



2015 MATSO Meeting | 23-24 March  
 Orange County Convention Center, Room  
 W108A-B - Orlando, Florida  
 Host Event: NPE2015 - The International  
 Plastics Showcase, *Produced by: SPI*

## MEETING REPORT

PARTICIPANTS	
<b>Host Event and Sponsor Representatives</b>	<b>Presenters</b>
<b>SPI: Gene Sanders, Senior Vice President</b> <b>Orange County Convention Center: Kathleen Canning, Executive Director</b> <b>Visit Orlando Representative: George Aguel, President &amp; CEO</b>	<b>Roger Rickard, Founder, Voices in Advocacy</b> <b>Jon Wuebben, CEO of Content Launch</b>
<b>Attendees</b>	
<b>Marian Bossard, SVP Global Market Events, Toy Industry Association, Inc.</b> <b>Shannon Burch, CEM, Director of Exhibitions, ASIS International</b> <b>Paige Cardwell, President, NTP/CSG</b> <b>Sacha Carey, CEM, Director, Exhibitions Sales &amp; Operations, Water Environment Federation</b> <b>John Catalano, Group Show Manager, SME</b> <b>Arlene Davis, CEM, CMP, VP Meetings and Events, Auto Care Association</b> <b>John Gallagher, Business Development Director, Naylor Event Solutions</b> <b>Lenay Gore, Director of Meetings and Conventions, APTA</b> <b>Angela Harar, CEM, Senior Director of Trade Shows, The Vision Council</b> <b>John Jaworski, Director Technical Exhibits, RSNA</b>	<b>Kelly Kilga, CEM, Director of Operations, GASC</b> <b>Ray Luca, Director of Expositions, PMMI</b> <b>Justine McVaney, SVP, Event Planning &amp; Operations, NAB</b> <b>Chris Nemchek, Senior Vice President, Specialty Food Association</b> <b>Stephen Pitt, Vice President Conventions &amp; Expo, NADA</b> <b>Chris Price, Vice President, GASC</b> <b>Gene Sanders, SVP, Trade Shows, SPI</b> <b>Michelle Sanford, CEM, Director, Event Operations, AEM</b> <b>Camille Stern, Vice President, Naylor Event Solutions</b> <b>Megan Tanel, CEM, VP Exhibitions &amp; Events, AEM</b>
CITY TASK FORCE DISCUSSION	
<b>Background</b> <p>The group discussed resurrecting the City Task Force groups who provided city updates at past MATSO meetings. They will not be known as task forces any longer as that phrase implies a specific task with an end date. For the purposes of this paper, they will be called City Working Groups until a name is assigned. The main purpose of the working groups is to lend a voice by relaying first-hand knowledge on how multiple MATSO shows interface with specific Tier One cities. Reports can be presented on a rotating basis or whenever there is news to report; topics could include reports on:</p> <ul style="list-style-type: none"> <li>▪ Expansions/Renovations</li> <li>▪ Labor Costs/Issues</li> <li>▪ F&amp;B</li> <li>▪ Technology</li> </ul>	

- Hotel/Facilities
- Shrinking I&D Times
- Infrastructure

### ***Future Direction***

Select City Working Groups (of at least two representatives) will be identified to communicate challenges to the group at upcoming meetings. Survey MATSO members to identify in which cities MATSO Shows are held. (include events rotating to different cities) Select three or four cities to start with. The working groups will provide updates and identify key issues. A general charge for the City Working Groups will be developed. General strategies for the working groups include:

- Leveraging the strength of the group with specific cities
- Offer solutions
- Advocate to the city
- Position yourself to sit on city advisory board(s)
- Share information – not always about fostering change
- Advocate at the state or federal levels as appropriate
- Reach out to independent organizers for representation
- Discussion group to talk about vendors in specific cities

Once groups are formed, it will be important to publicize them and ask other members for input. This will enable the groups to get more intelligence. How to report outcomes to the larger MATSO community will be defined in the charge and carried out through the marketing plan. One method of communication is already available through the LinkedIn discussion group.

### ***Volunteers for working groups:***

Steve Pitt – San Francisco

Michelle Sanford – Las Vegas

Chris Nemchek, Marian Bossard – New York (Mike Grant from Reed is another possibility)

### ***Other Discussion***

Identify who sits on City Advisory Groups (any MATSO members?) If not, identify gaps and work to get a MATSO member assigned when possible. This can be done through a Survey Monkey survey. Several members of the group are already on City Advisory Boards/Groups: Lenay Gore – Anaheim; Chris Price – Chicago; Megan Tanel, Justine McVaney, Ray Luca – a small group that advocates in Las Vegas.

Developing an Economic Impact Calculator was discussed. It is important for the MATSO groups to be able to determine their economic impact on various cities. What would the measurement tool look like? It was noted that DMAI already has an [Event Impact Calculator](#) tool that measures the economic value of an event and calculates its return on investment to local taxes. The suggestion was for IAEE to partner with DMAI and establish standard measurements and benchmarks.

## ADVOCACY with Roger Rickard, Voices in Advocacy

### Summary of Presentation

The group was provided information on the survey that the presenter has been conducting with IAEE. When he asked the group what their main challenges were, they responded with:

1. Show/labor costs
2. Travel visa issues
3. US Department of Commerce International Buyers Program
4. Local pain points with cities, CVB's, and venues.

It was interesting to note that the top three were also identified through the survey. Specific discussion included:

- When it becomes more expensive to make a sale face-to-face at a tradeshow – they will stop coming.
- Labor costs are killing the industry.
- Contractors will continue to charge what the market will bear.
- Larger shows have many of the same issues/challenges as smaller shows.
- Not sure NSF is the most successful measurable metric.
- Metrics in the industry don't matter to those outside the industry – the value of face-to-face must be demonstrated.
- Change the conversation! Incorporate product launches, new technology and share success stories that started at tradeshow.
- Exhibitors don't just come for leads – they come to preserve their customer base.
- Buyers make shows – exhibitors pay for shows.
- Tradeshow are a vital marketing tool that drives commerce.
- Rising costs everywhere continue to be a problem.
- U.S. and European move in/move out models are vastly different.
- Visa initiatives are making headway albeit slowly. Still problems in China, India, Africa, Brazil and Russia. This topic will be a focus during Exhibitions Day.
- International participation at the larger shows is increasing – that might be good benchmark data for shows.

The group was asked what was the biggest issue to solve tomorrow – something different and outside of the issues affecting your industry. The group talked about how to determine the future of shows by staying ahead of the curve, keeping it viable and what it will look like in five years. The speaker suggested engaging a futurist as a speaker at an upcoming event. Other suggestions provided:

- This group has the power to impact local issues.
- Be aware of other industry disruptors (Airbnb-hotels; Uber-taxis)
- Join Convention Center and Convention & Visitors Bureau advisory groups
- Develop an economic impact calculator or work with someone who has
- Be mindful that issues and challenges will change over time
- Create structure where advocacy is vitally important
- Continue working with IAEE to raise awareness
- For those who have advocates/lobbyists in DC – they love new information; metrics on impact of events at the nation, state and congressional

levels

- There are no strange bedfellows – talk to different groups; you never know how they might fit in
- Invite your lobbyist(s) to Exhibitions Day
- Important to have Fly-ins

IAEE advocates for the value of Face-to-Face marketing, through:

- Exhibitions Mean Business Campaign
- Exhibitions Day
- Advocacy Webinars
- Chapter Engagement/Activation
- Coalition Participation
  - US Travel
  - Meetings Mean Business
  - Advocacy Survey – Strategic Development

When it comes to connecting with elected officials, it was noted it is important to create a rapport before you need something. Also develop relationships with those at the lower levels who may be instrumental in getting you in front of the right official.

## **CONTENT MARKETING with Jon Wuebben, Content Launch**

### **Summary of Presentation**

- The group was asked what they wanted to get out of the session today; three items were brought forward:
  - Compel new attendees to come to their shows
  - Best tools for target marketing
  - How to budget for content marketing (The presenter responded that content marketing always pays you back because you own the content.)
- Content marketing is a technique of creating and distributing relevant and valuable content to attract, acquire and engage a clearly defined and understood target audience with the objective of driving profitable customer action.
- Content marketing is exploding right now as its ROI is better than conventional marketing.
- Average cost to generate a lead through inbound marketing is \$143 versus \$373 for outbound marketing.
- Increase earned media and decrease paid.
- Top three challenges reported last year:
  - Lack of budget
  - Producing enough content
  - Content that engages
  - Time – is an additional challenge recently identified
- Content curation uses pre-existing information for your message (shared).
- Use Analytics – measurement is a key piece.

- Content drives everything – key words are important for search engine optimization.
- Connect blog to other social media.
- Connect with industry influencers to blog for you. (Tracker App can help find influencers)

The group was asked to identify two or three things learned today that they will take back to their organization for follow-up or implementation.

Responses included:

- Stalk super-bloggers
- Pull up the event site on a mobile phone to see if it looks right
- The sky is the limit with content marketing. However, staff and budget resources are limited. A strategy for growth is the way to begin to implement content marketing.
- Most events are under-leveraging attendees, exhibitors and speaker networks.
- Leverage the event with a publication
- Survey – and then use the data.
- Cross-promote with exhibitors - they are the biggest extension of your event marketing **IF** they engage.
- Develop a YELP-like review feature for exhibitors and attendees. The younger generation like the review aspect – it is how they shop.
- What about people that don't know what they want? Explore having a futurist-thought leader's forum.

### **GLOBAL MEASUREMENT STANDARDS BRIEFING with Megan Tanel, CEM, Association of Equipment Manufacturers**

Megan Tanel provided background information for the global measurement standards discussion. The value in standardized global measurements would be the global industry speaking with one voice. Three areas were previously identified:

- Standardized Measurements (net versus gross)
- Attendee Counts (visitors versus visits)
- Economic Impact (ROI and value of the industry)

The following efforts are already in place:

- UFI spearheaded an effort that resulted in the 2008 ISO standards for the global industry
- AUMA has reporting standards across the German industry
- CEIR has the Index and Census for the North American market
- IAEE developed the EEIAC audit program (with guidelines)

The MATSO group wasn't convinced that standards could be accomplished globally as there is little consistency in what and how data is gathered across all countries. Another gray area identified is emerging markets and how they will measure. One suggestion was for the discussion to continue with IAEE's Event Certification Task Force, although not necessarily a certification, they may have some insight.

## GENERAL WRAP-UP

### ***Impressions of the Program:***

- Liked that it was at a hosted event.
- Liked the day and a half format.
- Speakers in general did a good job engaging with the group.
- Will there be a roundtable format at Expo! Expo! again?
- Would have liked more top-level information.
- Two hours at the most for a speaker session. Three hours was too long.
- The advocacy session helped solidify a purpose for the MATSO group – to use the leverage we have.
- Roger Rickard did a good job facilitating discussion and allowing brainstorming to evolve.
- Discussion and brainstorming did not evolve from Jon Wuebben's presentation – content was good though.
- Some missed time for group interaction/more networking.
- Liked the idea to use a futurist for a presenter at Expo! Expo! or the next hosted event.
- Reminder to keep suppliers out of the room to allow for frank discussions.

### ***Future Programming Suggestions:***

- Provide Anti-trust/Conflict of Interest information
- Allow time for reports from each attendee.
- Longer show overview – host event show management should provide a report on their show; what's new, metrics, etc. It was also suggested that they might appreciate feedback from the group on their impressions of the event.
- MATSO meeting at Expo! Expo! is different than MATSO hosted. Plan agendas to target specific groups.
- Determine ideal size of the group (too many might lose the intimacy/synergy).
- Clean up the list that we target (several from each organization as program content might appeal to one department over another).
- MATSO hosted events – need a signed host agreement.

## MARKETING MATSO with Nicole Bowman, IAEE VP Marketing/Communications

The 2015 plan that was discussed is a working plan to achieve the overall objectives of the group and is intended to evolve as specific initiatives are identified. The group was supportive of the marketing plan.

### ***Goals and Objectives***

1. Raise awareness of the MATSO community within their own community as well as to the broader exhibitions industry.
  - MATSO Guest Blogs
  - Mentoring Program with YPs
  - Create a broader understanding of the challenges of the MATSO community
  - CNTV interviews
2. Create a network of MATSO community members.
  - Private LinkedIn MATSO Group
3. Increase participation in advocacy initiatives.
  - Participate in Exhibitions Day 2015
  - Participate in monthly advocacy calls
  - Advocacy toolkit for local activation

The blogs were discussed more in-depth. Each participant was asked to volunteer to provide one blog post during the year so there is an ongoing schedule of blog posts. Different authors will provide a more broad perspective for the posts and will ensure the same few people aren't the only ones engaging through the blog.

Volunteers:

March – Chris Nemchek; recap the March program.

April – Chris Price; content marketing overview/possible video(s)

May – Mary Pat Heftman; topic TBD

June – Megan Tanel; advocacy and exhibitions day follow up

July – Justine McVaney/Michelle Sanford: Vegas City Update

August – Marian Bossard; topic TBD

September – November – Authors TBD; topics leading up to the Expo! Expo! program

## **ACTION ITEMS**

### **City Task Force**

- Change the name (suggestions included: city working groups or city subcommittees)
- Select three-four cities
- Identify representatives (at least two) for each of the groups/subcommittees
- Once groups/subcommittees are formed, publicize them and engage with other members for input
- Identify MATSO members, through a survey, who sit on city advisory boards (identify gaps and assign a representative when possible)

### **Economic Impact Calculator**

- Bring forward the suggestion for IAEE to work with DMAI to establish standard measurements and benchmarks

### **Global Measurements Standards**

- MATSO Representatives on the Event Certification Task Force will bring forward this topic for their input

### **Future Programming**

- Engage a futurist as a speaker at an upcoming MATSO program
- Determine if the Expo! Expo! MATSO program will be a roundtable format
- Ensure agendas for the MATSO hosted program and Expo! Expo! program reflect the different targeted audiences
- Determine the ideal size of the group for each program (too many might lose the intimacy/synergy)
- Develop a host agreement for MATSO hosted events and ensure host representative and MATSO representative(s) sign the document
- Agree on a date/time for the Expo! Expo! program/roundtable
- Select a host event for 2016 as soon as possible

### **Marketing**

- Further detail the marketing plan to include: deployment schedules, engaging more qualified organizers to the MATSO Community on LinkedIn, identify more coverage opportunities, clean up the marketing lists to target multiple representatives in the MATSO organization(s)

## MEETING PROGRAM SCHEDULE – 2015 through 2017

### 2015

23-24 March – NPE2015 – The International Plastics Show, Orlando, Florida (Completed)

1-3 December – Expo! Expo! MATSO Roundtable, Baltimore, Maryland (exact date to be determined)

### 2016

#### Open for host event

6-8 December – Expo! Expo! MATSO Roundtable, Anaheim, California

### 2017

7-11 March – ConExpo/ConAgg 2017, Las Vegas, Nevada

28-30 November – Expo! Expo! MATSO Roundtable, San Antonio, Texas

OUR HOST and SPONSORS – *Thank you!*

