

IAEELive

A CONSUMER EVENTS FORUM

24 APRIL 2018

Dulles Expo Center | Chantilly, VA



PROGRAM RECAP

WELCOME AND PARTNER RECOGNITION



Bob Morgan, General Manager of Dulles Expo Center welcomed the group and thanked the partners for their support.



TRENDS, THOUGHTS AND TROUBLEMAKERS – HOW CAN IT ALL MAKE SENSE? SESSION

Dianne Budion Devitt

Trends for Organizers to Connect and Engage with Attendees

- 2018 – Creativity and Wellness
- 2019 – It's all about the Customer Experience
- Determine what your customers want
- Consumers want to be educated about the product, service or brand BEFORE they think of buying
- Consumers are curious and don't have patience – sellers need to have information readily available to answer their questions
- It is the organizers responsibility to deliver the message
- Integrated marketing – one size does not fit all

Designing the Experience

- Event Architecture – conception, strategy, planning, design, management, contracting
- Visual Dynamics – creative, décor, production, enhancers, marketing collateral
- Kinetic Engineering – spatial flow, choreography, timing, tempo, music/entertainment



- Risk Management – legal, security, guidelines, licenses, emergency plan, policies

Themes are Important

- Begin with clearly defined objectives and goals
- Have a hook that provides unity, direction and appeal
- Research historical data
- Have a vision
- Build a good team
- Stimulate the senses
- Keep it real
- Make it adaptable
- Suspend reality of time and place
- Begin with the end
- Understand the role of touch points and impact to the show experience and incorporate 7-10 touchpoints in the event (pre-event, during and post-event)

The Design of Play

- Give permission to play
- Tap into emotions
- Use unique campaign furniture as inspiration
- Incorporate wellness zone(s)

Make SENSE of Creative Choices – Engage the Senses

- Sight – Create unique visuals
- Touch – Provide items/areas that engage touch receptors
- Smell – use scents in unsuspecting places and ways
- Taste – explore how your event can engage the taste sense
- Sound – Engage the spirit and the body through the use of sounds (music, nature, poetry, etc.)

LEM – Live Engagement Marketing

- Use APPS to measure date, connect people, track behavior and movement
- People → Partners → Profits
- Artificial Intelligence and Virtual Reality (don't be afraid to try new things)
- Think Global, Act Local (Eat, Educate and Experience)
- Entertain...Involve...Engage
 - Reality TV
 - Photo Booths
 - Interactions

The Theater of Exhibits™

“I think festivals now... have almost become akin to the local village fete, and that's interesting – you have to root your festival, your event, in the place that you are. It then becomes something that people really identify with.”

*-Hugh Phillimore, Founder and CEO
Sound Advice, the Cornbury Music Festival*

- Contests
- Games
- Use Tech for Impact
- Use of space

In summary - get creative, don't be afraid to try new things, create experiences and you just might see a community develop around your event!



MORE PLATFORMS, MORE PROBLEMS: Simplifying Your Social Media Marketing SESSION

Sherron Washington

Your Social Media Marketing Shouldn't Be Complicated

- Know each platform
- Select the best platform to meet your marketing needs
- Execute simpler tactics

Determine Your Social Media Environment (this will be different for everyone)

- What is its purpose
- Who is on it
- What type of commitment does it require

How to Select the Ideal Platform for Your Needs

- Select platforms that will meet your specific marketing goals
- Select platforms where there is high usage from your ideal target audience
- Select platforms that you will commit to using often

Simple Tactics for The Four Platforms

- **Facebook**
 - Gen-Xers use this platform
 - Social interaction is KING
 - Content is the NEW Spam
 - Think Resource, not Retail
 - Video, Video, Video
- **LinkedIn**
 - Professionals use this platform
 - Have discussions with five or more of your connections each week
 - Post at least one best practice blog/article per week
 - Share and comment on others articles and posts

Knowing the Platforms (these are just some of the top platforms – there are many more)

Facebook = The Watercooler

- Where people commune often
- Use this platform to leverage and nurture new and existing relationships
- 2 billion active users worldwide
- 30 minutes per day – active usage time
- 1-2 post daily – usage commitment

LinkedIn = The Boardroom

- Where the pros commune
- Use this platform to establish credibility that highlights you as an industry expert
- 500+ million active users worldwide
- 17 minutes per month active usage time
- 3 posts weekly

Instagram = The Storefront

- Where you can visually display what is current in your space
- Use this platform to show activities in real time
- 800 million active users worldwide
- 24-32 minutes per day – average usage time

- **Instagram**
 - Millennials and Gen-Xers use this platform
 - Share your brand experience
 - Preview promotions
 - Share user generated content
 - Use live and Insta-stories
- **Twitter**
 - Millennials use this platform
 - Share your businesses brand personality
 - Keep it short, but important
 - Lead them to chat

- 5-10 times per week – usage commitment

Twitter = The Newsroom

- Where people get news
- Use this platform to share resourceful information with followers
- 330 million active users worldwide
- 10 minutes per day – active usage time
- 8-20 posts daily – usage commitment

In summary - you don't need to be on all platforms; educate yourself by knowing each platform, selecting the best one(s) to meet your marketing needs and then executing them in the simplest way possible.

OUR SECURITY POSTURE AND THE WORLD WE LIVE IN TODAY SESSION

Mark Herrera

Prime Targets

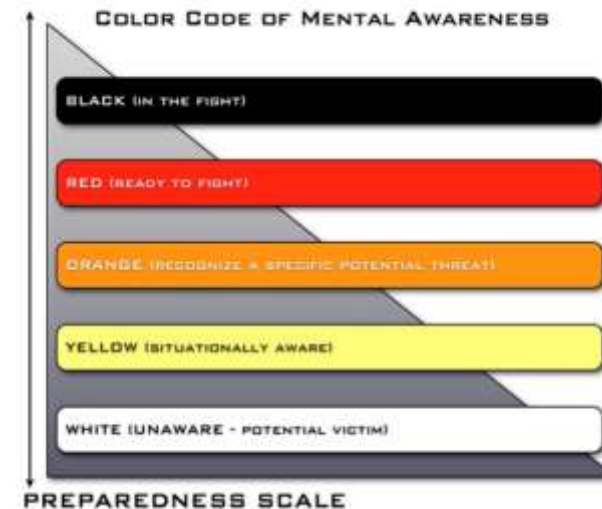
- Iconic Landmarks
- Locations attracting large crowds (sports events; music festivals, etc.)

Current Threat Levels in the U.S./Threat Intelligence

- 45 terrorist plots foiled since 9/11
- Home Grown Violent Extremists (HVE) are on the rise
- 77% of recent HVE attacks were on civilian targets
 - Restaurants
 - Nightclub
 - Concert
 - Public ceremony
 - Place of employment
 - College classroom

General Level of Awareness – Cooper Mindset

- **Condition Yellow**



- Acutely aware of your environment
- Prepared to react accordingly to a perceived threat

Situational Awareness Checklist

- Try to guess what individuals around you are thinking or doing
- Look for odd behavior or things that seem out of place as you constantly scan your area of responsibility
- Determine what your plan of action would be if you had to manage a crowd experiencing an explosion or gunshots
- Know your exits and egress procedures
- Determine whether guests or spectators are completely focused on and look for anomalies

Identify and Report Suspicious Behavior

- Persons wearing unusually bulky clothing
- Suspicious or illegally parked vehicles near a gathering
- Unattended packages
- Persons attempting to enter unauthorized/restricted areas
- Guests acting suspicious like paying close attention to your security teams, staff and security cameras

Event Security Smart Practices

- Perform a risk assessment – always include a security representative in meetings
- Site evaluation, parking and security – prepare a checklist of security questions
- Ask for evacuation plans in case of emergency
- Crowd management – crowd types and guard force requirements
- Know the location of all emergency exits
- Access plan for EMS and first responders
- Contingency plans in case of bomb threats or power outages
- Medical service plan – addressing injuries and illness, and defining a staging area

Minus a Safety & Security Plan – Event Owners/Producers Face...

- Injuries to persons
- Damage to property
- Adverse business impact such as loss of revenue or increased operating costs
- Higher insurance premiums due to claims and lawsuits
- Event disruptions such as late or cancelled showings stemming from security threats
- Inadequate venue capacity and services such as food, parking, toilet facilities and traffic control leading to patron dissatisfaction
- Loss of reputation as sponsors, vendors, patrons and fans may not attend future events

Who is Responsible for Pre-event Planning to Mitigate Risks?

- Private security firms
- Law enforcement agencies

“I’d much rather endure the inconveniences of looking for ways to enhance my security posture, than fail by making no attempt and losing lives after a foreseeable catastrophic event.”

-Mark Herrera

- Fire departments
- Emergency medical services
- Transportation
- Public works
- Health and public agencies
- Vendors and businesses participating in the event
- Venue personnel
- Show organizers, producers/owners and event planners

Exhibitions and Meetings Safety and Security Initiative [EMSSI](#)

- More than 40 industry leaders participating
- Developed in coordination with the Department of Homeland Security and Safety Act Office
- Industry's voice
- Practices, guidelines and tools
- Practical – scalable - flexible – procedural
- Custom application for our industry



In summary - security is everyone's responsibility. Be diligent in the protection of your attendees, venue and event brand.