



*inspire your exhibit measurement program*

**Improve Your Exhibits with Tips from Event Measurement Experts**



We're surrounded by data, but gathering the right information to truly understand our brand experiences and make informed decisions is more critical than ever. Recently, Freeman hosted a panel of event professionals to discuss various techniques for gathering, integrating, and analyzing event data.

Using second screen technology, we polled the event professionals in attendance to learn more about the biggest challenges confronting their event or organization. 67 percent of those polled indicated their primary challenge was attracting attendees, but only 39 percent felt they were using data effectively to address this issue.

The message is clear: If you face challenges with your program but struggle to effectively use data to measure and improve upon it, you are not alone. Here are five quotes from our panel of experts that can inspire your event measurement program:

It starts with realizing that data and measurement are the foundational elements of any successful brand experience. If you are looking to improve your exhibit program, you must first examine the data available to you.



**“If you can’t measure it,  
*you can’t improve it.*”**

**Margaret Core, CAE**  
VP MARKETING & INDUSTRY EVENTS, FOOD MARKETING INSTITUTE

The key to success is not trying to solve all of your challenges, nor is it working to incorporate every bit of data into your exhibit measurement strategy. Instead, start by honing in on one area for improvement, and examine only those data points that help answer the particular questions you have.

*“You have a question.  
What do you need to  
answer that question?”*

**Skip Cox**

SVP RESEARCH & MEASUREMENT / CEO OF EXHIBIT SURVEYS, INC.,  
FREEMAN XP

*“Small is no excuse. Anyone  
can apply strategic thinking  
and problem-solving to an  
event measurement program.”*

**Dave Weil**

VP EVENT SERVICES, SMITHBUCKLIN

No matter the size or the budget of your exhibit program, all event professionals can benefit from a close examination of their data sets. Keep in mind, measurement doesn't have to be a huge, full-blown program. Start small and grow from there.

*“We all have finite data sets. None of us are working with ‘Big Data.’ You can analyze the data you have access to. It just takes time (not necessarily money).”*

**Ryan Brown, CEM**

VP SALES & EVENT SERVICES, NATIONAL TRADE PRODUCTIONS

Although event measurement is an investment (of time and sometimes of money), it is manageable. Depending on your digital integrations, exhibits can generate robust amounts of data, for sure, but the amount is predetermined based on the tools and techniques you use. How much of that data you decide to analyze is up to you.



It is important to analyze your activities — not just for growing booth attendance, but for any challenge — based on what you are doing now, as well as compared to what you have done in the past. This will give you a clearer picture of where things are headed.

*“When it comes to promoting attendance, track marketing activities in the weeks leading up to the event, and compare year over year to find trends and improve your campaigns.”*

**John Catalano**  
SENIOR DIRECTOR, SME



*stay inspired*

**To learn more tips and tricks on  
how you can take your exhibit  
measurement to the next level,  
visit [freeman.com](http://freeman.com).**

**LEARN MORE →**