



driving audience engagement

When Your Event Switches Geographies



As they forge their way into new markets, leading companies know they need to move or expand their events to new locations.

When expanding your events, it's critical to develop a strategy that will engage each audience and deliver value for your organization. But the task isn't without considerable challenges, even for the most experienced event professionals. There's a need to do your homework and perform up-front planning — and then execute on the plan. Yet, whether your organization is focusing on new cities within a domestic market or going global, managing events across multiple geographies is within reach.

Learning from Success: Two Examples of Best Practices

The Event: A five-day event for plastics suppliers and consumers, produced by the leading trade association for the \$427 billion U.S. plastics industry.

Key Drivers for Event Relocation/Expansion: After holding the event in Chicago for nearly 50 years, the event producer recently opted to move the event to Orlando. The decision was partially based on the fact that the show had increasingly attracted local attendees who were not business decision-makers. The lack of synergy impacted exhibitors as well as more qualified attendees.

Strategy: After conducting extensive research, the event organizers selected Orlando because of the city's facilities and its proximity to Latin America. Event planners promoted the event heavily to key business decision-makers in the U.S. and Latin America.

Results: Ratings for the event improved, and attendance has grown over the years. What's more, the event has benefitted from far better synergy between organizers, sponsors, exhibitors, and attendees.

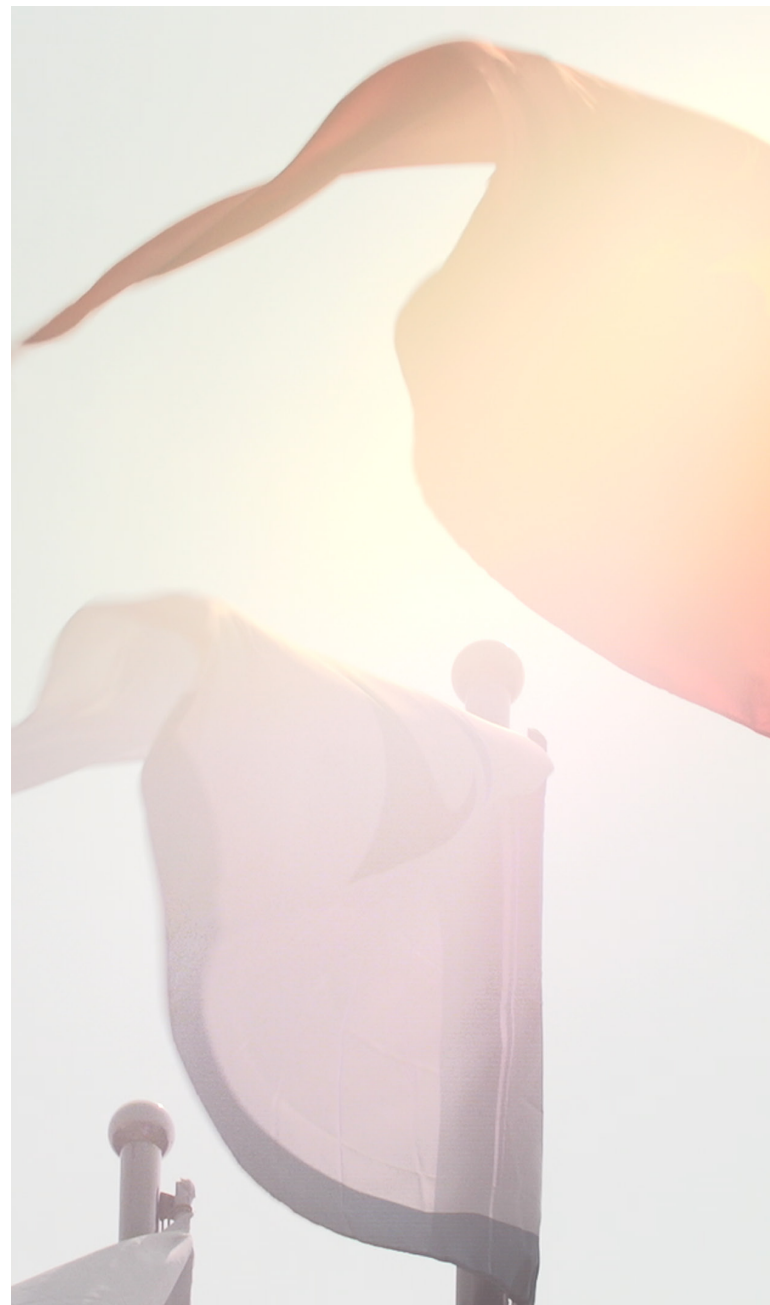


The Event: The automotive industry's leading aftermarket trade show, organized by a leading producer of trade fairs on five continents.

Key Drivers for Event Relocation/Expansion: The show had already been an enormous success in Frankfurt, Germany, attracting as many as 140,000 visitors from 176 countries. Consequently, the organizers decided to take the concept global and build an international brand, though markets in different countries — along with audiences, partners, and exhibitors — are radically different.

Strategy: The company built a business framework that taps local resources and connections to provide institutional knowledge, expertise, and guidance. Together, they built a network of trusted suppliers and service providers that span the globe. The organization now holds 15 events in 14 countries, with locations stretching from Birmingham, Alabama, to Birmingham, England — a new location this year. Other global event locations include Shanghai, Dubai, Moscow, Istanbul, Madrid, Mexico City, Johannesburg, Buenos Aires, and Chicago.

Results: The event organizer now operates a highly profitable global group of events that are tailored to each location. For example, the Shanghai event grew 23 percent over the past year. Other events have also showed steady growth and increased revenues.





Seven steps to achieving success across geographies

- 1 Don't rest on past success.** The business environment evolves, and you must constantly evolve with it as attendee, exhibitor, and partner needs change.
- 2 Use data and analytics to conduct thorough research.** Reporting and business intelligence tools can deliver enormous insights and help shape your events for the better.
- 3 Ensure that you are in tune with the market and attendees.** It's critical to have an understanding of the needs and desires of attendees, exhibitors, and partners. These may be very different across locations.
- 4 Know the culture and the logistical framework of the location.** Daily start times, social interaction preferences, eating and drinking, and religious practices may impact the way an event is designed and executed.
- 5 Take a "glocal" approach.** It's important to build a global brand and apply the best aspects of an event at each expo or trade show. However, it's also key to trust local experts and service providers who know the nuances of the market.
- 6 Think creatively about the format and technology, and explore new concepts and ideas.** This may mean revamping common wisdom and instituting new formats and ways to interact, including the use of TED-style talks, livestreaming, social media interactions, polling, and more.
- 7 Continue to refine and redesign to fit the location.** Think about where the event is held and the different audiences it may attract. Use your data and the feedback you receive from attendees to improve the event on a continual basis.



building on success

Whenever an event changes location or expands to engage additional markets, it's vital to understand the nuances of a particular geographic location and adapt to maximize the value of the event for your organization. Today, flexibility and agility aren't just buzzwords; they're the foundation for a successful event expansion strategy.



drive global success

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locations, visit freeman.com.**

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