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.
• Manage profit margin and cost savings in efficiencies by vendor.

• Dynamics of Vendors in Cities:
  o Have discussions at convention center level and industry level.
  o Look at the main cities across the United States.
  o Address issues collectively.
  o Review costs and experiences.
  o Discuss renovations in cities.
  o Look at concerns for future talent for industry.

• Different Objectives to Focus on 2024:
  o Internet reliability and pricing.
  o 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.
  o Cost containment outside the convention center level.
  o 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.