

MATSO MEETS

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Key Takeaways from 29 August 2023

Open Discussion/Roundtable

- **On-Site Registration Observations and Handling Last Minute Registrations:**
 - Consider new and different pricing structures and even an inflated on-site or a VIP rate.
 - For those registering on-site – offer a mobile registration process.
 - Track attendance closely to ensure onsite staffing needs are appropriate.
- **Attracting Buyers:**
 - Create different programs to attract them and think about the diverse personalities.
 - Have incentives to them to stay until the end of the event.
 - Have partners for digital transformation.
 - Promote AI (Artificial Intelligence) and AR (Augmented Reality) to do new and innovative things that align with the needs of customers.
 - Bringing in the end users.
 - Vetting products that are new.
 - Partner with distinct groups who can supply relationships and support the sales team.
 - Offer press conference days before or on the first day of the event and have presentations by the press on the latest trends.
- **Adding A Consumer Element:**
 - Capitalize on the fan aspect, such as a festival offsite or brings in concerts, musicians, performers, actors, or speakers.
 - Try a listening tour with your larger customers to figure out what they are doing and how one can hook onto it.
 - Be open to new and distinct types of opportunities.
- **Building Your Sales Pipeline:**
 - Utilize different platforms and programs to increase operation efficiencies, to align sales and marketing efforts, and to introduce buyers and sellers.
 - Visit other targeted industry events.
 - Review customer relationship management and sales software to see how the sales team is spending their time.
 - Get training in sales proposal writing.
 - Invest in value-added selling.
 - Consider face to face interaction as well as customer lists.
 - Have multiple salespeople sell different processes and try to adapt and have the person with best relationship reach out and sell wholistically to the customer.
- **Sales Mix and Profit Margin:**
 - Spend time vetting programs to see what to add and what to take away.
 - Look at total ROI (Return on Investment), survey results, and what is competitive.

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- Manage profit margin and cost savings in efficiencies by vendor.
- **Dynamics of Vendors in Cities:**
 - Have discussions at convention center level and industry level.
 - Look at the main cities across the United States.
 - Address issues collectively.
 - Review costs and experiences.
 - Discuss renovations in cities.
 - Look at concerns for future talent for industry.
- **Different Objectives to Focus on 2024:**
 - Internet reliability and pricing.
 - Sustainability
 - Carbon footprint audit
 - Focus on smaller meetings into a larger meeting.
 - Have 25-30 meetings in one place versus flying in for every meeting.
 - Creating a true industry standard for sustainability.
 - Cost containment outside the convention center level.
 - Cost containment exclusive to the convention center level.

A special thanks to TMS for sponsoring this important session that allows large show organizers to learn about key issues affecting shows larger than 200,000 NSF while providing a forum for open dialogue and exchange.