



## Marketech Memos

Memos has been on hiatus for the past six months but we are back on line and will continue our quarterly newsletter to keep you ahead of the wave that continues to challenge each of us in our daily professional lives. We have been encouraged by our many readers to continue publishing Marketech Memos. Should you not wish to receive our newsletter just reply with the subject line “remove”.

### Are You Measuring Your Results? 8 Ways to Measure

1. Lead Quantity & Quality – leads from new prospects and uncover opportunities from existing customers
2. Audience Quantity and Quality – did your target audience attend the show and visit you
3. Message Effectiveness – reception and retention
4. Competitive Audit – evaluate yourself against your competition in three areas: the exhibit, the staff and the overall marketing effort
5. Audience Behavior & Event Performance – did you change the audience’s behavior – are they more inclined to consider buying or recommending your company, its products or services to a colleague or peer
6. Sales / Sales Opportunities – did you close any sales or uncover unknown opportunities.
7. Press Impact – how many articles will you have written about your company, its products or services
8. Brand Loyalty Improvement – did you enhance your brand in the mind of the attendees

Source: Mike Westcott & Marc Goldberg

### What’s Happening to the Future of Exhibiting & Events?

Promotions Magazine reports that the size of the market that is defined as “event marketing” is almost \$170 billion (2006)

If you are in Healthcare:

1. Attendance Trends – HCEA data from 2742 events of which 2064 were domestic
  - a. Overall professional attendance from 2002-2006 increased 13.8%
    - i. Small meetings 13.8% vs. larger meetings 1.3%
2. Competitive Space purchasing trends (HCEA)
  - a. Net square footage sold 2002-2006 - 12.4% increase
  - b. Selling larger spaces at medium and larger events
  - c. Selling smaller spaces, while increasing the number of exhibitors at smaller events
  - d. Cost per square ft – average
    - i. Medium events: \$18.25 per sq ft
    - ii. Larger events: \$20.30 per sq ft
    - iii. Very large events: \$25.21 per sq ft.

## **Are the new rules for customer service?**

According to TheWelchWay, by Jack and Suzy Welch there are new rules to “customer service”. The more fervently committed you are to making sure your customers win, rather than just meeting their near term demands, the more fervently they will be committed to you. According to Jack Welch, “what goes around ,comes around”. Today it is a two-way street for both you and your suppliers/customers. It’s no longer just price, quality and service. Customer service means those with whom you partner are as dedicated to your success as you are! Then, you have two-way loyalty.

## **For the road warrior – Avoiding DVT – Deep Vein Thrombosis – blood clotting**

Traveling overseas on long flights, check out these hints to avoid DVT:

- ❑ Walk around the airport while waiting for your plane – keep the blood flowing
- ❑ Wear compression stockings – available at medical supply stores
- ❑ Don’t wear clothes that are tight around the thighs or torso
- ❑ Avoid socks with elastic bands
- ❑ Don’t sit with your legs crossed for long periods
- ❑ While sitting, do exercises to increase blood flow – curl your toes, Alternate pressing your toes down and your heels up, lift your legs off the floor, then rotate your ankles
- ❑ Drink plenty of liquids, but avoid alcohol and caffeine
- ❑ If traveling long distances by car, stop every few hours and walk around

## **Listening – Empathic listening increases your exhibit effectiveness**

Empathic listening, first brought to our attention by Stephen Covey in 7 Habits, makes attendees feel heard, understood and comforted. Being an effective empathic listener requires you to “feel into” what other must be feeling when they are communicating to you. How being an empathic listener helps:

- Lowers defensiveness
- Opens lines of communications
- Helps attending to both verbal and nonverbal communications
- Lets the speaker know you understand
- Checks or verifies the speaker’s meaning
- Encourages the speaker to elaborate
- Establishes rapport between the speaker and the listener
- Can help defuse difficult situations

How to use:

Mirror back, in your own words, the meaning of what is being said. Your paraphrase often begins with:

- “looks like....”
- Sounds like....”
- Seems like...”
- Let me see if have got this....”
- Tell me more...”
- I hear what you are saying ...”

When to use:

- To verify the speakers content
- To let the speaker know you understand
- To encourage the speaker to elaborate
- To help defuse the speakers concerns or anger

## What Kind of Surveys Can You Use at Shows and Events?

- ❑ **Pre/Post Surveys** – a method to measure communication objectives such as awareness, image, preference, perception. They are more expensive since you are conducting two surveys
- ❑ **Post Survey** – most comprehensive survey to evaluate the total event.
- ❑ **Sales Conversion** - an alternative to lead tracking – 3-9 months after the event, contact the leads to assess what actions the attendee took – did they buy? If they did, from whom did they purchase? It measures the effectiveness of shows and events vs. other forms of selling.
- ❑ **Exit Interviews** - the best way to measure the impact of the exhibit immediately after the experience. Some questions you can pose:
  - What prompted their visit?
  - What role do they play in the buying process?
  - What elements in the exhibit did they find most valuable, interesting or memorable
  - Are they willing to recommend the exhibitor to a peer?

### Checklist for your Post Event Report

- ❑ Lead Generation
- ❑ Attendees
- ❑ Demonstrations
- ❑ Promotions
- ❑ Competitive Intelligence
- ❑ Media Success
- ❑ Customer Interactions
- ❑ Trends
- ❑ Recommendations

Want more post show report details, we can send you a more complete checklist : [info@marketch360.com](mailto:info@marketch360.com)

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