

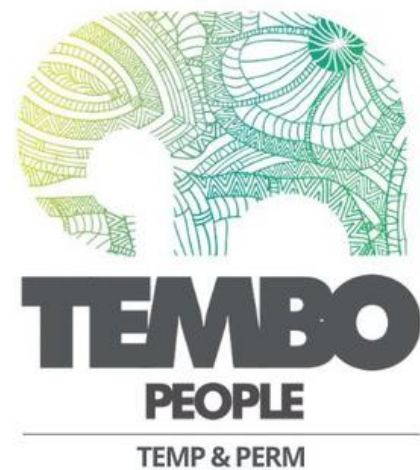
# TEMBO IMPACT: UFI INDUSTRY PARTNERS AWARD 2023 FINAL

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02 JUNE 2023



# HOW WE SUPPORT EVENT BUSINESSES



## TEMP & PERM EVENT MARKETERS

A collective of experienced event marketers. We'll find you a freelancer who rapidly makes a difference or match you with talented marketers for permanent placements. From an executive to director level, we provide the people you need.



## HELPING YOU REACH THE NEXT LEVEL

Our consultancy service, collating the leading event professionals with the most knowledge and skill in marketing, communications, content and business management.



## CONTENT PRODUCTION & EVENT MANAGEMENT

Freelance experts on a project basis who can deliver exciting conference programmes and seminar content. Delivering your research, production, consultation or fulfilment.

# ABOUT TEMBO IMPACT

We're a specialist marketing agency for the events industry.



## EVENT EXPERTS

Full range of event marketing expertise



## DAILY SUPPORT

Even when booked for a fixed amount of days



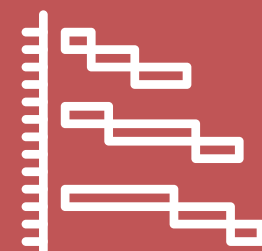
## LAST-MINUTE HELP

Flexible & available on short-notice



## ANY ASPECT OF THE CAMPAIGN

One element or all channels



## AT ANY STAGE

Scalable at any stage. Strategy & planning, fulfilment & delivery, analytics & insight



# OUR MISSION



## PART OF OUR CLIENT'S TEAM

High-quality & timely marketing campaigns



## MAX PERFORMANCE FOR EACH CAMPAIGN

Ensure each client's event does great



## HELP OUR CLIENTS GROW

High revenue & profitability

# CASE STUDY

1

installer  
**SHOW**



lyricalcomms  
part of the nineteen group

Overcoming venue & strike challenges and  
delivering outstanding registrations



# CASE STUDY 1

InstallerSHOW –  
Lyrical Communications,  
part of the Nineteen Group



installer  
**SHOW**



## CHALLENGES

- **40,000 rail staff** on strike on day 1 and day 3
- **Venue change** - 25 miles away
- Attract enough visitors to match the increased floor space **by 9,500sqm**



## SOLUTIONS

- Robust tactical **cross-channel plan** - email, social, influencer, partnerships, PPC, SMS campaigns, exhibitor & speaker support
- A **free parking campaign** to mitigate the impact of the strike
- Strong exhibitor & visitor **email campaigns**



## RESULTS

- **97.4% increase** in pre-registrations
- **57.77% conversion rate** vs 49.6% the year before
- **66% increase** in unique attendees.
- **Just 2%** of attendees came from within a 5-mile radius





## InstallerSHOW Managing Director

TEMBO have been an integral part of our growth over the last few years. Their marketing expertise and sense of team means we have total trust in their ability to deliver. I'd recommend any growing media company engages with them.



# CASE STUDY

## 2

# ELEVATE

Support after 2 postponed shows, delivering the highest % of senior attendees since 2018





# CASE STUDY 2

Elevate – Quartz Media



# ELEVATE



## CHALLENGES

- **3 years**, multiple **lockdowns**
- **2 postponed shows**
- **Reshuffled sector** post-pandemic



## SOLUTIONS

- **New, digital marketing strategy** - regrowing the sector
- **Multi-channel approach** - email marketing, social media, media partners outreach & fulfilment, PPC
- **Engaged** the audience online & **converted** them



## RESULTS

- **48.8%** of attendees were **decision-makers**
- **50.1%** conversion rate
- Client has **re-booked** with TEMBO IMPACT



# CASE STUDY

## 3



Fantastic registration numbers despite the high levels of competition



# CASE STUDY 3

Caffè Culture Show –  
Living Media Events



Caffè  
Culture  
Show



## CHALLENGES

- Time constraints: **3-month campaign**
- Rising **competition** within the food service space
- **Low numbers** in 2021, post-pandemic challenges



## SOLUTIONS

- Effective **£10k budget** utilisation
- Comprehensive **strategy** - SWOT, audience, goals, tactical plan
- Created a **compelling message** to attract busy small business owners
- Executed **strong campaigns** - PPC & media partnerships



## RESULTS

- **40.6% increase** in attendance
- **Cost-effective flexible** support (0.5-4 days per week)
- **Rebooked** for the 2023 campaign



# CASE STUDY

4

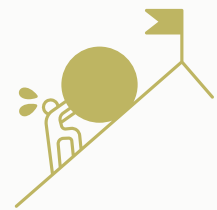


Simplifying overly-complicated marketing campaigns, phenomenal conversion rates



# CASE STUDY 4

World Tobacco Middle East –  
Quartz Business Media



## CHALLENGES

- **Resource challenges**
- **Limited lead time:** 12-13 weeks
- **Overly complex** past campaigns
- Poor **conversion rate**



## SOLUTIONS

- Developed a **simplified strategy**
- **Collaborated** with the client's Marketing + Sales teams
- Strong **conversion email campaign** - engaging content & graphics
- **Cross-channel** efforts - dedicated email, website, media partnerships



## RESULTS

- Day 2 visitors **increased by 96%**
- Day 1 - by **46%**
- Total **unique visitors** grew by **57%**
- 2 days a week of support delivered **across the whole week**
- Regular rebookings, happy client





## WT Middle East Marketing Director

We had a great show. The TEMBO IMPACT team have done a terrific job and should be very pleased with themselves! They have really cemented themselves as an extension of my team, and I'm looking forward to working with them on our upcoming events in the series.



# DEDICATED TO PROVIDING OUTSTANDING SERVICES

Why believe we should win the UFI Industry Partners Award



## UNIQUE OFFERING

A turnkey solution – fully flexible & scalable

## DEMONSTRATED IMPACT

Increases in attendance & conversions, attracting senior audiences

## EVENT MARKETING EXPERTISE

Providing clients with a valuable resource & knowledge

## COST EFFICIENCY

Scaling up or down as needed

## POSITIVE CLIENT FEEDBACK AND REPEAT BUSINESS

Value & trust in our services



**THANK YOU**  
Any questions?

