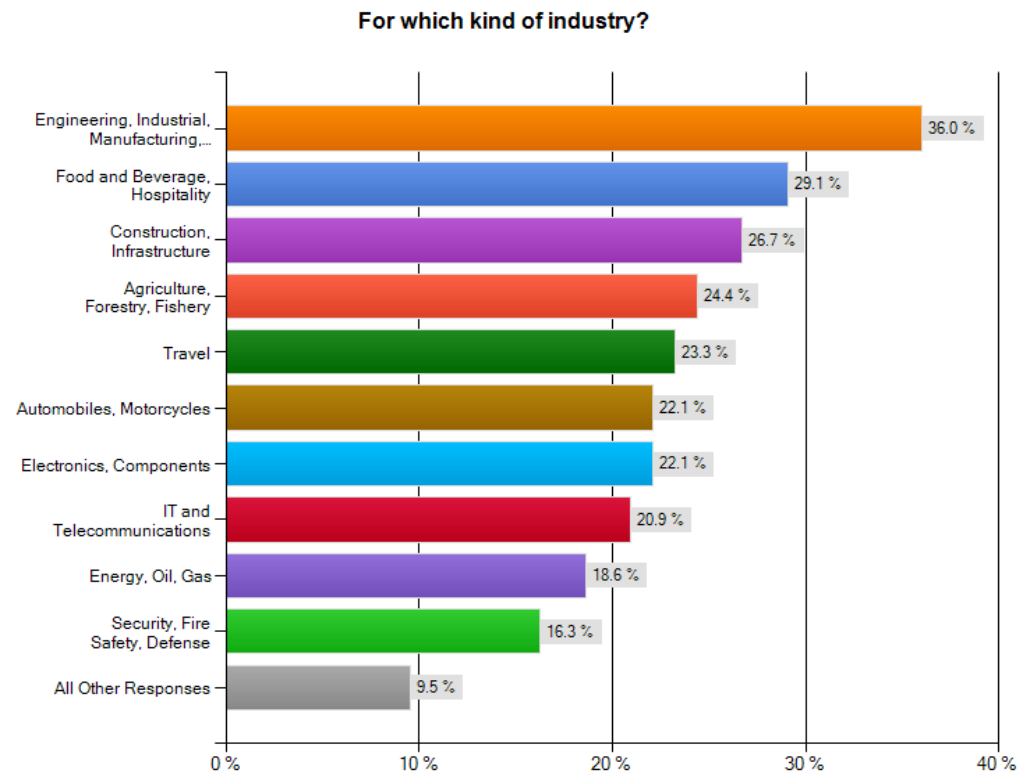
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General aspects

For which type of shows?

Matchmaking is basically offered for B2B shows.

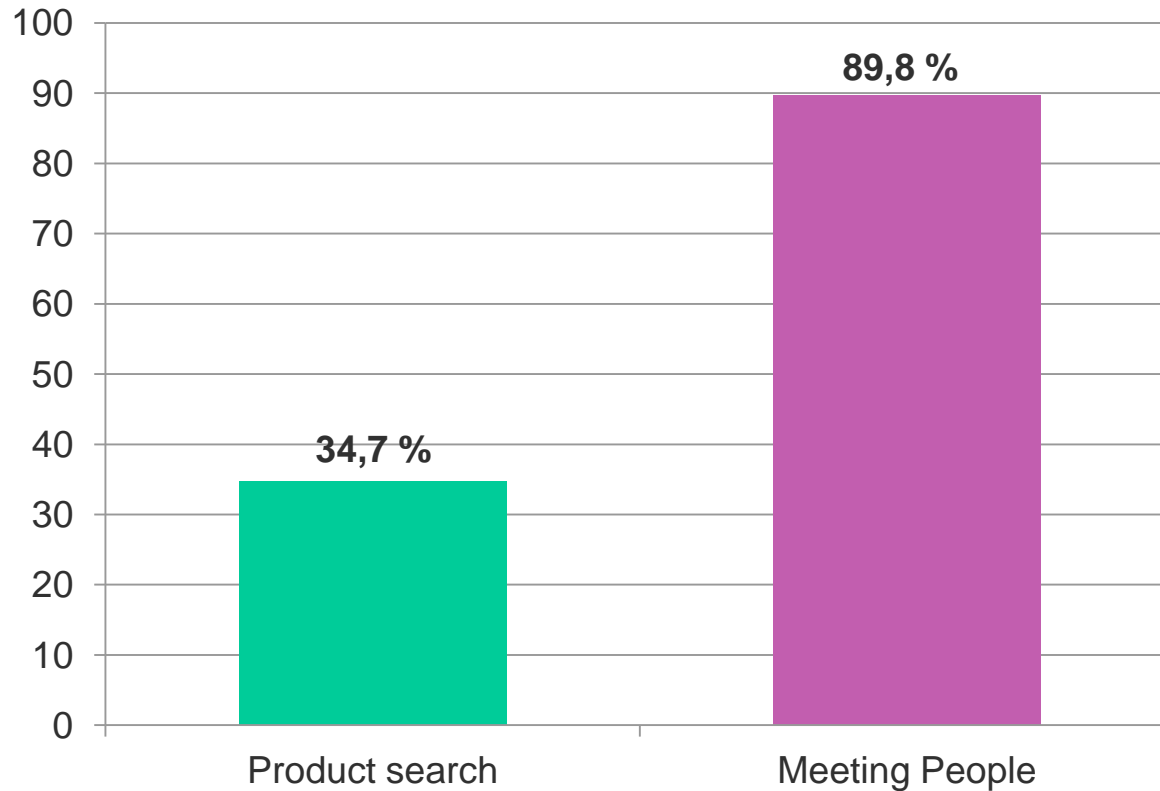
For which type of industry?



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General aspects

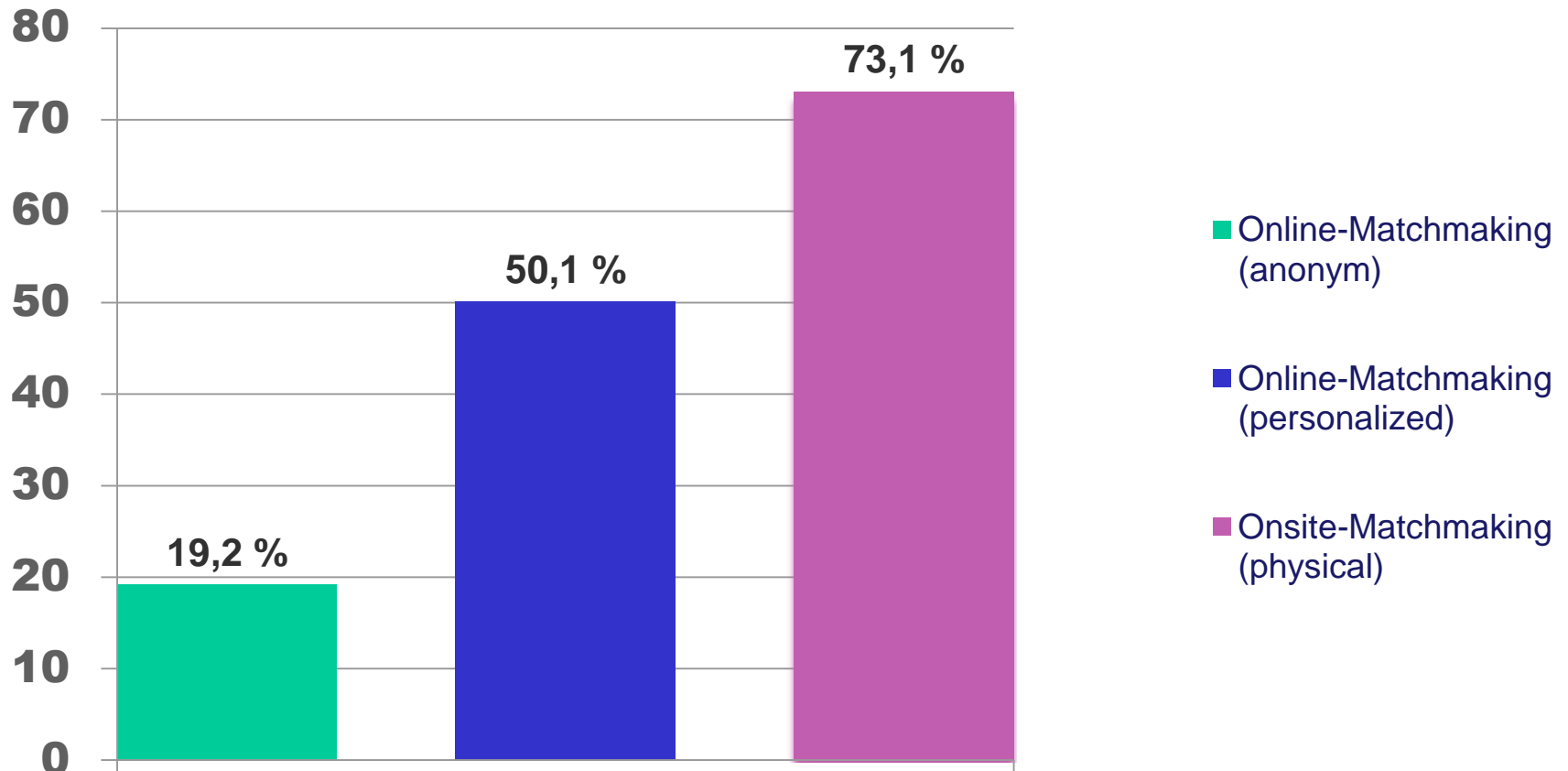
What is the reason you are offering matchmaking?



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Matchmaking Tools and Procedures

8. Which type of matchmaking do you currently offer respectively plan to offer in the future?

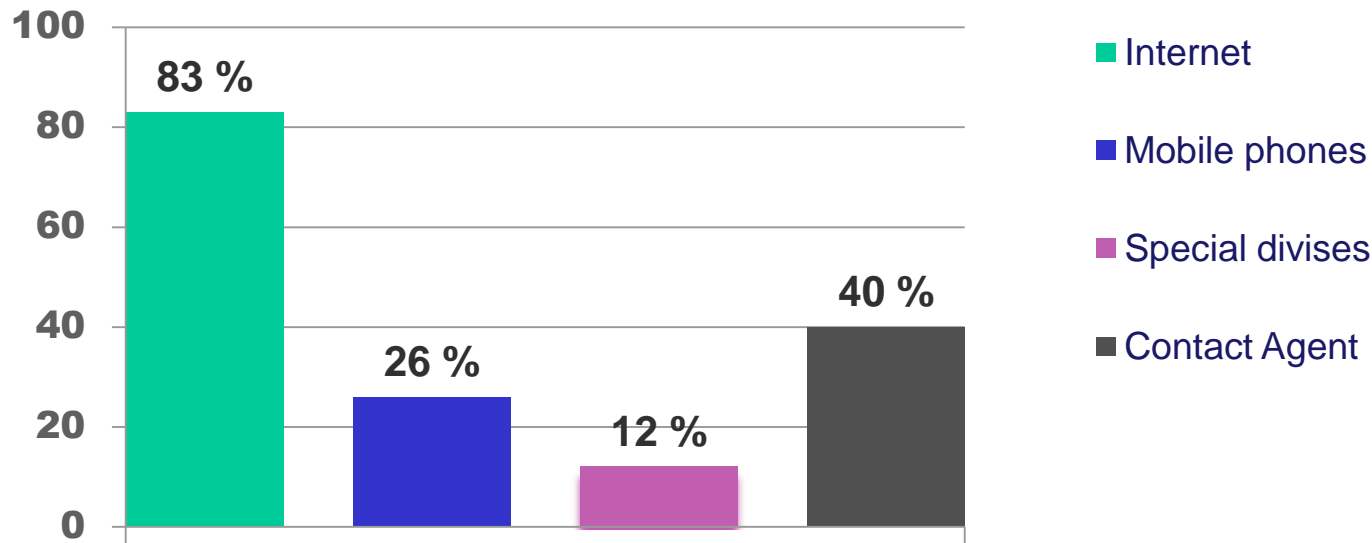




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Matchmaking tools and procedures

10. What kind of technologies do you use for the matchmaking?



Matchmaking tools and procedures

How is your Matchmaking organized?

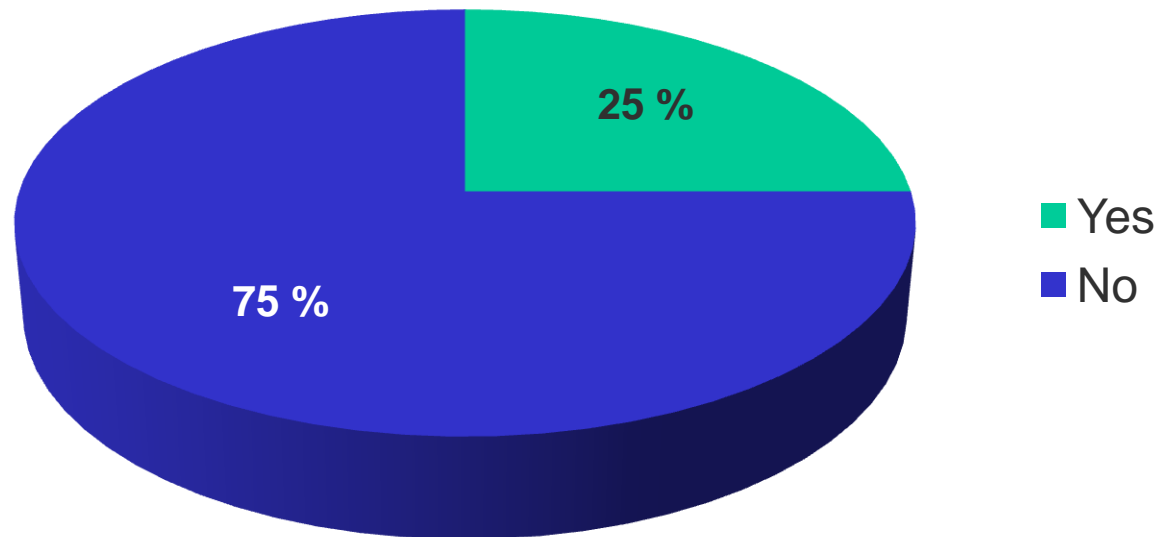
The matchmaking is mainly organized by the own company (77, 7 %).

Only 22, 3 % of the company's matchmaking is done by an external service provider.

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Strategic aspects

15. Business model: Do you charge for matchmaking as a service?





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Strategic aspects

17. What were the critical issues?

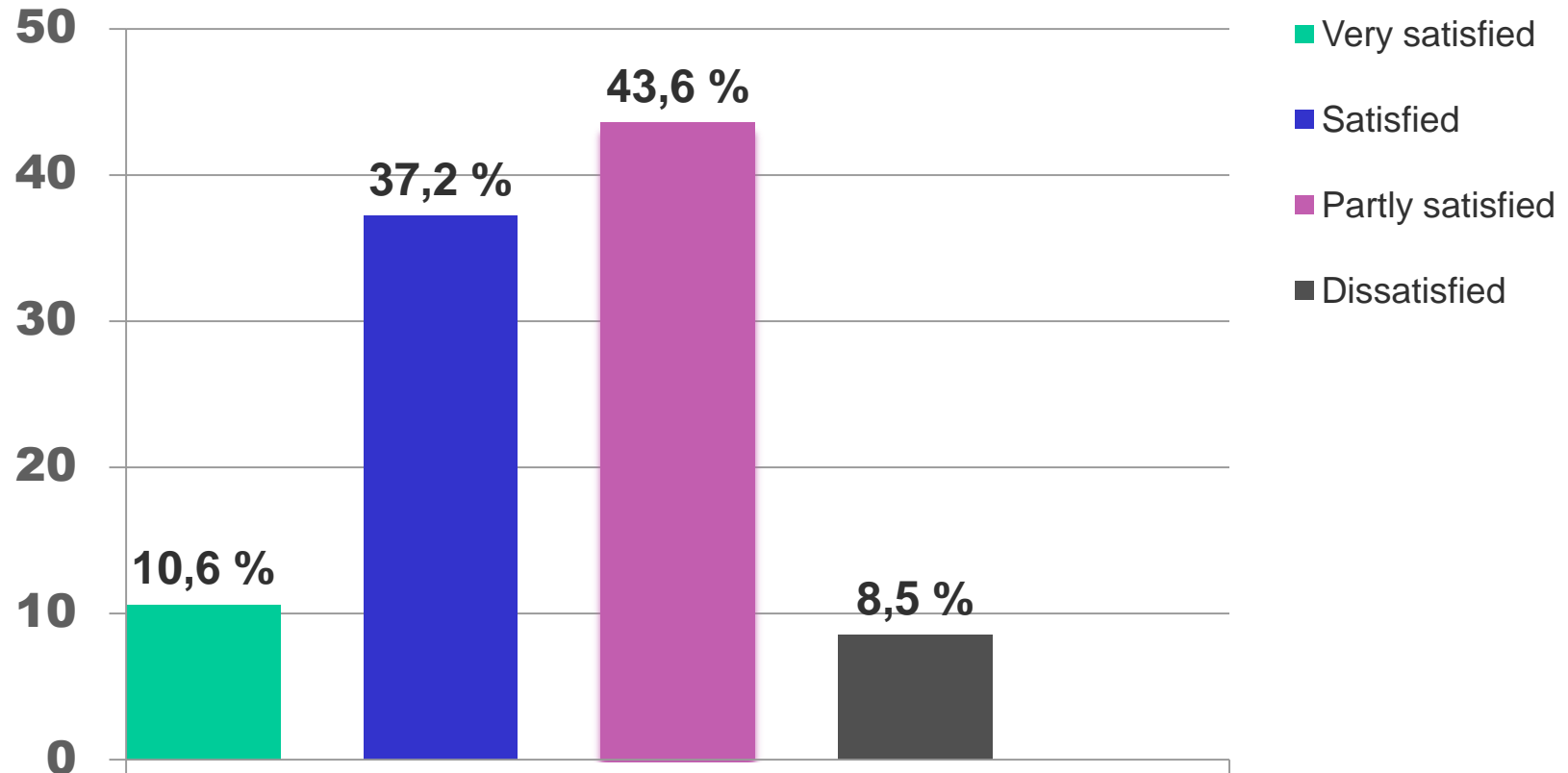
- The major issue regarding matchmaking was that the visitors did not attend (70,2 %).
- Wrong matchmaking was the second critical issue which was pointed out by 38,1 % of the companies.
- 31,1 % of the companies quoted that the exhibitors not showing up was a critical issue regarding their matchmaking.



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Strategic aspects

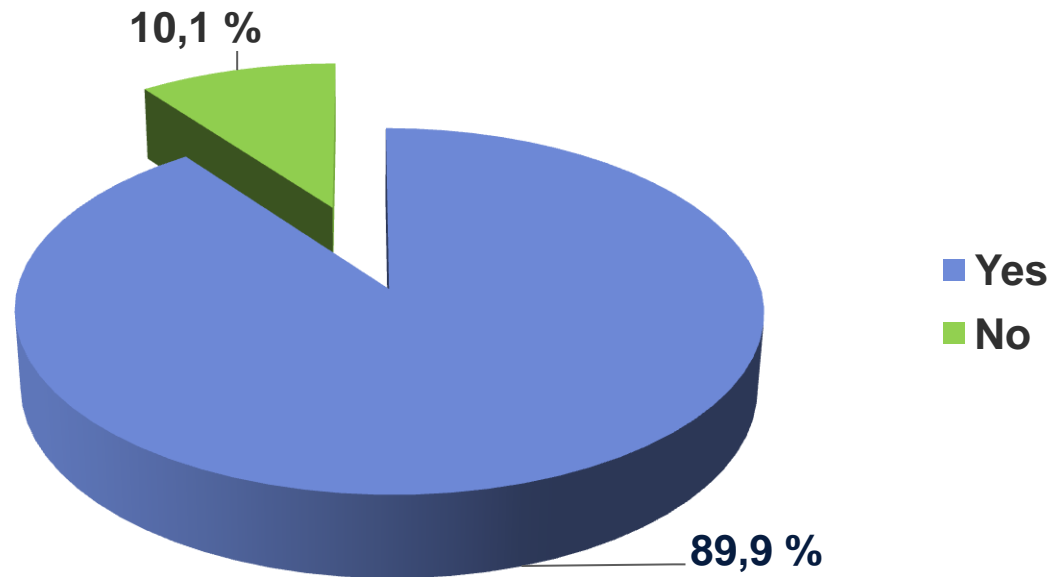
19. How satisfied are you with matchmaking in general?



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Strategic aspects

20. Was it appreciated by the exhibitors?



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Strategic aspects

21. Was it appreciated by the visitors?

