

**IAEE Show  
Organizer BUZZ  
18 March 2022**



## Key Takeaways

Join us on the 3rd Friday of each month!

### ATTENDEE ACQUISITION - HELLO? IS IT A GREAT SHOW YOU'RE LOOKING FOR?



Create a call campaign for attendee acquisition using a 3rd party and portray the campaign as an industry initiative.

Grassroots effort to increase attendee attendance, staff reaching out with good ole fashion phone calls.

### OPERATIONS

Trend continues of seeing less hall space and booth staff at events.



### COMMUNICATIONS

Develop a "Know Before You Go" webinar for attendees, exhibitors, and non-exhibitors.



### WORKING WITH EXHIBITORS FOR THE BEST SHOW

Create a buyer insight panel with top buyers for exhibitors to gain insight into what buyers want and need.

