



IAEE

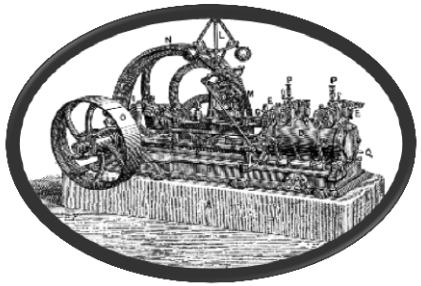
Exhibitions and Events Mean Business

www.iaee.com

Global Exhibition Trends

David DuBois, CMP, CAE, FASAE, CTA
President and CEO
IAEE

Industrial Timeline



FIRST 1784



SECOND 1870



THIRD 1969



FOURTH 2000



FUTURE

Industry 4.0

- First: Water & steam power used to create mechanical production
- Second: Electricity – mass production / Third: First assembly line
- Fourth: First programmable logic controller. IT systems automate production further
- IoT and cloud technology automates complex tasks

Technology – No Longer a Trend!

We are creating a new kind of reality (blended reality), one in which physical and digital environments, media, and interactions are woven together throughout our daily lives.

Technology enables this transformation but, as is always the case, when we invent new technologies, they in turn re-invent us.

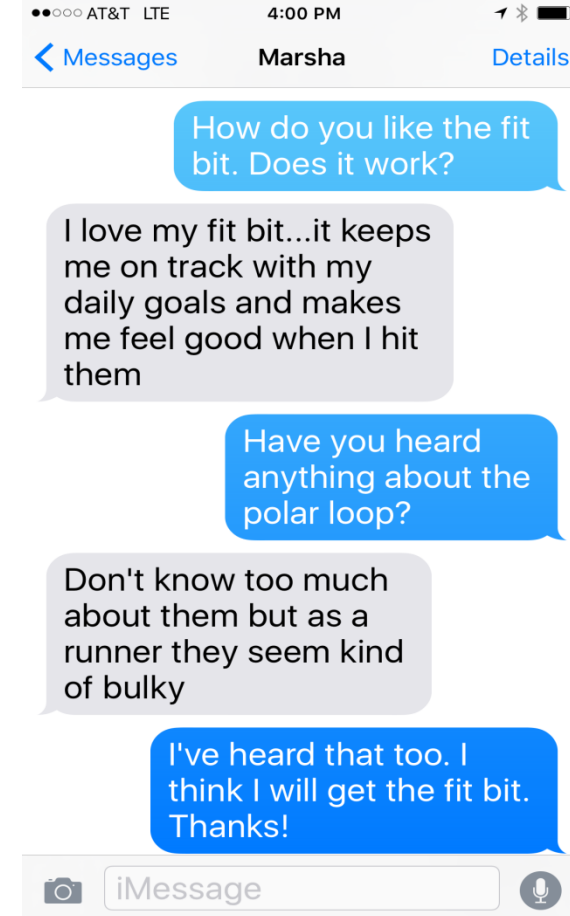
Blended reality shapes the nature of what we experience and how we make sense of our surroundings.

Marina Gorbis: The Nature of the Future: Dispatches from the Socialstructured World

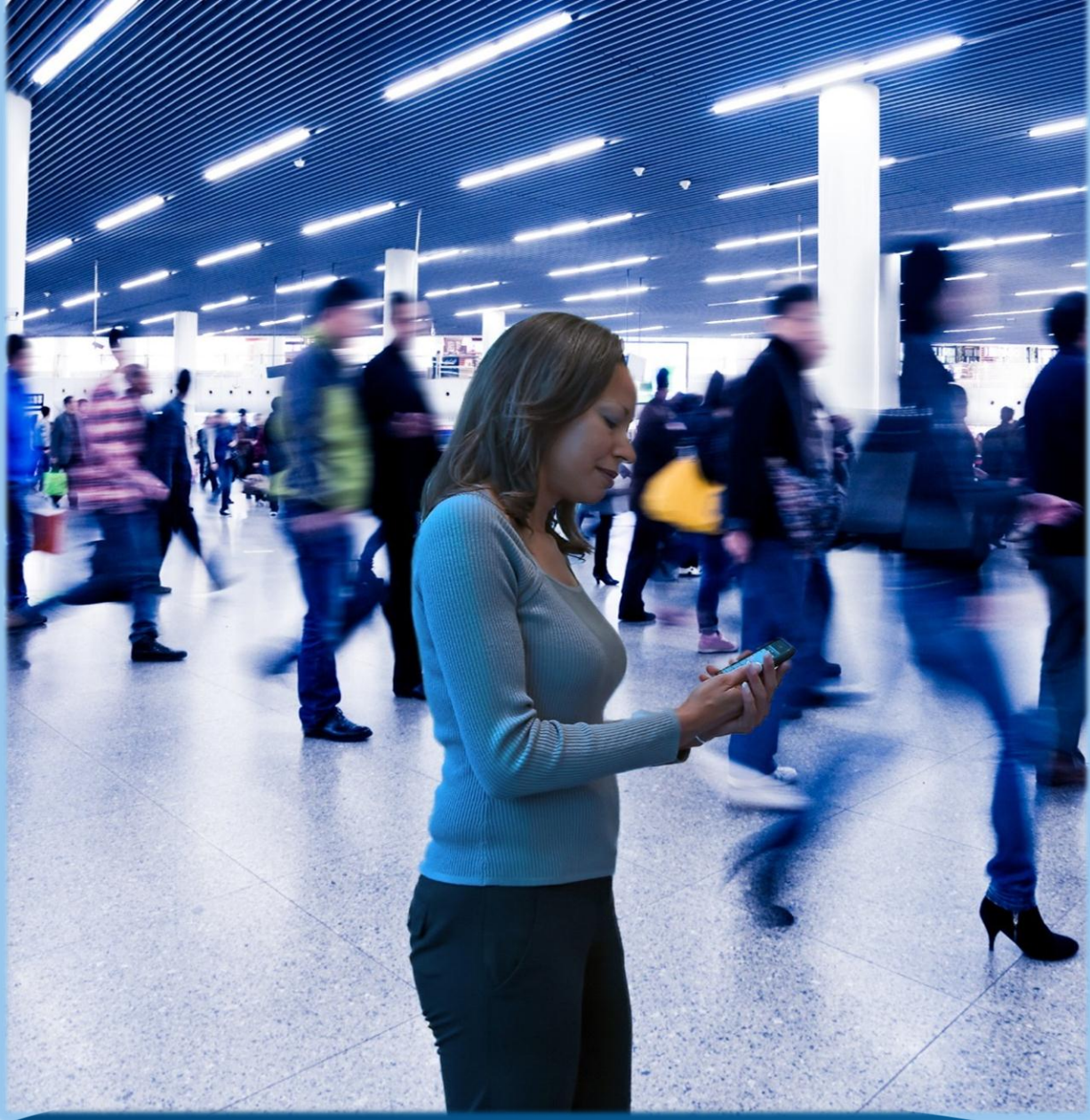
New Customers

Their buying habits:

- 73% report making a purchase on a cell phone
- 98% engage with a friend's post rather than a brand's
- 84% agree that user-generated content has influence over purchases
- One third have more fun browsing, rather than buying



Source: www.shoutlet.com



Engagement Creates Experiences

Considerations - Bringing in New Customers

- Use of latest technology and WiFi is a MUST
- Real-time communication
- Environments for peer-to-peer networking activities
- Shorter sessions/more choices
- Present exhibits that engage -- interactive, visually compelling, live demos, entertainment



Marketing Is Evolving

- Overall marketing strategies evolving – where/how do face to face events fit
- Competition for marketing budget increasing
 - Other event channels
 - Other marketing channels
- Trade show and **event mix strategies** more sophisticated for major exhibitors
- Cost reduction - the “new normal”

*Source: Customer Attainment from Event Engagement™ study conducted by CMO Council 2013

**Source: Center for Exhibition Industry Research Report F05.12 The Role and Value of Face-to-Face Interaction, Trends in the Use of Exhibitions.

Intelligent Analytics



BECOMING DATA INFORMED

- KNOW our customers better – data analytics as a tool to help with decision making
- New approach to registration
- Creating profiles
- Data – predictive analytics / personas



Summary

- Consumer habits are changing
- Use technology to create engagement
- Understand and deliver value:
 - For visitors
 - For exhibitors