



Gretchen Thielen, CMP, CEM
Senior Manager, Exhibits & Partnerships
American Academy of Neurology
gthielen@aan.com

Topics

Using ROI Methodology to Show Your Event Is Worth Every Penny

Face-to-face meetings are no question important for companies to engage with their customers, but many companies are beginning to look more closely at conference spend and will start to eliminate trade shows from their future schedule if they do not feel they are getting the return on investment they expect. To ensure the exhibits and events industry continues to grow, we need to work together with our exhibitors to help make sure they are able to prove that their spend at our conference was valuable to the company and improved the overall bottom line. This presentation will explore how organizations use Phillips ROI methodology to prove ROI in trade shows and events and how you can use its principles to ensure future revenue from your exhibitors.

Learning Objectives:

- After participating in this session, attendees will be able to orient themselves to the Phillips ROI Methodology and how it captures measurement.
- After participating in this session, attendees will be able to identify ways they can use this methodology to help exhibitors justify their spend for attendance.
- After participating in this session, attendees will be able to identify ways they can help their exhibitors ensure that they have appropriate measure built into their exhibit space to show what their customers gained from visiting them onsite.

Using Case Studies to Understand How Your Exhibitors Think

This session will take a hands-on approach by looking at several case studies of what exhibitors may experience when they attend your trade show or exhibition. How do they make sure they see value in your program? How can you use this to ensure your exhibitors see success at your show and keep coming back?

Learning Objectives:

- After participating in this session, planners will have a better sense of what exhibitor's experience looks like coming to their conference and how to help them see value in exhibiting.
- After participating in this session, planners will be able to have better conversations with their exhibitors on how to get a return on participation and better upsell them on additional items.
- After participating in this session, planner will be able identify data that will help exhibitors see a greater reason for exhibiting at their show.

Profile

Gretchen Thielen has been in the events and exhibition industry for over 6 years. She currently holds a position as the Senior Manager of Exhibits and Partnerships at the American Academy of Neurology. Her background is in sales and customer relationship management, and she is passionate about seeing our industry grow. Currently focused on medical trade show, she works on several shows of varying sizes throughout the year. Gretchen is a proud member of IAEE for 6 years and is currently the Vice Chair of the Midwest Chapter executive board.