

UFI & Explori Global Visitor Insights 2018/19 Edition

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Welcome

Dear industry colleagues,

We are very happy to release the 3rd report focusing on customers of our exhibition industry and conducted in partnership with Explori. This report focuses on visitors' expectations, and it provides an updated and much more developed insight than the first release produced 2 years ago, whereas last year's report was focusing on the exhibitors' side.

This study is unprecedented in its scale and scope, with more than 13,000 answers combined with in depth interviews from 29 event directors and senior marketers.

Obviously, not all shows, industry sectors and venues are alike. In this report, we have aggregated these 13,000 experiences, insights, and commentaries, based on the nationalities of the show visitor. We believe that those consolidated results indicate important issues, and although many findings are positive for the exhibition medium, some results also highlight several challenging areas.

We hope that you will get a lot of take-away from this study and we would like to thank SISO for their support.

Finally, I invite you to share any feedback you have about this report with us. You can reach us at research@ufi.org.

I wish you an enjoyable and fruitful read.

Yours sincerely,

Kai Hattendorf

UFI Managing Director/CEO



About UFI - The Global Association of the Exhibition Industry

UFI is the leading global association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry.

UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents around 50,000 exhibition industry employees globally, and also works closely with its 58 national and regional association members. More than 780 member organisations in 86 countries around the world are presently signed up as members.

Over 1000 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

Introduction

Building on UFI and Explori’s 2016 Global Visitor and 2017 Global Exhibitor Insight reports, this study investigates:

- 1.** How the trade show industry has evolved since 2016 in the eyes of its visitors
- 2.** Visitor experience of individual shows and the industry as a whole
- 3.** How the trade show industry compares to other channels
- 4.** How the visitor experience differs by demographic
- 5.** What organisers can do to future proof the trade show format

» RESULTS ARE BASED ON A 3-TIER METHODOLOGY

1.	A meta-analysis of Explori’s database of 1,600+ trade show visitor surveys
2.	A quantitative survey of over a million global trade show visitors, resulting 13,000+ responses, representing 135 countries, 18 languages and attend trade shows in at least 21 countries
3.	In-depth Interviews with 29 event directors and senior marketers

EXPLORI SURVEYED TRADE SHOW VISITORS AROUND THE WORLD



Key Findings

With over 13,000 responses, Global Visitor Insights represents the biggest ever international data-set collected on the experience of the trade show visitor.

“ ”

We are really good at trade shows but we're really good at the most classic model of trade shows and sometimes I look around and think how viable are we going to be in 30 years? Are we evolving fast enough?"

Organiser

The Big Picture

Whilst organisers appear to be doing an effective job at maintaining visitor satisfaction and advocacy, visitors from developed markets are showing more signs of fatigue from the traditional trade show model than those from developing markets. This is most apparent in North America, where 27% of visitors believe trade shows are getting worse.

Competition from Other Channels

Whilst trade shows are the channel of choice for most business needs, visitors indicate their use of other channels will grow at a greater rate than their use of trade shows. 40% of respondents said their use of social media and online training would increase, vs. 28% who thought their use of trade shows as a channel would increase.

Key Drivers of Visitor Experience

Organisers are emphasising the importance of a seamless visitor experience and creating a "Wow-Factor" for audiences through tactics like "festivalisation". They may be in danger of under-valuing the role the exhibitor in driving visitor satisfaction.

Enjoyment vs. Business Needs

Visitors currently value a trade show's ability to meet their business needs, regardless of how enjoyable it is. But the preferences of younger visitors and those from developing markets are beginning to change this balance.

Geographical Differences

Whilst they share many characteristics with their peers in developed markets, visitors in developing markets have their own set of preferences and challenges which present a significant opportunity for the industry.

Sustainability

Sustainability has yet to tip from a concern for visitors to a compelling factor in the decision to attend a show, especially in mature markets. However, a different picture is emerging in developing markets.

The Impact of Technology

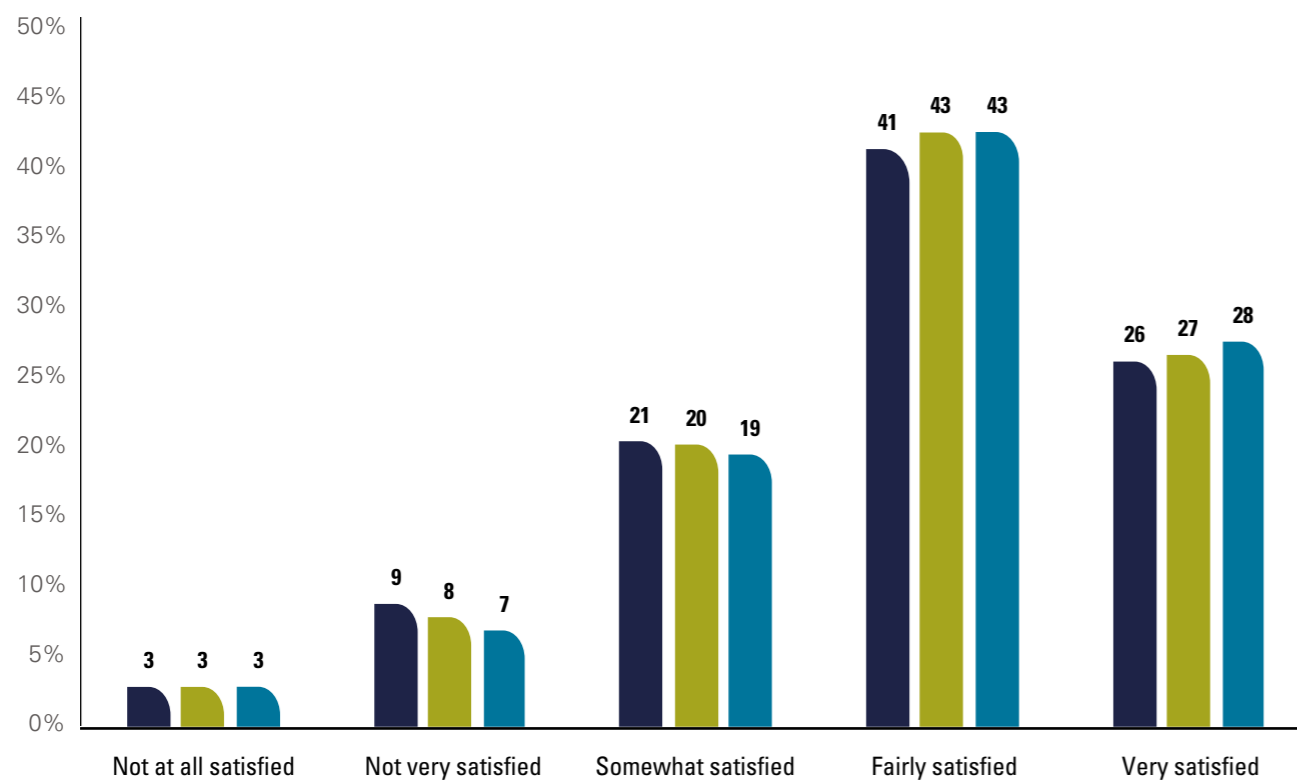
Event tech has a beneficial effect on the visitor experience in many areas, but lack of awareness, functionality and execution are still limiting its value to both organisers and visitors.

The Big Picture

Utilising Explori's global benchmarks from 2016 to 2018, we can see there is stable performance for the industry as a whole on the key markers of visitor experience, Overall Satisfaction and Net Promoter Score™ (NPS).*

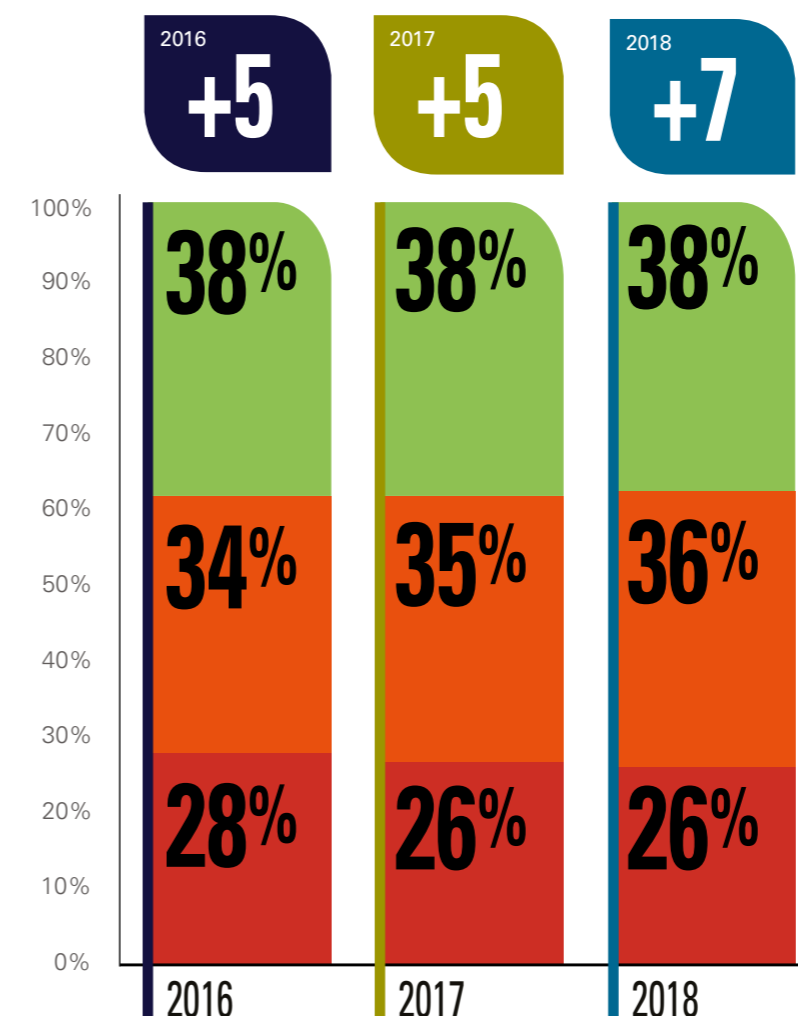
OVERALL SATISFACTION BY YEAR (%)

■ 2016 ■ 2017 ■ 2018



NET PROMOTER SCORES BY YEAR**

■ Detractor ■ Passive ■ Promoter



“ ”

By far the biggest problem is success. If you think that you still have a successful business, growing in trade shows, growing in turnover, then why should the employees change? But you need to think about the next three/four/five years. This is what a lot of people don't usually do.

Organiser

*Developed by Bain and Satmatrix, Net Promoter Score is a widely recognised measure of how likely (on a scale of 0-10) an individual is to recommend a product or service to a friend or colleague in the industry. A Net Promoter Score from -100 to +100 is allocated. More information can be found at www.explori.com/nps-explained

**Percentages are point in time figures, whereas total scores are taken from the rolling Explori global benchmark.

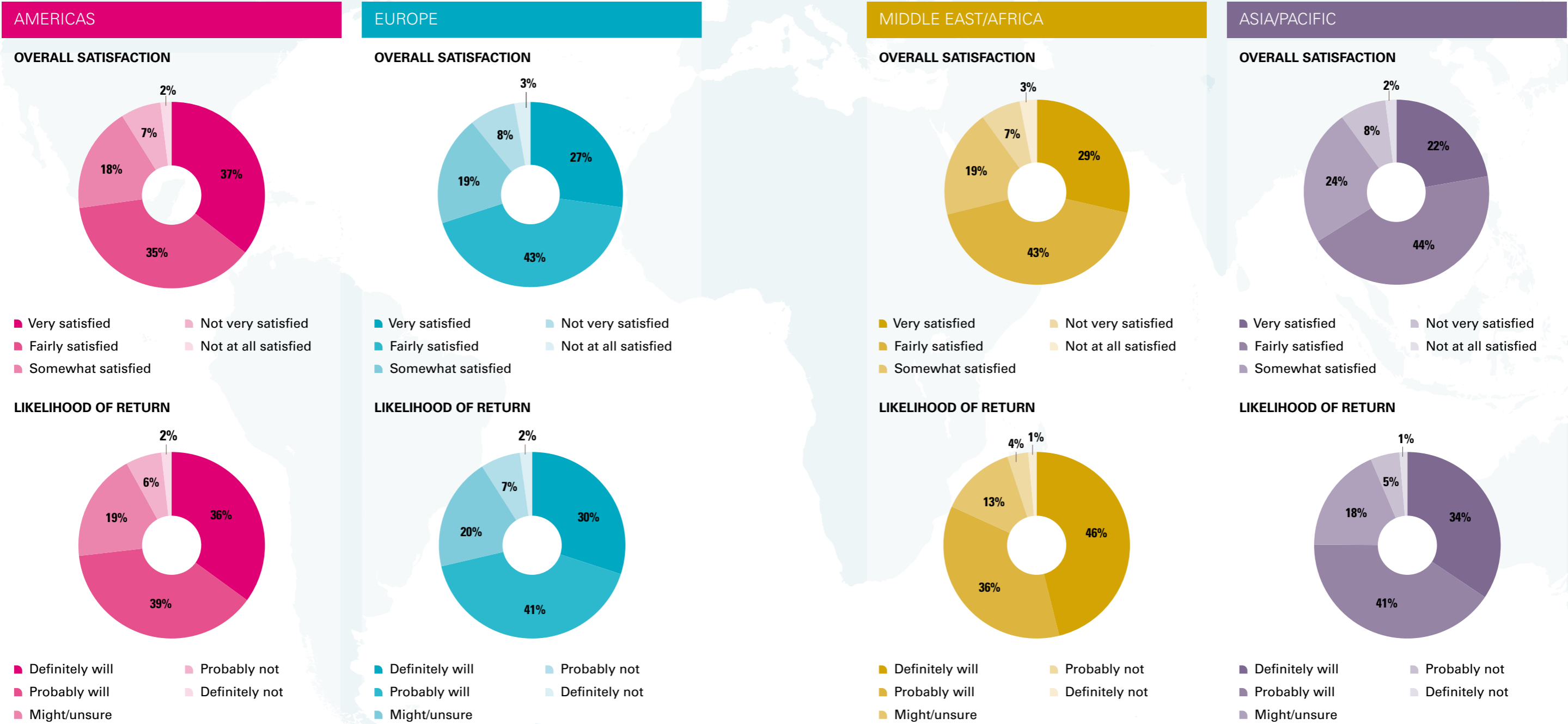
However, the regional differences we first identified in 2016 remain. Visitors from the Middle East and Africa (MEA) region are more likely to return to shows that do not fully satisfy their needs than those in other regions. This is indicative of visitors attending events because they do not perceive there to be a viable alternative, compared to those in regions where the trade show market is fully developed and choice between shows and for other information channels is wide.

Visitors in MEA are more loyal to shows they attend even though they deliver lower levels of satisfaction.

“ ”

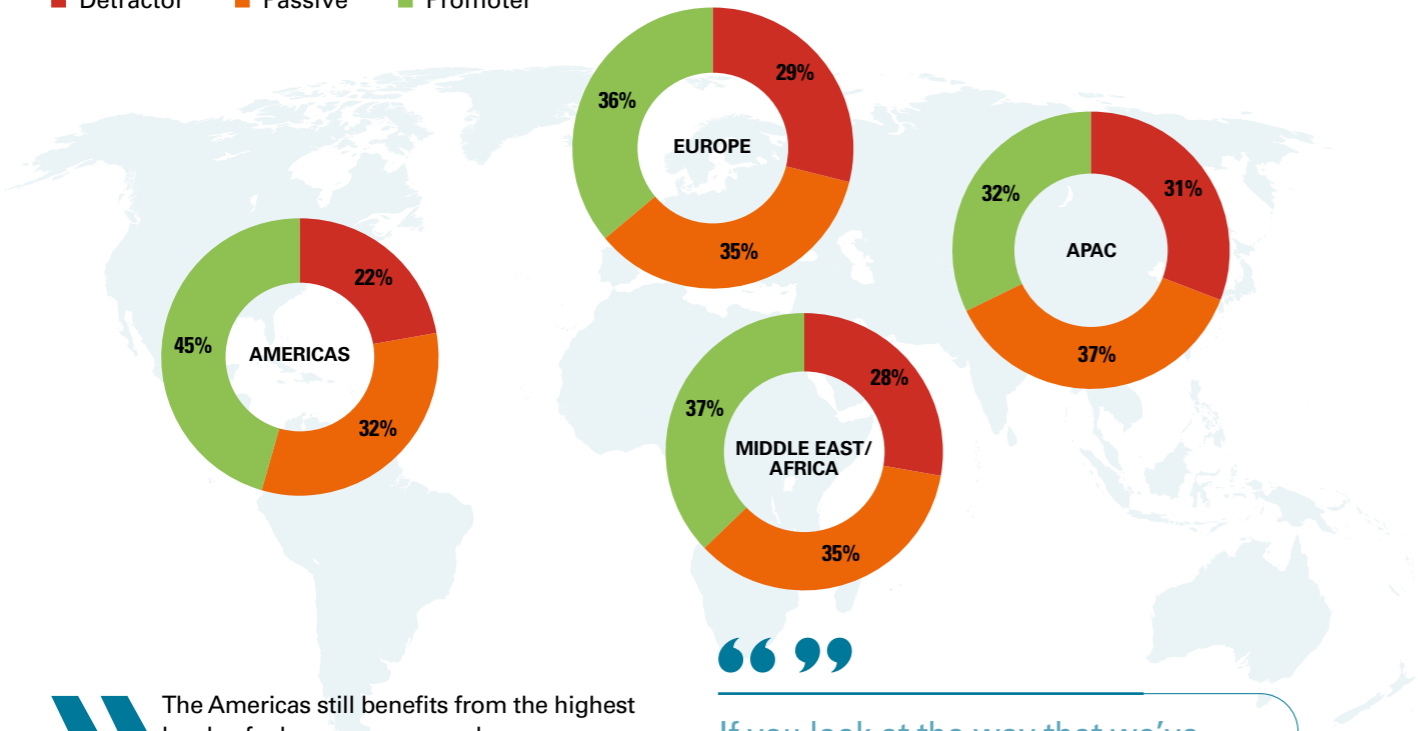
Despite the fact that people crave human interaction and therefore exhibitions will always have a place, ... I think organisers just have to work a lot harder. So I think exhibitions will be more interesting, I think they'll be more inspiring, I think they'll be more entertaining and those that don't work as hard to do that I guess probably won't be around anymore.

Organiser



NET PROMOTER SCORE BY REGION

■ Detractor ■ Passive ■ Promoter



» The Americas still benefits from the highest levels of advocacy, measured by Net Promoter Score. Asia Pacific (APAC) continues to have the highest level of detractors (those who recommend against a product or service).



If you look at the way that we've put our shows together, it's unchanged in many, many years. So there is definitely a step change that the industry will need to go through at some point.

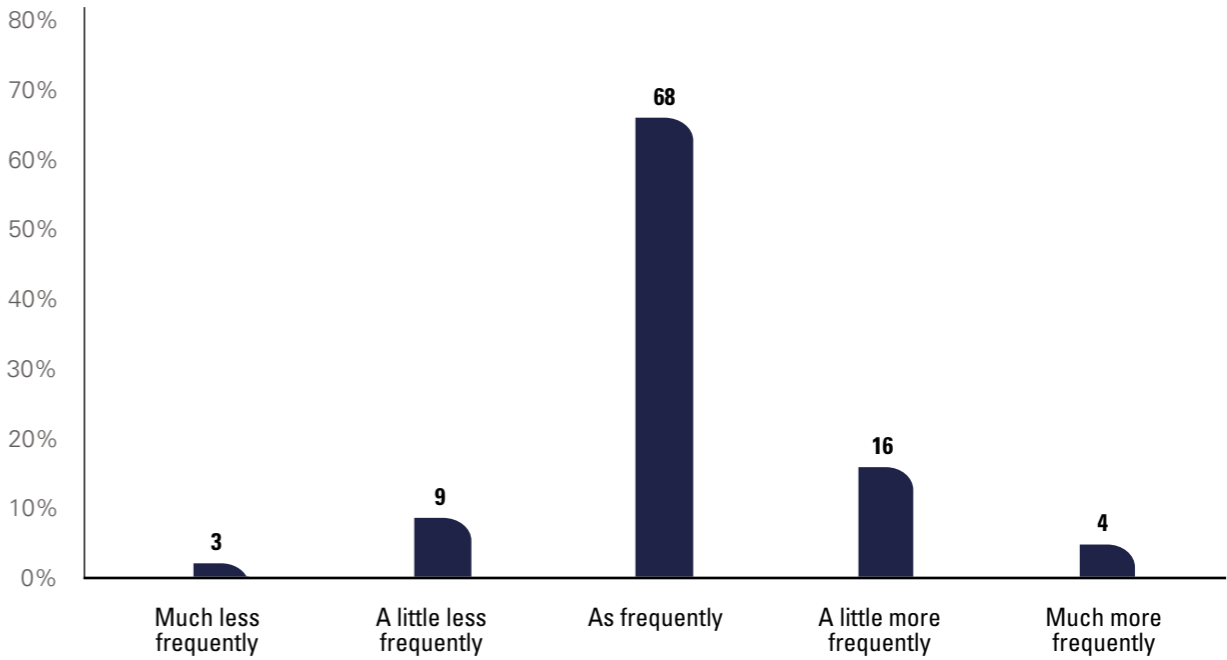
Organiser

Future Attendance

» There also appears to be stability in attendance, with the vast majority of survey respondents stating that they expected their trade show attendance to stay the same or increase slightly in the future.

39% of respondents thought quality was being maintained, with 40% of those reporting it was improving. Those who thought quality was declining, were unsurprisingly more likely to say they disliked attending trade shows and planned to attend fewer in future.

IN THE FUTURE DO YOU EXPECT TO ATTEND TRADE SHOWS...



% OF RESPONDENTS WHO SAY TRADE SHOWS ARE GETTING WORSE BY REGION

However, those respondents with negative views are not distributed evenly across the regions.

We can see that developed markets of Europe and the Americas have a notably higher proportion of visitors who are fatigued by their experiences, with 1 in 4 respondents from the Americas reporting trade shows are getting worse.

Americas



Europe



APAC



Africa/Middle East



Developed markets are more fatigued by the trade show format

Competition from Other Channels

“ ”

For me it's the benefit of having the direct face-to-face interaction. It's also the unexpected. You might go with a list of four or five main things that you're interested in, but while you're there and if the exhibitors do it well, they introduce the visitor to a lot more options than they were previously aware of. That happens somewhat naturally as they go through the exhibition process.

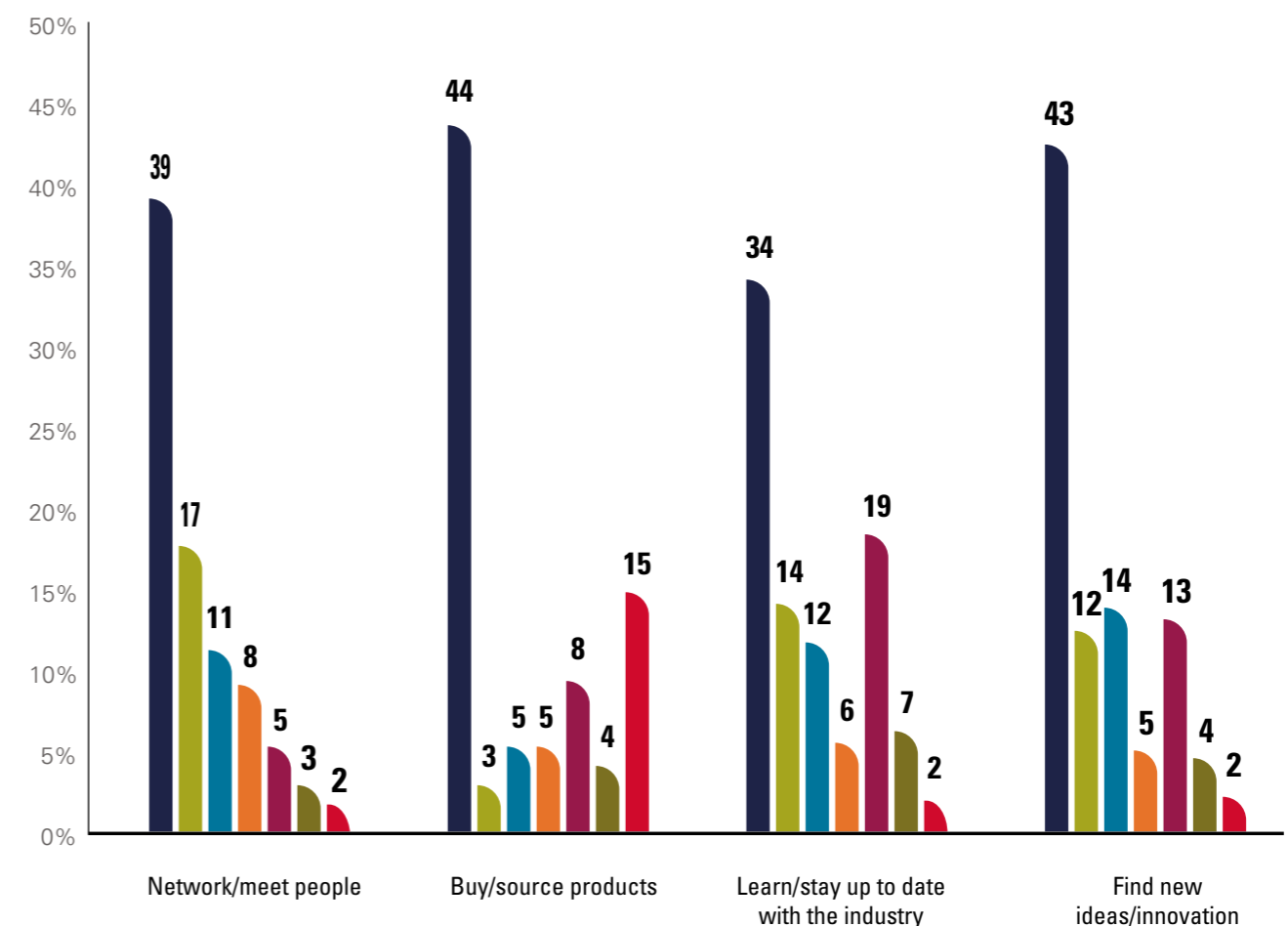
Organiser

Whilst visitors are most likely to see trade shows as the best channel to achieve their goals, they do recognise and at times prefer alternative formats.

Shows that traditionally operate as buying forums are potentially at risk, and in fact 15% of visitors see online marketplaces as better ways to buy/source products, with this rising to 29% amongst under 24's. Similarly, learning about the industry is facilitated by other channels such as trade media, conferences and social media, with only 34% saying trade shows are the best way to achieve this goal. Those aged under 34 and women of all age groups were more likely to prefer social media as a channel to find new ideas and innovation.

IN YOUR OPINION, WHICH OF THESE IS THE BEST TO...

Trade shows Conferences Social media Trade associations Trade media
Online training Online marketplaces

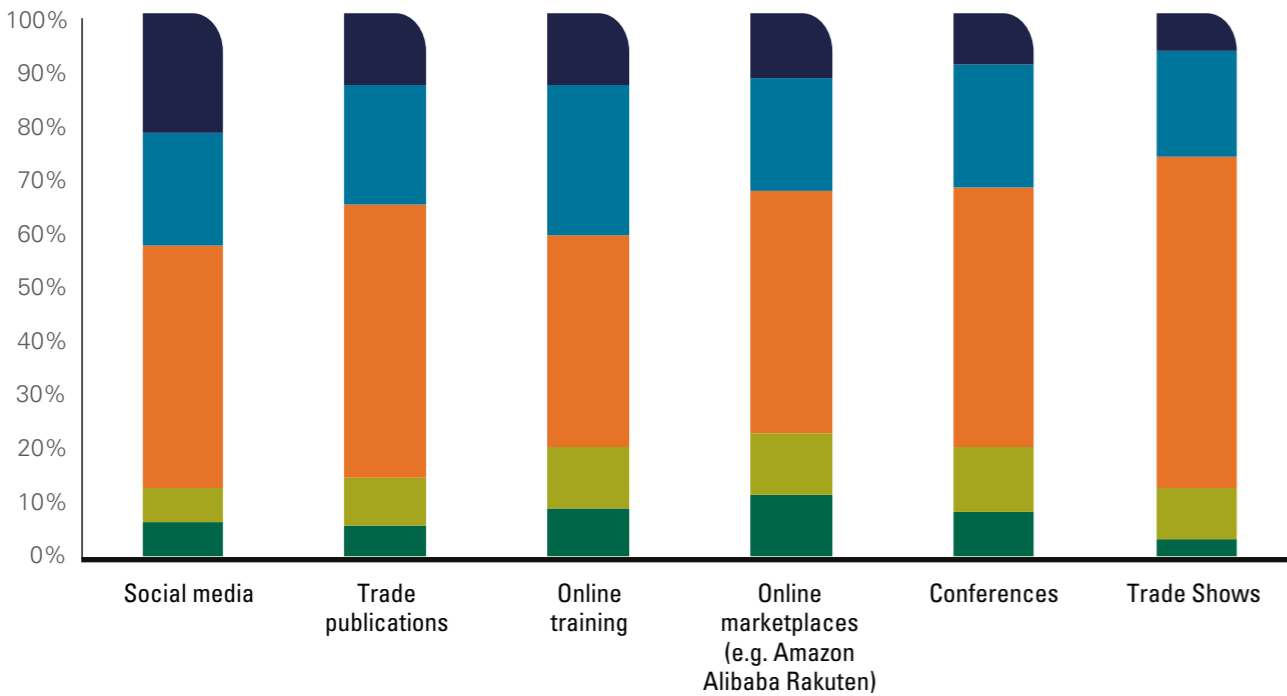


It is important to note that whilst survey respondents said they expected their trade show attendance to remain stable, they expected to increase their uptake of all other media channels, potentially putting more pressure on the trade show model.

Many organisers however, see this as an opportunity rather than a threat as trade shows partner with other channels to attract visitors, or become content creators themselves. Organisers refer to a desire to create communities around their events and provide content 365 days a year. However, some express concern that to be successful at this the structures and skill sets within their organisations will need to evolve beyond one designed to deliver a trade show over a period of a few days.

IN FUTURE DO YOU EXPECT TO USE THESE CHANNELS...

Much less frequently A little less frequently As frequently A little more frequently
Much more frequently



“ ”

Of course, it (the increased use of other channels) will enrich the possibilities of organisers a lot, dramatically, without any doubt, but it could equally turn some people away from the physical visit. But that doesn't mean it has to be an either/or scenario.

Organiser

“ ”

I don't think 'face-to-face' will ever go away; it definitely serves a purpose. People want to see, feel, touch and experience what's new. That can't change. You can't get that online. But I think it's complementary to what we do. And the number one reason folks come to the show is for new products, new launches, new experiences and connections.

Organiser

“ ”

I expect the exhibition industry to embrace this (the increased use of other channels) and try and merge their own offering with these sorts of platforms. Events will become more smart and will become more online and more year-round platforms than rather than just one physical event per year.

Organiser

Key Drivers of Visitor Experience

There is an awareness amongst organisers that the traditional model for trade shows needs to evolve to meet the changing needs of audiences. Areas that interviewees believe they should focus on could be characterised as “Wow Factors” and “Pain Factors”.

» Organisers who prioritised “Wow Factors” believe that doing something new and different to create memorable experiences on the show floor and through the seminar streams will be important in creating a successful show.

Those who prioritise “Pain Factors” feel visitors have more time pressures now and appreciate a seamless and curated experience with clear return on their investment of time. They are concerned that processes are complicated and disconnected, with lengthy registration being given as an example.

Some interviewees are also concerned that the traditional exhibition floor with rows of booths is outdated and lacks appeal for visitors.

“ ”

I think people want an immersive experience nowadays. They want to walk into an entrance that has large exciting signage, that has volume, that has light, that has just much more of an impact than the traditional banners. They want keynotes and sessions that have a lot of audio-visual and that are interactive and maybe have different seating.

Organiser

“ ”

I guess people expect things to be more efficient than they used to. They expect a more stress-free environment than they used to expect. Their standards are higher now.

Organiser

“ ”

What are you going to show us that’s exciting, that’s beyond the booths? It’s almost as if the booth is just not enough anymore and you need to bring education that means something and you need to bring special things on the floor to draw the traffic.

Organiser

“ ”

There is an ongoing challenge for us as organisers to turn a bunch of exhibitors into something more interesting and more appealing.

Organiser

The visitor perspective

When visitors were asked to think about their main frustrations at trade shows, the main pain points of seating, catering, parking and way-finding all causing frustration for at least 1 in 5 visitors.

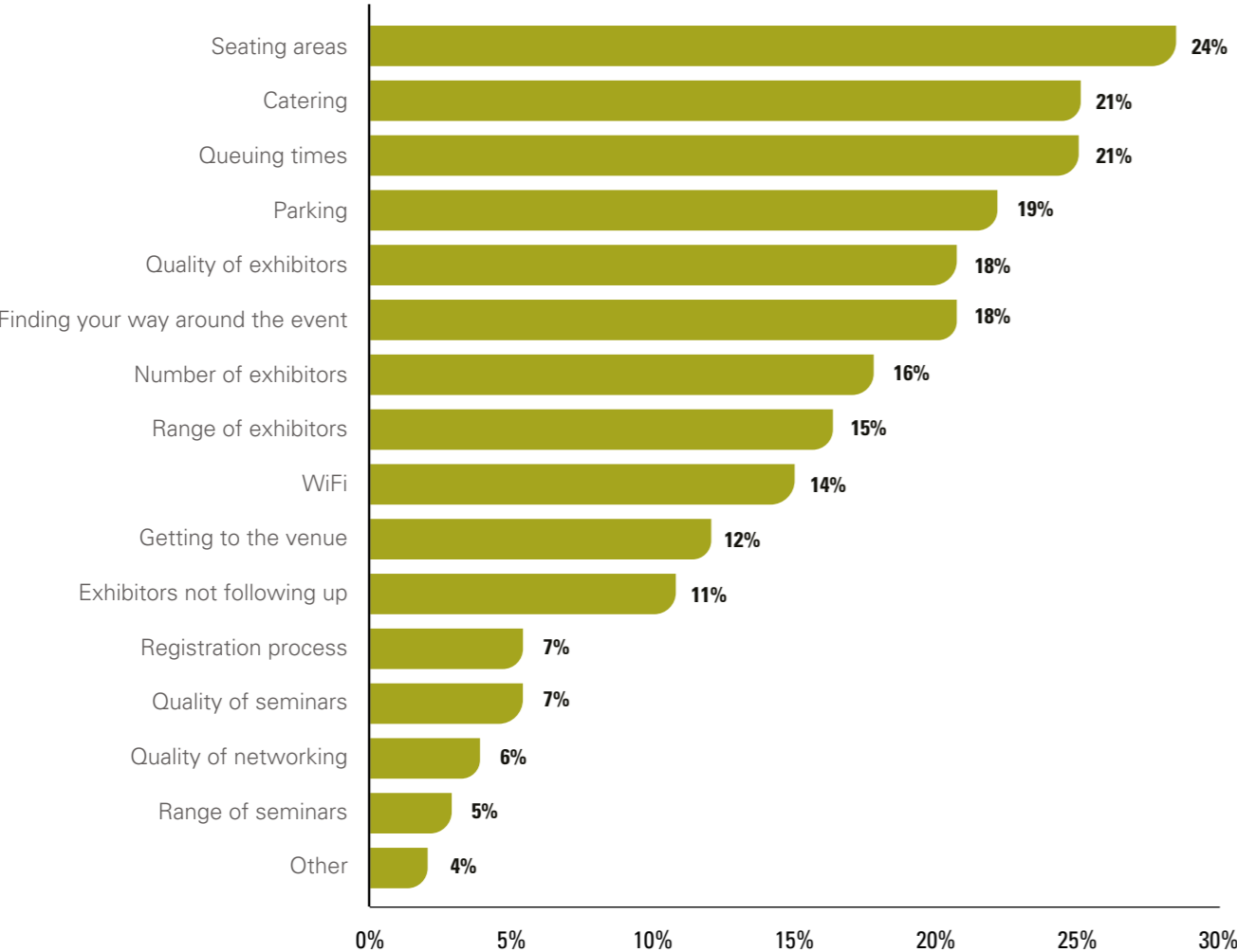
Areas that organisers cited as areas of concern such as registration, seem to be less of a concern for visitors with only 1 in 10 listing it as a main pain point. Wi-Fi also appears to be tolerable for most visitors, however those aged under 35 were more likely to be frustrated by the Wi-Fi available at shows than older visitors.

Those who cite practical concerns such as catering and queuing as their main pain points, were generally positive about trade shows, thought they were beneficial and plan to continue to attend at the same frequency.

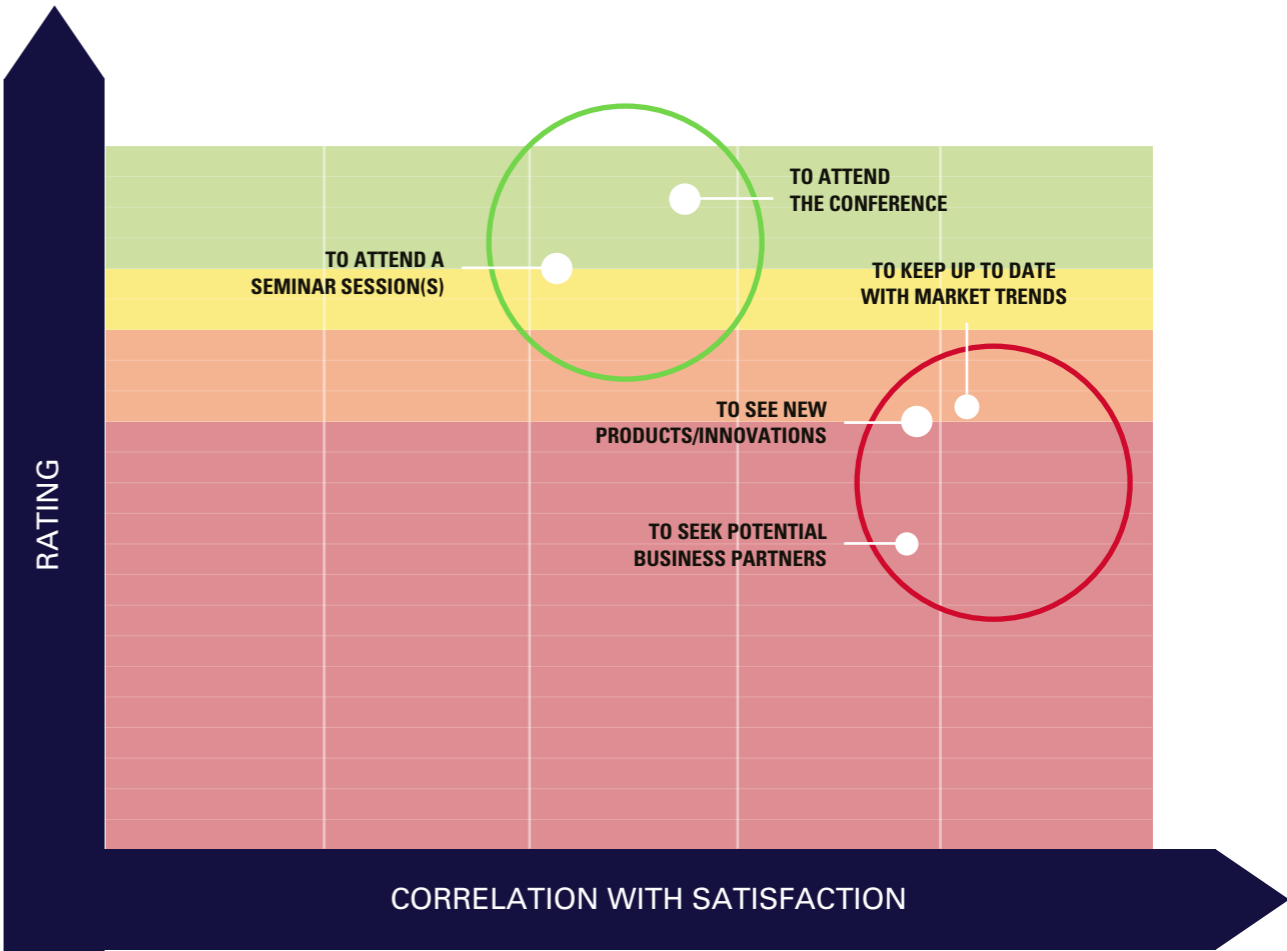
However, when we examine respondents who dislike trade shows, do not find them beneficial and anticipate a decrease in their future attendance, they are much more likely to cite number and range of exhibitors as a frustration.

When we compare the survey data with the Explori global data-set, we can see that for our current visitor cohort, being able to source new ideas and solutions is the primary driver of satisfaction and access to an appropriate number of quality exhibitors is key to them being able to do this.

THINKING ABOUT THE RECENT TRADE SHOWS YOU HAVE ATTENDED WHICH OF THE FOLLOWING HAVE BEEN YOUR MAIN FRUSTRATIONS?



VISITORS – OBJECTIVES MET



This chart maps visitor objectives against their overall satisfaction. It shows three key pieces of information.

1: This size of the bubble indicates how common the objective is

2: Its height on the chart represents how successful visitors are at meeting that objective

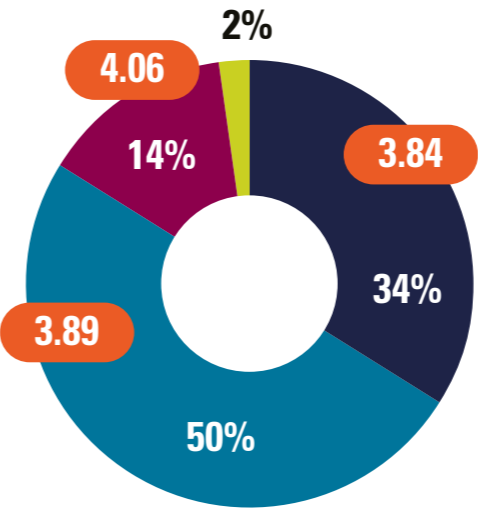
3: Critically, the further right on the chart the bubble falls, the more closely it is correlated with overall satisfaction

COMPARISON OF VISITOR SATISFACTION VS. ORGANISER STRATEGY

Agree Strongly Agree Slightly Disagree Slightly Disagree Strongly

Average Visitor Satisfaction (1-5)

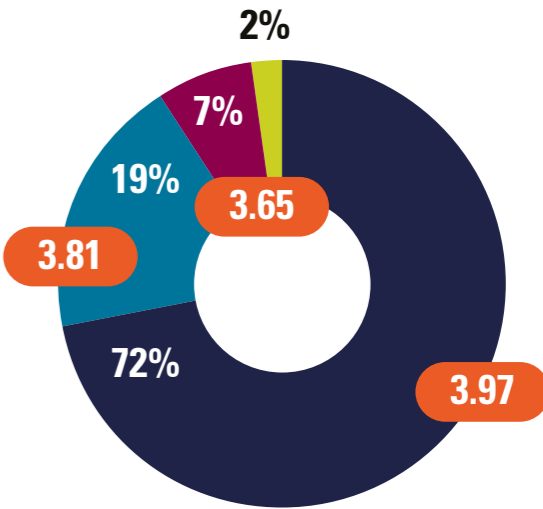
WE OFTEN REDESIGN THE LOOK & FEEL OF THE EVENT



Organisers who consistently invest time in their exhibitors and encourage them to showcase their latest innovations are correlated with higher levels of visitor satisfaction. In contrast, organisers who focus on the more cosmetic look and feel of their event are correlated with lower levels of visitor satisfaction.

Organisers currently face a tension between presenting exhibitors and content that can meet their visitors' objectives, removing the barriers and frustrations that detract from the experience and creating engagement and memorable moments that create differentiation from other channels.

WE ACTIVELY ENCOURAGE EXHIBITORS TO LAUNCH PRODUCTS AT THE EVENT



There is a danger that the current focus on new formats and technologies could lead organisers to overlook the important role the exhibitor plays in the visitor experience.

Enjoyment vs. Business Needs

Whilst many of the organisers interviewed felt that the traditional trade show format could be improved, there was a difference of opinion on the best way to do this.

Some organisers are concerned that a focus on “fun” can detract from the experience of their serious business visitors. However, others suggest out that whilst having generic entertainment may not always work, having a “wow factor” that is relevant to the audience and connected to the topic of the show can be very beneficial.



To me, the best trade show is the trade show which appears to be very boring, where a lot of business is being conducted. I really do not at all believe that it makes any sense to go in this direction, gamification, festivalisation or however you want to call it, I do not think that this is attracting the right people. I don't mind making a trade show visit more pleasant to the visitor but, at the end of the day, the best visitor is the one who is well-prepared, knows what he needs to source, and has the best and fastest way to have those meetings.

Organiser

THEY SUGGEST FEATURES THAT COULD ENHANCE THE EXPERIENCE FOR THEIR AUDIENCES SUCH AS:

1.

Changing the show layout from static rows of booths to thematic sections with a curated selection of products/services by multiple exhibitors. This can both make the visitor experience more interesting as well as make it more intuitive for visitors to find relevant products and services.

2.

Organising themed days for multi-day shows, so visitors know when their specific interests will be in the spotlight.

3.

Enabling visitors to participate in product demonstrations and competitions, and to try out products and services in a hands-on way.

4.

Updating show look and feel by enhancing the sounds, lights and signage.

5.

Having more interactive and engaging learning formats such as workshops and roundtables, rather than traditional lectures. This can be enhanced by changing seating arrangements or using different spaces to encourage interaction.

6.

Inviting big name star speakers that people will want to see and hear in person.

7.

Adding gamification elements, for example apps that visitors can use to collect points by engaging with the show in different ways and convert these into rewards.

8.

Organising social events such as awards dinners and parties.

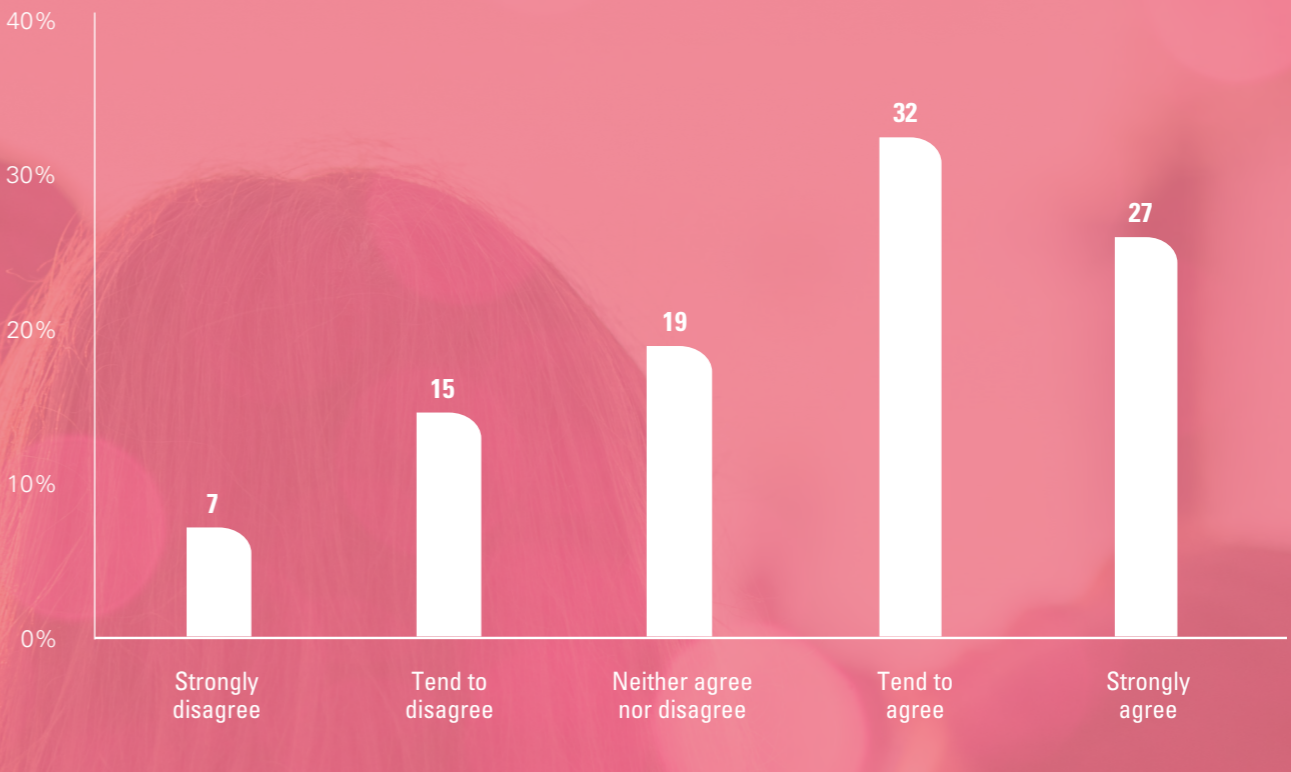
Changing priorities of an emerging audience

» To understand where organisers might best place their focus, survey respondents were asked a series of questions to explore where they placed the balance between the business benefits of attending a trade show and their personal enjoyment. The majority of visitors currently place little value on entertainment – they want to achieve their business objectives.

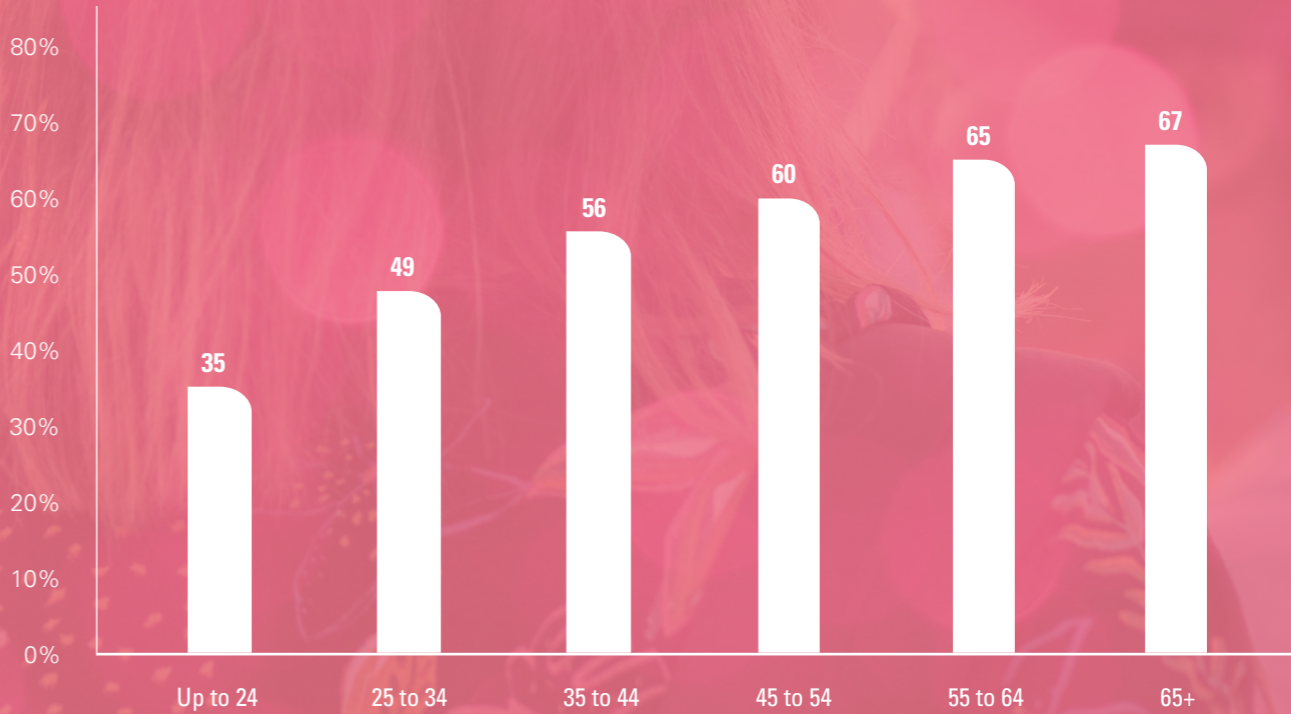
But this has the potential to change as audience demographics change. Perhaps unsurprisingly, Millennials (those under 35) and Gen Z visitors (those aged under 25) are significantly more likely to embrace the idea of entertainment being of importance alongside business objectives. Millennials want to be entertained in addition to meeting business objectives.

For the current visiting cohort, it would be reasonable to assume that focus should be placed firmly on delivering business benefits.

IT DOESN'T MATTER WHETHER TRADE SHOWS ARE ENTERTAINING AS LONG AS I CAN ACHIEVE MY BUSINESS OBJECTIVES



IT DOESN'T MATTER WHETHER TRADE SHOWS ARE ENTERTAINING AS LONG AS I CAN ACHIEVE MY BUSINESS OBJECTIVES – BY AGE



Experience and the concept of “Festivalisation”

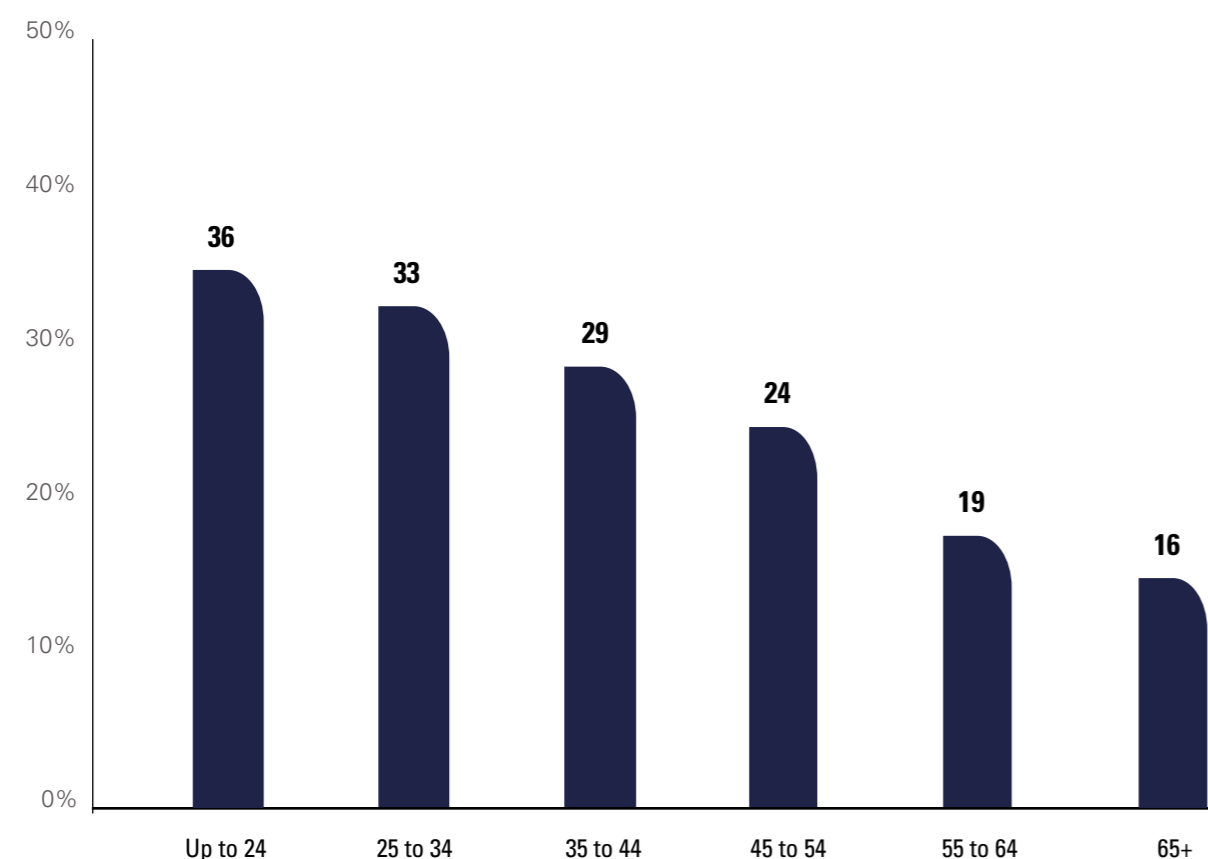
Many organisers refer to the term festivalisation, in both positive and negative tones. Here the word is used to describe a wide range of aspects of the trade show experience that organisers may enhance with the objective of making the event more enjoyable or delivering the “wow factor” for the individual.

“ ”

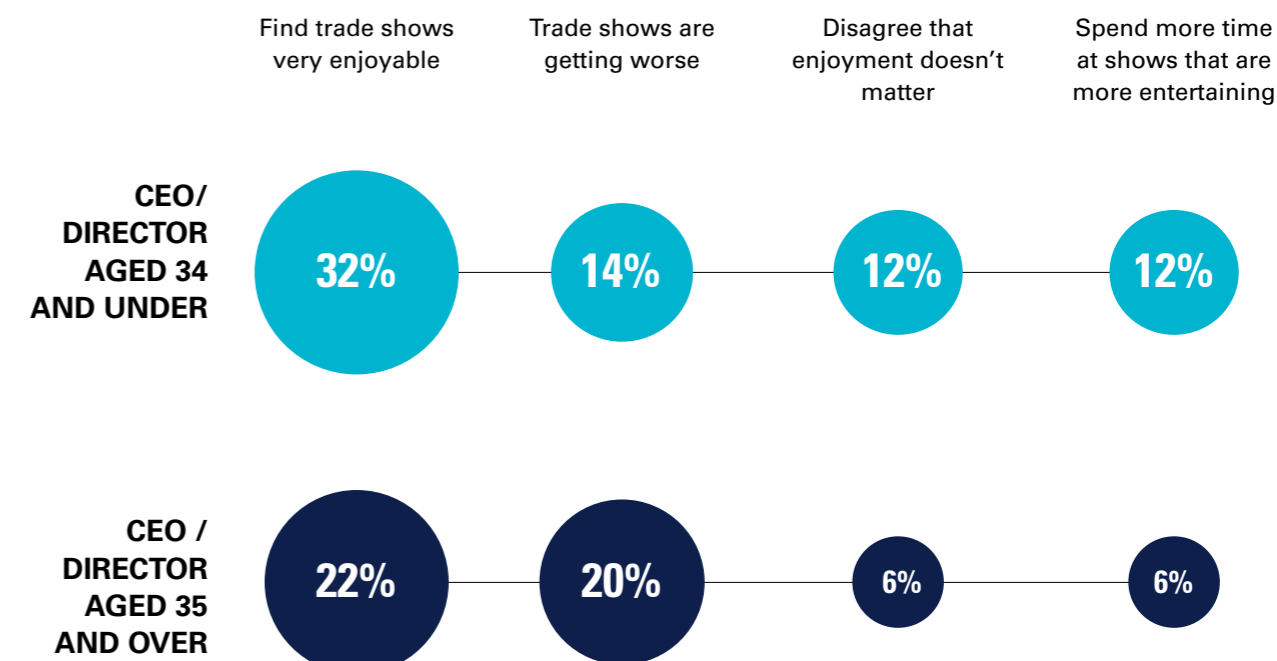
You have to know your industry to understand what content they need. That could look like seminars, it could look like networking, it could look like an award ceremony, it could look like a great, fun party, but it really just depends from show to show.

Organiser

% AGREE WITH TRADE SHOWS SHOULD BE MORE LIKE FESTIVALS BY AGE



IS AGE OR SENIORITY A BETTER PREDICTOR?



Age vs. seniority

Most trade shows want to attract an audience of senior decision makers for their exhibitors, who typically place low value on entertainment (66% believe it is unimportant). As younger visitors are also likely to hold more junior positions, it is also possible that their preferences will change as they move into more senior roles. It could be argued that catering to the preferences of younger visitors does not represent a good investment for organisers

Due to the large sample size involved in this study we were able to compare both age and seniority to determine which was a better predictor of a visitor's preferences.

We can see that even when they hold the most senior roles, Millennials are likely to place a higher value on enjoyment and entertainment than their older peers. Their age is a better predictor of their preferences than their seniority. This suggests that the preferences of Millennials and Gen Z audience members should be given serious consideration as an evolution for the industry as a whole.

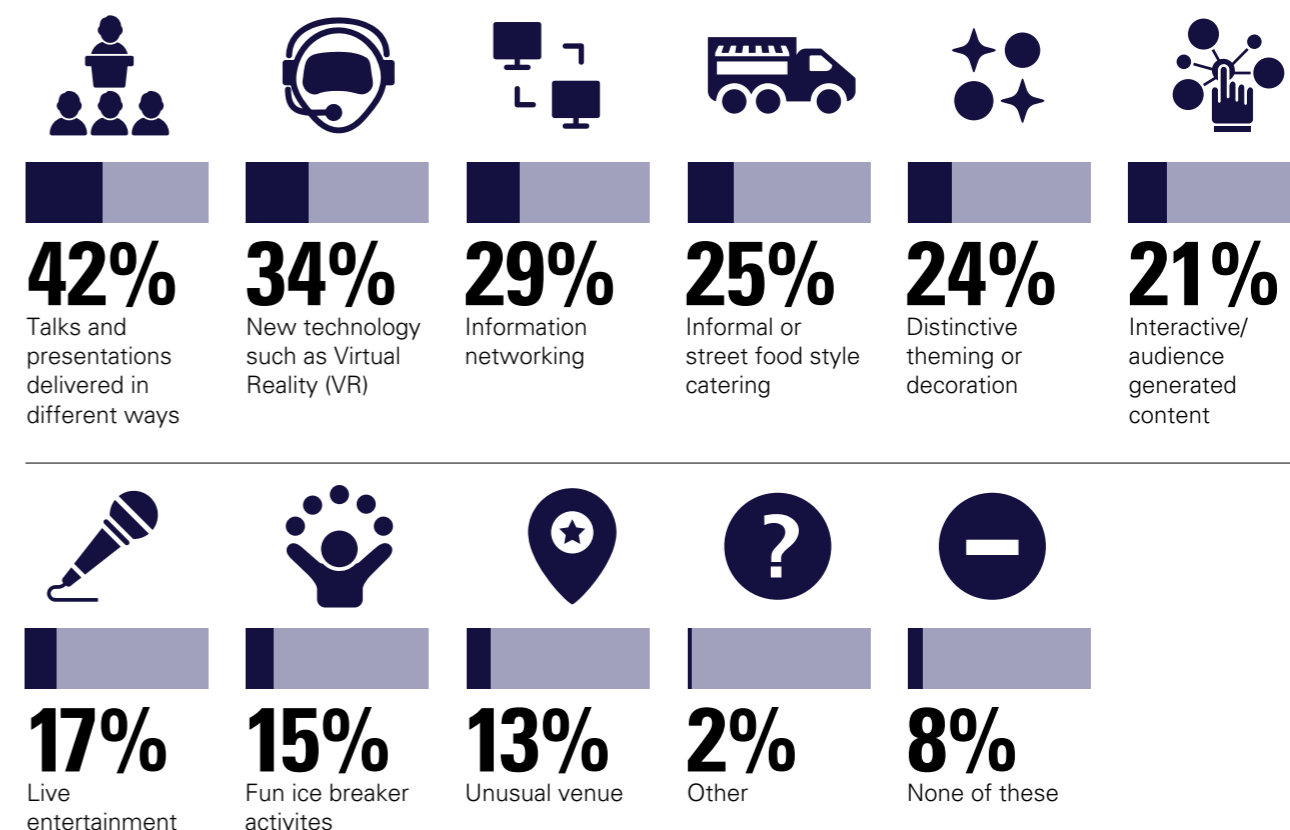
What makes an event more enjoyable?

As the term “Festivalisation” could be understood to mean different things, survey respondents were asked to identify elements that they personally would find more enjoyable.

Those under 35 were significantly more likely to find all these things enjoyable than those 35 and over – with the exception of “talks and presentations delivered in different ways” which was popular across all age groups.

The 8% who found none of these things appealing were almost all aged 35 and over!

WHICH OF THE FOLLOWING DO YOU THINK ARE MOST LIKELY TO MAKE A TRADE SHOW ENTERTAINING OR ENJOYABLE?



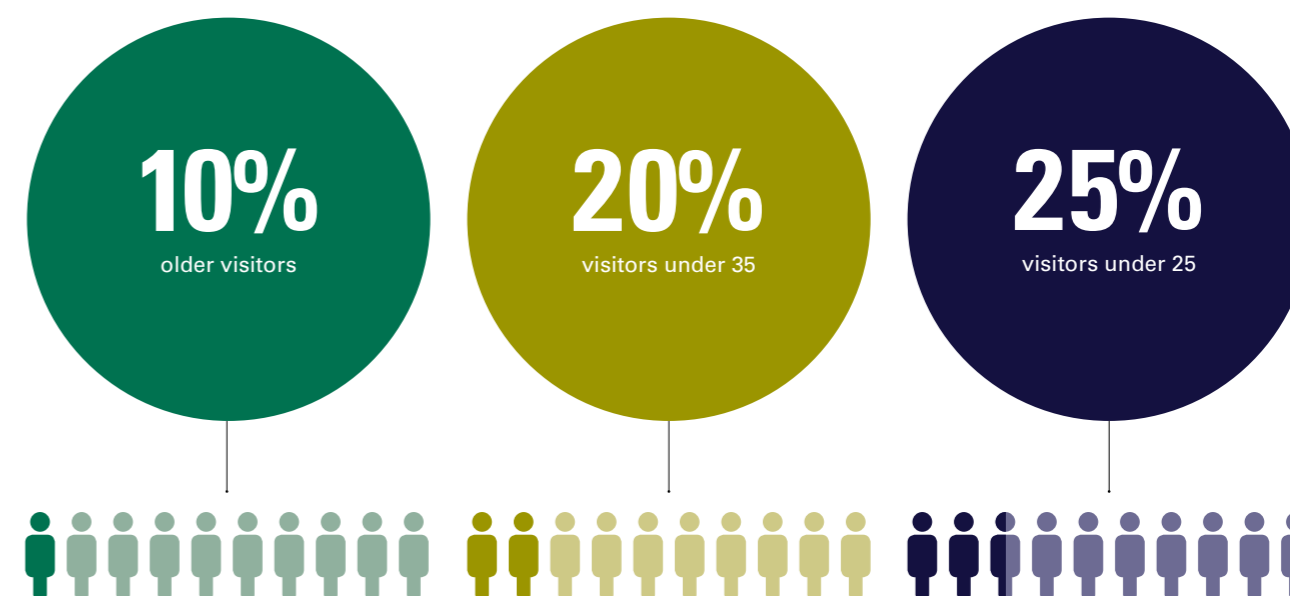
Welcoming visitors of all ages

Trade shows can still feel less welcoming to younger visitors – 1 in 5 visitors under 35 reported having felt less welcome because of their personal characteristics, significantly more than those who report the same experience (1 in 10) amongst older visitors.

This holds true even for Millennials who hold the most senior management roles or own their own businesses.

This rises to 1 in 4 for Gen Z (under 25).

NUMBER OF PEOPLE REPORTED HAVING FELT LESS WELCOME BECAUSE OF THEIR PERSONAL CHARACTERISTICS



Geographical Differences

Organisers warn that mature markets are saturated when it comes to trade shows and look to emerging markets instead to drive growth. However, there is awareness that a “one-size-fits-all” approach is not appropriate.

The study found notable differences in visitor preferences based on region. Where the trade show market is developing*, visitors are significantly more likely to place a higher value on the enjoyment of an event, being twice as likely as their peers in Europe and North America to spend longer at trade show if it offered more entertainment.

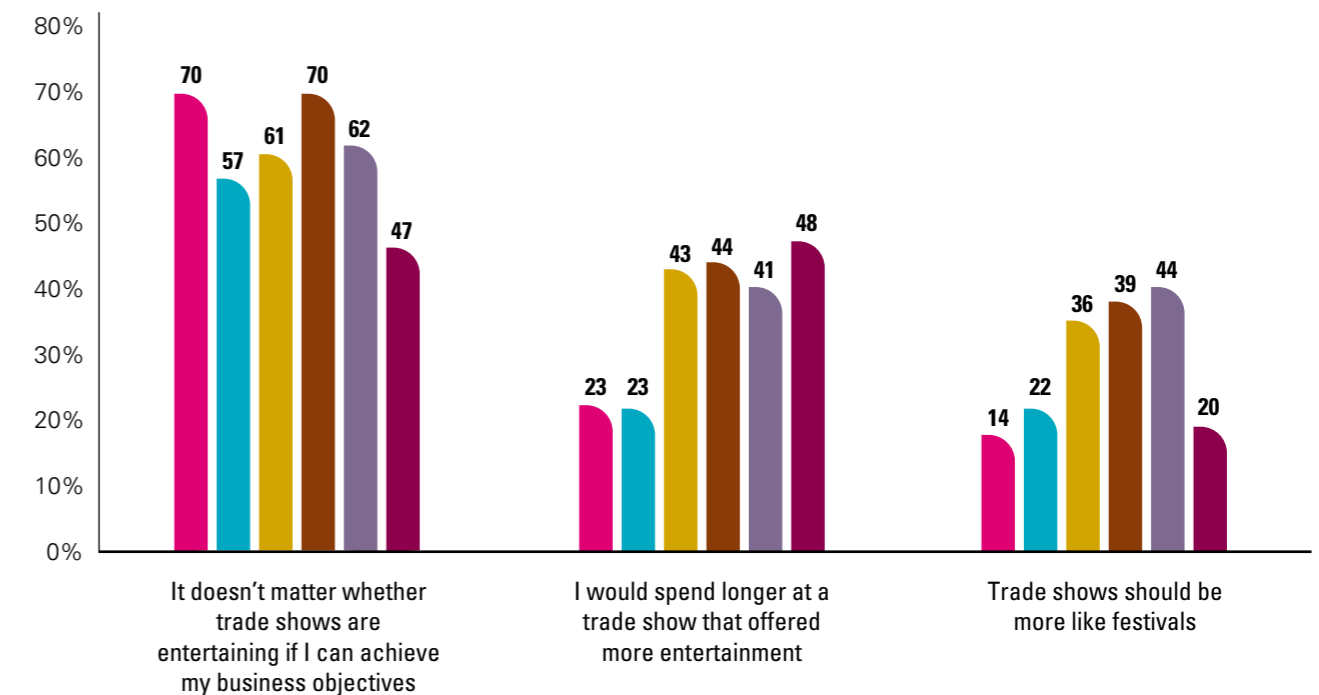


We still treat everyone broadly the same and that's really our challenge; how we not only understand the demographics better but are able to tailor a more specific offering to those demographics.

Organiser

% VISITORS AGREE, BY REGION

North America Europe Middle East Africa APAC CSA



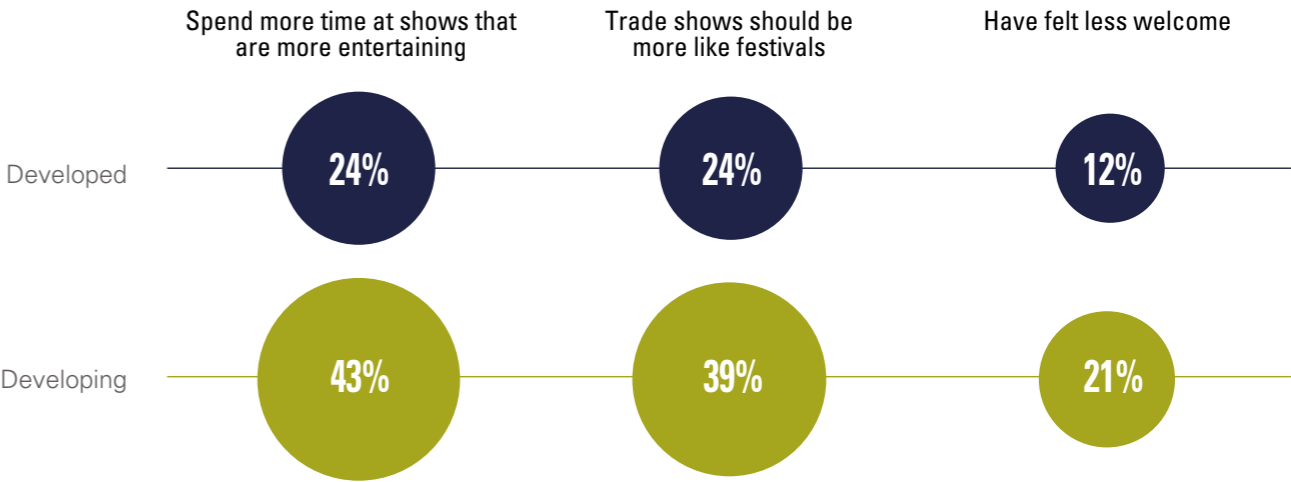
*In this study, Europe and North America have been categorised as developed and Middle East, Africa, Central and South America and Asia Pacific have been categorised as developing.

Respondents in developing markets were typically younger than respondents in developed markets, suggesting that the factors previously discussed could account for at least some of these differences. But some characteristics of these respondents are unique to their region, for example their attitude to sustainability, which we explore in more detail below.

“ “ “
Older age groups are more familiar with going to fairs, like the traditional fair where you go to marketplace and shop. I think the younger people, they are not really that familiar with fairs. To appeal to them we need to shift to being events with loads of things happening, different things to do, to be active and inspired.

Organiser

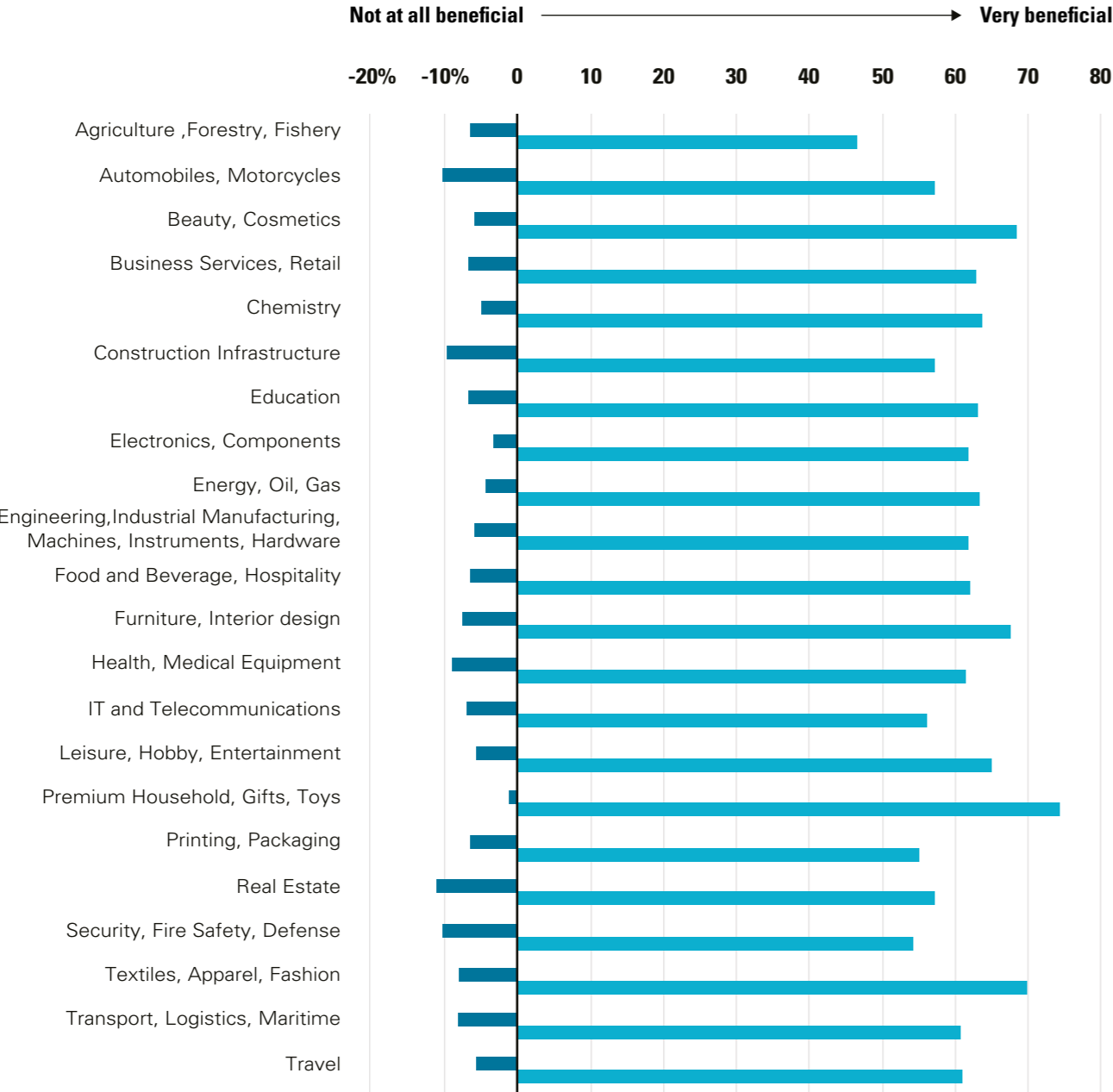
% AGREE BY MARKET PHASE



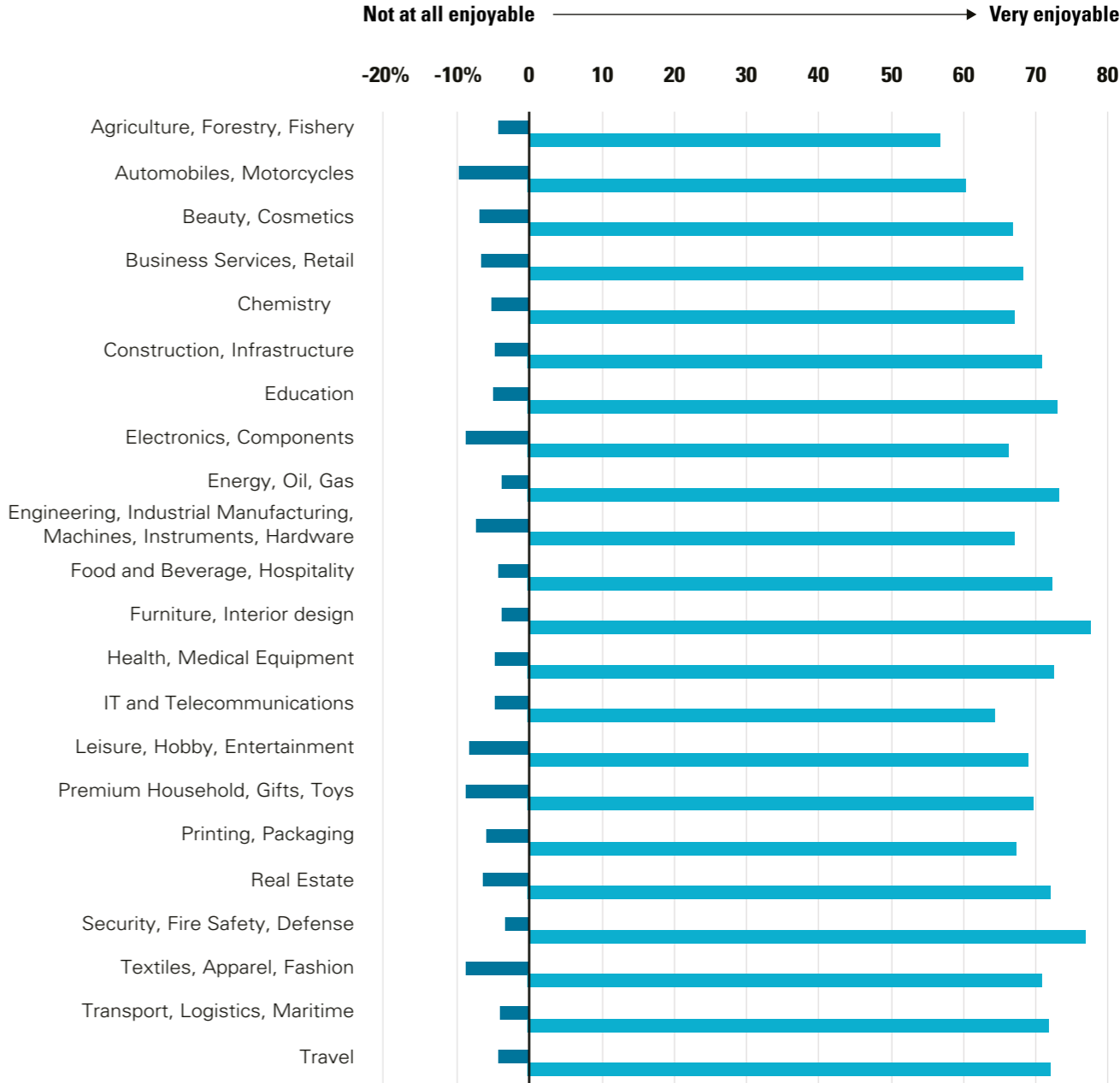
Sector differences

Whilst there is some variance by sector, this is generally driven by the average age of respondents. Differences between sector are less pronounced than differences between demographics.

FIND TRADE SHOWS BENEFICIAL BY SECTOR



FIND TRADE SHOWS ENJOYABLE BY SECTOR



Sustainability

Visitors appear to be more focused on sustainability; 78% say it is important that a trade show displays a strong commitment to sustainability and many believe sustainability impacts on their decision to attend, especially in developing markets.

38% would not attend a show if it does not have a responsible approach to sustainability. This is consistent across all age groups, except Gen Z visitors, who do place higher value on sustainability, suggesting this could be a trend to watch for the future.

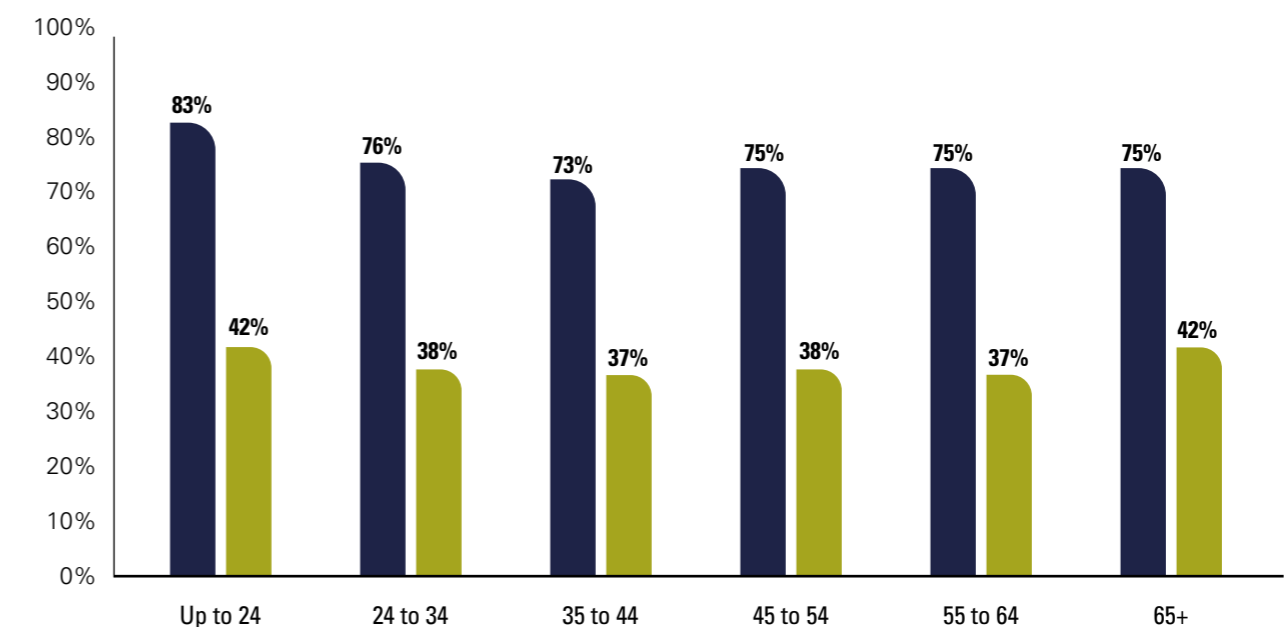
“ ”

I don't think a visitor is going to make a decision on an exhibition based on its sustainability. It is going to be more about who's there, what I can see, what products I can get information on, rather than whether a show is sustainable or not.

Organiser

% AGREE WITH STATEMENT BY AGE

- It is important that a trade show displays a strong commitment to sustainability
- I would not attend a trade show if it did not have a responsible attitude to sustainability



% AGREE WITH STATEMENT BY REGION

I would not attend a trade show if it did not have a responsible approach to sustainability.

1. Asia



4. Central and South America



2. Africa



5. Europe



3. Middle East



6. North America



However, this changes significantly when developing markets are viewed in isolation. Over half of respondents from developing markets reported that they would not attend a show without a responsible approach to sustainability. This is an important consideration for organisers looking to develop events in these markets or attract these visitors.

Could VR be a solution?

Over half (53%) of visitors would be likely to use virtual reality technology to attend events as a virtual version of themselves, if this technology was available. This was significantly higher in developing markets, where 77% of visitors thought they would be likely to use this technology, perhaps drawn to the potential ability to attend events anywhere in the world without the costs and difficulties of long-distance travel.

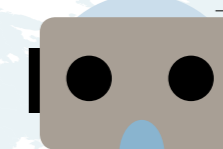
IF VIRTUAL REALITY (VR) TECHNOLOGY EXISTED THAT WOULD ENABLE YOU TO ATTEND EVENTS ANYWHERE IN THE WORLD AS VIRTUAL VERSION OF YOURSELF HOW WOULD YOU FEEL ABOUT THIS? % BY PHASE OF MARKET

DEVELOPED

DEVELOPING



17%
I would definitely not use it



8%
I would definitely not use it



The Impact of Technology

“ ”

I can't see any revolutionary changes. These exhibitions that we run are broadly the same as the ones in the 1990s when I first came to this industry. I know that makes me sound like a dinosaur, but I do genuinely think there will be some tweaks and some improvements, there will be some additional digital stuff that will support us, but fundamentally shows will remain the same.

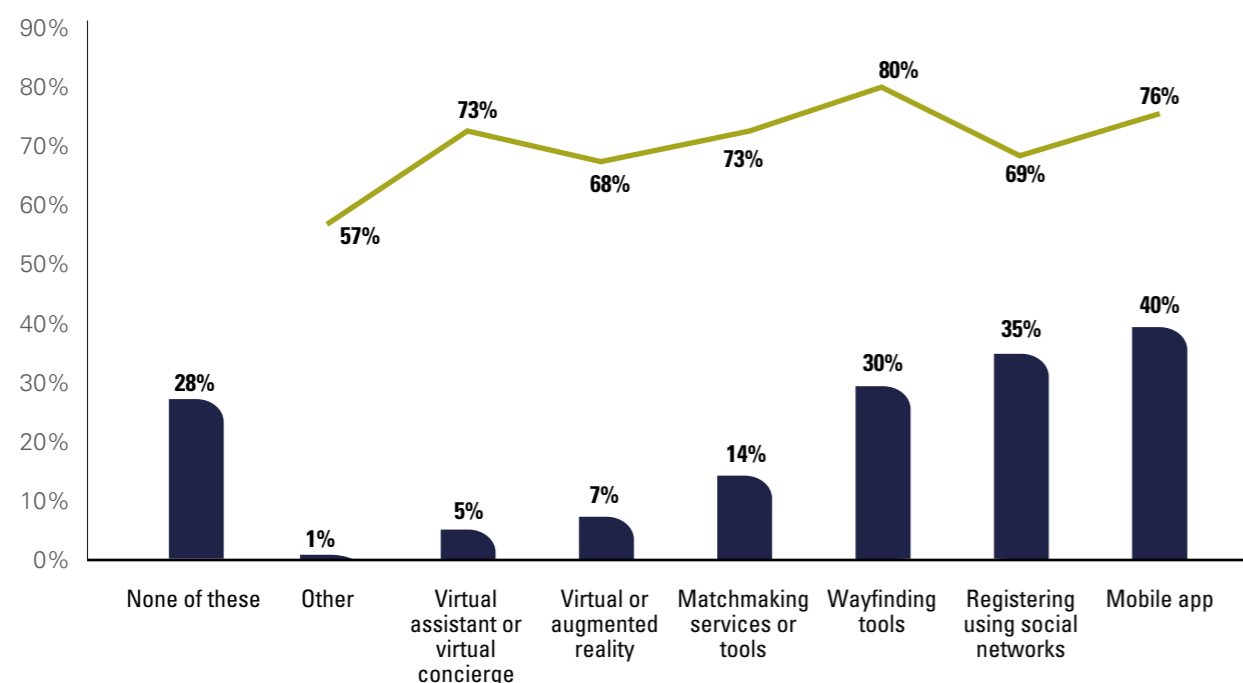
Organiser

Organisers could identify event technology as one means of solving some visitor pain points. Survey responses confirm this, suggesting tools that help visitors successfully navigate an event have a particularly positive impact on the visitor experience.

Organisers see matchmaking as an area with significant potential to add value to the visitor experience and help convince visitors of ROI. Face-to-face contact was seen as an important factor for establishing business relationship and is not easily replaced by other channels.

IMPACT OF EVENT TECH ON VISITOR EXPERIENCE

■ Have you used any of the following at a trade show?
■ % made experience better



Whilst organisers are therefore investing in matchmaking technology, only 14% of visitors have used such tools to book meetings. Reasons the uptake has been so low may include lack of awareness, though organisers also flag up issues around trust, lack of buyer interest, as well as teething problems with platform usability. Some organisers felt combining technology with a skilled (human) concierge still represented the best solution.

There are organisers who would like to speed up the pace of change and transform the way they operate in a more structural rather than incremental way. However, they flag up internal barriers around cultural resistance to change, risk aversion, lack of time and budget, lack of willingness to accept lower margins, and the operational complexities of making changes to large, established organisations.

Investment in innovation

Whilst organisers are introducing innovations to keep their shows relevant and appealing to visitors, the level of investment in change varies between individual organisations and shows.

Most innovations appear to be incremental improvements around matchmaking, registration technology, marketing and CRM systems, and providing more content and speakers.

These activities are not necessarily accompanied by a strategic rethink of the role trade show organisers want to play in their show industries, their competitive position and the best way to secure long term growth. This doesn't mean the changes made by organisers are not positive, they are just not particularly far-reaching.

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If the industry doesn't make space for a specific technology future looking job title, someone who is there to monitor trends and to predict what might happen, without that I think it will be quite easy to be tripped up by disruptions.

Organiser

The Trade Show of the Future

When taken as a whole, what can the Global Visitor Insights study tell us about the trade show of the future?

1.	2.	3.	4.	5.	6.
<p>It will strike the right balance between business objectives and enjoyment...</p> <p>Whilst entertainment is not currently a high priority for the majority of visitors in developed markets, organisers can expect to see this evolve as Millennials and Gen Z comprise an increasingly important part of their audience. The experience during a trade show will become as relevant as achieving business objectives in driving visitor satisfaction.</p>	<p>It will continue to place high value on the role of the exhibitor...</p> <p>Whilst the relative importance of enjoyment and the ability to meet business objectives may change over time, the critical importance of showcasing the most innovative solutions, particularly through a high-quality exhibition floor, is likely to remain a key driver of visitor satisfaction.</p>	<p>It will resolve the tension between providing personalisation and the “Wow-Factor...”</p> <p>With some organisers seeking to deliver a highly personalised, curated experience for their visitors, whilst others are investing in high impact, memorable moments to delight visitors, we may see a decline in mid-size events and a polarisation towards the very niche, community focussed event or the super-sized (super budget) scaled event.</p>	<p>It will reject the “One-Size-Fits-All” approach...</p> <p>From differences in age, sector and geography, to personal preference and length of relationship, most organisers agree that personalisation will be an important part of their future marketing and event strategies. The event of the future will be tailored not only to the global preferences of its target audience, but also to the individual visitor themselves.</p>	<p>It will be open to the possibilities of event tech...</p> <p>Successful organisers will continue to horizon scan for new technology but will only implement solutions that complement the objectives of their visitors and help them to meet them, whether they are technology led, people led or a blend of both.</p>	<p>It will demonstrate a strong commitment to sustainability...</p> <p>Organisers in all regions will need to clearly demonstrate their commitment to running trade shows in a sustainable way to serve the needs of their current visitors and attract new visitors, particularly those from developing markets.</p>

About the Authors

explori is the official research partner of UFI

Explori provides scalable research solutions for exhibition organisers worldwide. With a global client base including ITE, Clarion Events, Reed Exhibitions, UBM, Comexposium, Informa, dmg events, Easyfairs and Messe Frankfurt and many others regularly contributing to their global benchmarks, Explori now holds the biggest data-set of exhibition performance data in the world. Explori's self-service research platform is designed to support organisers in gathering meaningful customer experience insight across multiple territories and languages. Over 2,000 events worldwide now work with Explori including trade shows, consumer shows and conferences. As part of their partnership with UFI, Explori produces annual reports giving insight into the customer experience of visitors and exhibitors across the industry.

Previous reports can be found at www.ufi.org/research

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