



# 2017 REPORT

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EXHIBITIONS MEAN BUSINESS

# 2017 IN REVIEW

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2017 has been yet another successful year for the Exhibitions Mean Business campaign. Increases in media placements, owned content and followers across all social channels has allowed EMB to target key audiences and decision makers throughout 2017 with the right message at the right time.

In addition to media relations and social efforts, the campaign created new advocacy-focused content designed not only to garner support and attendance to Exhibitions Day, but to also continue the dialogue and sustain grassroots advocacy efforts for the industry year-round. For Exhibitions Day 2017, the campaign's efforts resulted in a significant increase in media coverage and social engagement which helped to secure a 52% increase in co-sponsors for key pieces of legislation.

What follows is a more detailed outline of various EMB activities completed in 2017 by the EMB campaign team.

# HOW FAR WE'VE COME

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## **MEDIA:**

**Shared 15 new #HeresWhy blog posts to EMB website**

**Earned over 778M media impressions to date**

**Introduced new advocacy information source: the monthly newsletter**

## **SOCIAL MEDIA:**

**2,383 followers across Twitter and Facebook, a 17% increase in since 2016**

**EMB social channels received over 215K impressions in 2017**

**Activated five social promotions on Facebook, garnering over 10K impressions and 800 engagements**

# 2017 MEDIA

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**\$30M+**

Publicity Value

**18M**

Earned Media Impressions

**32**

Media Placements

- Established earned media partnership model based on successful Expo! Expo! partnership with San Antonio CVB
- Interviewed Advocacy Committee Members and IAEE Top 20 Under 30 honorees for 15 #HeresWhy blogs
- Generated 25+ creative media pitching angles throughout the year

# 2017 MEDIA SNAPSHOT



**Brand USA Says It Is  
Confident It Will Still Be  
Here in 2018**

**Trade Show Executive**

News, Views and Tools for Trade Show and Event Executives

Travel Industry Closes Ranks in Support of  
Brand USA

**TSNN** Trade  
Show  
News  
Network

RECORD-BREAKING 112 TRADE SHOW PROFESSIONALS TAKE PART IN  
#EXHIBITIONS DAY ON CAPITOL HILL

SAN ANTONIO  
**BUSINESS JOURNAL**

SA gets rare audience with global group to pitch convention  
assets



**Brand USA Drives Tourism**

**TRAVEL WEEKLY**  
**DMOs under assault**

www.**TheMeeting  
Magazines.com**

**International Meetings**

AUGUST 1, 2017

*From Culture and Customs to Contracts and Compliance, There's a World of Concerns  
to Consider*

**1200**  
News Radio  
**WOAI**

Meeting Planners Gathering in S.A.:  
Politics Matters in Location Selection

# 2017 SOCIAL MEDIA

**583**

Total Posts

**215K**

Earned Social  
Impressions

**5,895**

Total Engagements

**341**

New Followers

- Twitter and Facebook had steady follower growth month-over-month in 2017, acquiring 341 new followers across channels.
- Successfully promoted five Facebook posts throughout the year to amplify EMB messaging, acquire new followers and drive traffic to the website; yielding over 10K impressions and 800 engagements.
- Posts shared in real-time from events EMB team members were at, such as Exhibitions Day, Expo! Expo! and NCSL, drove the most engagement throughout the year.
- EMB's strong content mix, increase presence at events and new activations such as the Monthly Newsletter were all major contributors to EMB's social channel growth in 2017.



# 2017 SOCIAL MEDIA SNAPSHOT

**Exhibitions Mean Business campaign**  
Published by David Bott [?] · January 17, 2017 ·

The Nashville Convention Center Authority's Board of Directors unanimously approved \$20 million to expand and enhance the Music City Center. <http://ttnne.ws/2jt1Jzz>



Music City Center to receive \$20M expansion, upgrades  
Three and a half years after the opening of Music City Center, Nashville's 5623 million convention center is poised for its first major upgrade and expansion.

TENNESSEAN.COM

**Exhibitions Mean Biz**  
@ExhibitsMeanBiz

This year's top **#meeting** & **#event** trends are more creative & customized than ever. Read more: [bit.ly/2mpzUsG](http://bit.ly/2mpzUsG) (via @SuccessfulMtgs)



3:30 PM · 14 Mar 2017

6 Retweets · 6 Likes

**Exhibitions Mean Business campaign**  
Published by Kadie Murphy [?] · April 20 at 11:00am ·

Did you know all 50 states host exhibitions? Represent your business and state at **#ExhibitionsDay**, June 6-7 in D.C.! Learn more: <http://bit.ly/2mm4YaN>



www.exhibitionsmeanbusiness.org

**Exhibitions Mean Biz** @ExhibitsMeanBiz · Aug 8  
Another productive day at **#NCSLSummit**, discussing the power of **#B2B** events with state legislators nationwide! [bit.ly/2uDFJHp](http://bit.ly/2uDFJHp)



**Exhibitions Mean Biz**  
@ExhibitsMeanBiz


Thank you to our followers, advocates, and partners for your continuous support and making 2017 one of our best years yet!  
**#exhibitions #events #tradeshows #advocacy**



1:10 · 38 views

**Exhibitions Mean Business campaign**  
Published by Kadie Murphy [?] · February 27, 2017 ·

We had the pleasure of interviewing Kelly Ferrante, a Senior Conference & Meetings Manager and an International Association of Exhibitions & Events - IAEE 20 Under 30 recipient. She shared her thoughts on empowering young professionals and more: <http://bit.ly/2ICDdw9>



**#HeresWhy**

There's something to be said about in-person meetings. You're able to connect with people both professionally and personally, and these relationships can lead to opportunities when you're least expecting them."

Kelly Ferrante  
National Association for College Admission Counseling


**#HeresWhy Q&A: Kelly Ferrante - Exhibitions Mean Business | The Power of Face to Face Events - Exhibitions, Events and Tradeshows**

EXHIBITIONSMEANBUSINESS.ORG

**Exhibitions Mean Biz** @ExhibitsMeanBiz · Apr 13  
**#DidYouKnow** Texas had over 6.4M **#event** attendees in 2016! Join us on **#ExhibitionsDay** & keep our industry thriving: [bit.ly/2mm4YaN](http://bit.ly/2mm4YaN)



**#ExhibitionsDay** 2017 attendees are ready to take on Capitol Hill tomorrow and advocate for the entire **#tradeshow** industry! [pic.twitter.com/4aWci7Ltxy](http://pic.twitter.com/4aWci7Ltxy)



2 Retweets · 13 Likes · 28 Hearts

**Exhibitions Mean Biz**  
@ExhibitsMeanBiz

The **#tradeshow** industry grew 2.9% in Q2, according to **@CEIR\_HQ**! Learn how **#events** contribute to the U.S. **#GDP** here: [bit.ly/2wTpWGH](http://bit.ly/2wTpWGH)




11:34 AM · 22 Sep 2017

2 Retweets · 7 Likes

**Exhibitions Mean Biz**  
@ExhibitsMeanBiz

The opening general session has started! We are thrilled to be at **@IAEE\_HQ**'s **#ExpoExpo** this week. Stay tuned for more updates, live from the event. **#eventpros**



2:15 PM · 28 Nov 2017

# EXHIBITIONS DAY

46

Bill Co-Sponsors  
52% Increase YoY

3.2M

Earned Media  
Impressions  
95% Increase YoY

48K

Social Media Impressions

2,117

Social Media  
Engagements  
48% Increase YoY

- In its fourth year, Exhibitions Day 2017 saw significant **growth in Congressional action** and **significant YoY increases** in earned **media placements** and **social media engagement**.
- The need for an ongoing, year-round source for advocacy and legislation information was answered with the introduction of the monthly advocacy newsletter.
- The #ExhibitionsDay hashtag earned over 1.7M social media impressions.



## LEGISLATION STATUS HEADING INTO 2018:

- **H.R. 1265:** Currently with the Subcommittee on Aviation
- **H.R.2495:** Currently with the Subcommittee on Digital Commerce and Consumer Protection
- **S.1164:** Currently with the Committee on Commerce, Science, and Transportation



# EXHIBITIONS DAY SNAPSHOT

**TSNN** Trade Show News Network

RECORD-BREAKING 112 TRADE SHOW PROFESSIONALS TAKE PART IN #EXHIBITIONS DAY ON CAPITOL HILL

BEST PRACTICES IN TRADE SHOWS AND EVENTS  
**EXHIBITOR**

Global Exhibitions Day is June 7, Activities Scheduled in 45 Countries

**ExhibitCity**  
the nation's only tradeshow industry newspaper

Industry Leaders Prepare for Exhibitions Day June 6-7

**TRAVEL WEEKLY**  
DMOs under assault

**Trade Show Executive**  
News, Views and Tools for Trade Show and Event Executives

Travel Industry Closes Ranks in Support of Brand USA



#ExhibitionsDay 2017 attendees are ready to take on Capitol Hill tomorrow and advocate for the entire #tradeshow industry! [pic.twitter.com/4aWci7Ltxy](http://pic.twitter.com/4aWci7Ltxy)



Exhibitions Mean Biz  
@ExhibitsMeanBiz

We had a record-breaking number of attendees at #ExhibitionsDay this year! Watch the recap from @CNTV here: [bit.ly/2smVf66](http://bit.ly/2smVf66)




# EXPO! EXPO!

**7.9M**

Earned Media  
Impressions  
*16K% Increase YoY*

*6 stories in 4  
outlets*

**6.5K**

Social Media Impressions

**134**

Social Media  
Engagements

- Partnership with San Antonio CVB yielded highest record of Expo! Expo! media placements to date
- Social posts including pictures and live updates from Expo! Expo! performed well, garnering the majority of impressions and engagements.

SAN ANTONIO  
BUSINESS JOURNAL

SA gets rare audience with global group to pitch convention assets

TSNN Trade  
Show  
News  
Network

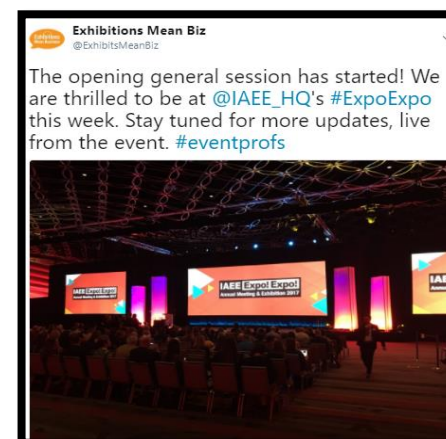
IAEE, SMART CITY NETWORKS AND CAESARS ENTERTAINMENT MAKE A POSITIVE IMPACT IN LOCAL AND INTERNATIONAL COMMUNITIES

RIVARD REPORT

Post-Vegas, Security Enhanced for SA Marathon, Convention Events

1200  
News Radio  
WOAI

Meeting Planners Gathering in S.A.:  
Politics Matters in Location Selection



# NCSL

- Met with state senators, representatives and legislative staffs from 23 different states.
- Discussed the importance of the exhibitions industry to local economies and how decisions at the state legislature level could provoke economic boycotts.
- Reminded attendees that they have voters and businesses in their state districts that either buy or sell, goods and services at exhibitions and trade shows and that many people get continuing education by attending exhibitions, trade shows and conventions.



# 2017 IN DETAIL

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What follows is a monthly breakdown of EMB activities completed in 2017.

# January Dashboard

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42

pieces of media and social content

16.2K

reach via proactive social posts

3

media interactions

## **KEY TAKEAWAYS:**

Finalized a 2-minute interview, featuring David DuBois, **shown on 27,000 American Airlines flights** via Talk Business 360.

Twitter performed well in January, **receiving over 8K impressions.**

## **CAMPAIGN METRICS TO DATE:**

**\$87 Million**

Publicity Value

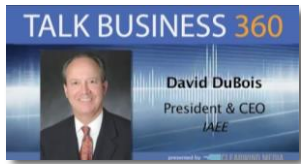
**760 Million**

Media Impressions



# January Activity Snapshot

## MEDIA



*San Antonio Express-News*

Proactive media outreach:

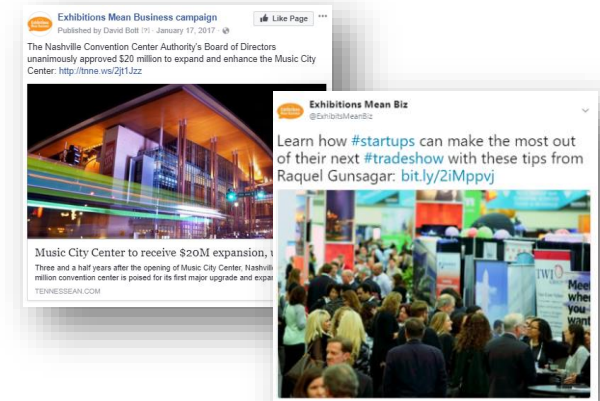
- Finalized a 2-minute interview, featuring David DuBois, shown on 27,000 American Airlines flights via Talk Business 360.
- Pitched updated stats to San Antonio media on the Henry B. Gonzalez Convention Center and how the renovation has benefited the larger San Antonio community.

## #HERESWHY

- Conducted outreach to IAEE 20 Under 30 recipients for #HeresWhy Q&A blog posts
- Scheduled interviews with Kelly Ferrante and Abby Eastman



## SOCIAL



- Top performing posts discussed industry news, EMB messaging and tradeshow best practices.
- Posts that tagged other users or used hashtags received high engagement and impressions across channels.



# January Digital Performance

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Overall:

42

*Proactive Posts*

391

*Post Likes & Comments*

9

*Page Likes & Followers*

Twitter:

21

*Proactive Posts*

80

*Post Likes, Comments & Clicks*

XX

*Page Likes & Followers*

Facebook:

21

*Proactive Posts*

311

*Post Likes, Comments & Clicks*

9

*Page Likes & Followers*

- Facebook followers continue to grow month-over-month, gaining nine new followers in January.

# February Dashboard

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43

pieces of media and social content

17K

reach via proactive social posts

4

media interactions

## **KEY TAKEAWAYS:**

**Published #HeresWhy Q&A blog posts** from Kelly Ferrante and Abby Eastman

#HeresWhy social posts performed well, **garnering over 2K impressions and 90 engagements** across channels.

## **CAMPAIGN METRICS TO DATE:**

**\$87 Million**

Publicity Value

**760 Million**

Media Impressions

# February Activity Snapshot

## MEDIA



*San Antonio Express-News*

Proactive media outreach:

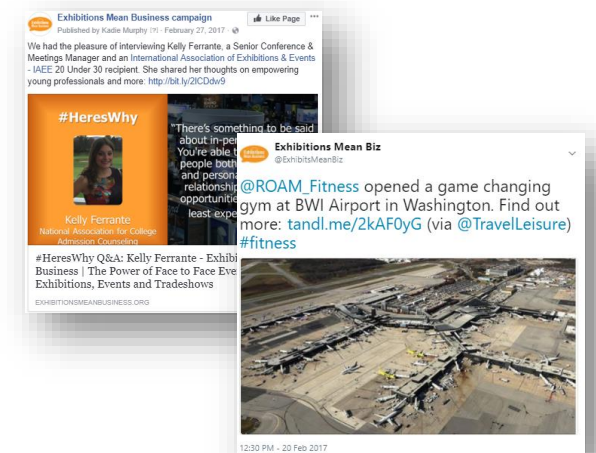
- Pitched Florida media on the proposed bill threatening Visit Florida
- Reached out to San Antonio Business Journal media for potential contributed piece on convention center renovation

## #HERESWHY

- Published #HeresWhy Q&A blog posts from Kelly Ferrante and Abby Eastman
- Contacted additional IAEE 20 Under 30 recipients for Q&A participation



## SOCIAL



- The #HeresWhy blog post performed well on social, garnering over 2K impressions and 90 engagements.
- Posts including industry news, EMB messaging, and upcoming shows continue to perform well.

# February Digital Performance

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Overall:	<div>41</div> <div>Proactive Posts</div>	<div>304</div> <div>Post Likes &amp; Comments</div>	<div>7</div> <div>Page Likes &amp; Followers</div>
Twitter:	<div>20</div> <div>Proactive Posts</div>	<div>128</div> <div>Post Likes, Comments &amp; Clicks</div>	<div>XX</div> <div>Page Likes &amp; Followers</div>
Facebook:	<div>21</div> <div>Proactive Posts</div>	<div>286</div> <div>Post Likes, Comments &amp; Clicks</div>	<div>7</div> <div>Page Likes &amp; Followers</div>

- Twitter engagement increased by 60% from January to February, most engagements are attributed to #HeresWhy posts and industry news.

# March Dashboard

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44

pieces of media and social content

17.1K

reach via proactive social posts

2

media interactions

## **KEY TAKEAWAYS:**

Developed **Exhibitions Day advocacy toolkits** and researched various pieces of legislation for consideration.

**Exhibitions Day social posts performed well across channels**, encouraging users to register for the event.

## **CAMPAIGN METRICS TO DATE:**

**\$87 Million**

Publicity Value

**760 Million**

Media Impressions

# March Activity Snapshot

## MEDIA

**Texas CEO**  
MAGAZINE

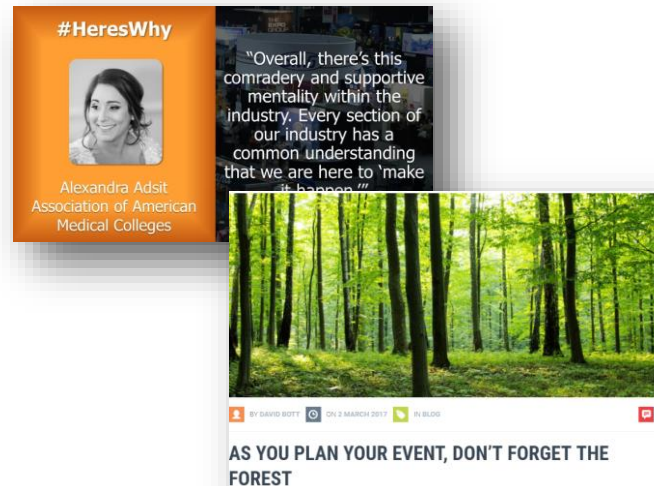
SAN ANTONIO  
BUSINESS JOURNAL

### Proactive media outreach:

- Pitched Texas CEO on the benefits of convention center expansion.
- Followed up with San Antonio Business Journal media for potential contributed piece on convention center renovation

## #HERESWHY

- Interviewed and published #HeresWhy post from Alexandra Adsit
- Published contributed post from ossi Ralenkotter, President/CEO of the Las Vegas Convention and Visitors Authority.



## SOCIAL



- Exhibitions Day posts performed well, encouraging uses to register for the event.
- Posts about industry trends, EMB messaging and business travel performed the best in March.



# March Digital Performance

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Overall:	<div>47</div> <div>Proactive Posts</div>	<div>306</div> <div>Post Likes &amp; Comments</div>	<div>7</div> <div>Page Likes &amp; Followers</div>
Twitter:	<div>24</div> <div>Proactive Posts</div>	<div>151</div> <div>Post Likes, Comments &amp; Clicks</div>	<div>XX</div> <div>Page Likes &amp; Followers</div>
Facebook:	<div>23</div> <div>Proactive Posts</div>	<div>155</div> <div>Post Likes, Comments &amp; Clicks</div>	<div>7</div> <div>Page Likes &amp; Followers</div>

- Facebook and Twitter received high engagement in March, garnering over 300 post likes, comments and clicks.

# April Dashboard

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53

pieces of media and social content

17.7K

reach via proactive social posts

10

media interactions

## KEY TAKEAWAYS:

*Media continue to show interest in **insights/commentary relating to convention center expansion** at the local level.*

*IAEE **20 Under 30** recipients have helped to **significantly increase** the number of #HeresWhy contributions for 2017.*

*Twitter and Facebook reach both performed well in April, **with over 17.7K impressions**.*

## CAMPAIGN METRICS TO DATE:

\$86 Million

Publicity Value

760 Million

Media Impressions

# April Activity Snapshot

## MEDIA



- **BizBash, Multichannel News and Broadcasting & Cable:** NAB Show and the importance of face-to-face interactions to business
- **U.S. News & World Report:** Convention center improvements throughout the US
- **Texas CEO, FastCo and Business Insider:** Careers opportunities within the exhibitions and events industry

## #HERESWHY

- Published two #HeresWhy Q&A blog posts from IAEE 20 Under 30 recipients
- Coordinated with Jessica Finnerty to pen a blog post on her previous experience with Exhibitions Day



## SOCIAL



- The main focus for social in April was to increase Exhibitions Day posts, leading to an overall increase in content, reach and engagement for the month.
- In addition to Exhibitions Day posts, we shared the new CNTV video, industry updates, industry tips and tricks, and promoted upcoming events.

# April Digital Performance

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Overall:	<div>49</div> <div>Proactive Posts</div>	<div>297</div> <div>Post Likes &amp; Comments</div>	<div>26</div> <div>Page Likes &amp; Followers</div>
Twitter:	<div>25</div> <div>Proactive Posts</div>	<div>91</div> <div>Post Likes, Comments &amp; Clicks</div>	<div>19</div> <div>Page Likes &amp; Followers</div>
Facebook:	<div>24</div> <div>Proactive Posts</div>	<div>206</div> <div>Post Likes, Comments &amp; Clicks</div>	<div>7</div> <div>Page Likes &amp; Followers</div>

- Facebook post engagement is up 54% from previous month.
- Twitter performed extremely well for the month of April, receiving over 322 profile visits and 19 new followers.

# May Dashboard

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61

pieces of media and social content

19.9K

reach via proactive social posts

18

media interactions

## KEY TAKEAWAYS:

*Travel reporters have expressed initial interest in Exhibitions Day issues tied to infrastructure and security, opening the door for mainstream coverage.*

*IAEE Advocacy Committee members have helped to continue the #HeresWhy conversation online by expressing their support for Exhibitions Day.*

*Twitter and Facebook reach both performed well in May, with **over 19.9K impressions**.*

## CAMPAIGN METRICS TO DATE:

\$86 Million

Publicity Value

760 Million

Media Impressions

# May Activity Snapshot

## MEDIA



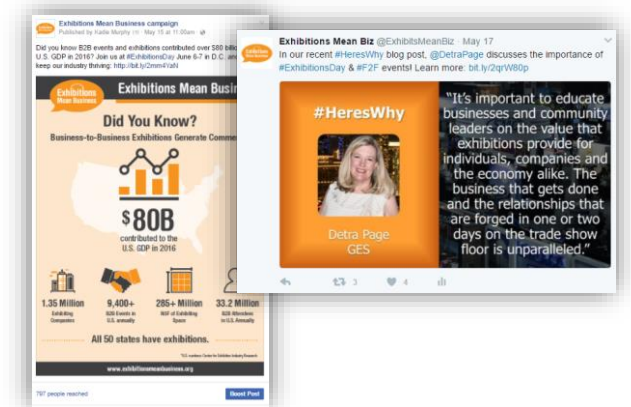
- **Huffington Post:** How to improve networking through exhibitions and events
- **Arizona Republic, AZ Central:** Three completely different industries that all rely on trade shows
- **Chicago Sun-Times, Washington Post:** Why tourism-related businesses rebuilt after regional disasters
- **Forbes, Inc.:** Why trade shows deserve a seat at the marketing table

## #HERESWHY

- Published #HeresWhy Q&A blog posts from Mark Bogdanský and Mark Sussman
- Contacted remaining IAEE Advocacy Committee members for Q&A participation



## SOCIAL



- The focus for May was to increase Exhibitions Day posts to support registration.
- Exhibitions Day posts with infographics continue to perform the well in engagement and reach.
- In addition to Exhibitions Day posts, we shared the new #HeresWhy blog posts, industry updates, industry tips, and promoted upcoming events.



# May Digital Performance

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Overall:

61	397	41
<i>Proactive Posts</i>	<i>Post Likes &amp; Comments</i>	<i>Page Likes &amp; Followers</i>

Twitter:

27	106	31
<i>Proactive Posts</i>	<i>Post Likes, Comments &amp; Clicks</i>	<i>Page Likes &amp; Followers</i>

Facebook:

34	291	10
<i>Proactive Posts</i>	<i>Post Likes, Comments &amp; Clicks</i>	<i>Page Likes &amp; Followers</i>

- Facebook post engagement is up 41% from previous month.
- Twitter performed extremely well for the month of May, receiving an average of 430 impressions per day and 31 new followers.

# June Dashboard

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86

pieces of media and social content

40.5K

reach via proactive social posts

24

media interactions

## KEY TAKEAWAYS:

Reporters have **expressed interest in EMSSI over any other Exhibitions Day issue**, mainly due to its uniqueness and timeliness given the current security climate.

**IAEE Advocacy Committee** members have **helped to continue the #HeresWhy conversation online** by expressing their support for Exhibitions Day.

**Twitter and Facebook reach both performed well in June** with over 40.5K impressions. Most of the increase in reach can be linked to Exhibitions Day.

## CAMPAIGN METRICS TO DATE:

\$89 Million

Publicity Value

767 Million

Media Impressions

# June Activity Snapshot

## MEDIA



- Secured email interview for Ryan Strowger with freelancer Maura Keller in **Associations, Facilities and Conventions** magazine
- Washington Post:** Shared post-tragedy tourism media opportunity with New Orleans CVB
- Sent Online Booking Scams/Exhibitions Day pitch to **Ars Technica** and **Dark Reading** for consideration
- Exhibitions Day Issues Pitching: **Security Today, Politico, Baltimore Sun, Chicago Tribune, Fortune, Dallas Business Journal, Venues Today**

## #HERESWHY

- Published #HeresWhy Q&A blog posts from Jack Patronski, Sarah Madonia and Carrie Ferenac
- Contacted remaining IAEE Advocacy Committee members for Q&A participation



## SOCIAL



- Paid Facebook posts for Exhibitions Day received high engagement and impressions.
- Posts that used photos of the event and/or event attendees performed well during the week of Exhibitions Day.
- Posts containing infographics received high engagement and impressions throughout the month of June.

# June Digital Performance

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Overall:

62

*Proactive Posts*

1,862

*Post Likes & Comments*

85

*Page Likes & Followers*

Twitter:

36

*Proactive Posts*

559

*Post Likes, Comments & Clicks*

50

*Page Likes & Followers*

Facebook:

26

*Proactive Posts*

1,303

*Post Likes, Comments & Clicks*

35

*Page Likes & Followers*

- June had an increase in posts, post likes, comments and clicks, and followers due to Exhibitions Day.
- Exhibitions Day posts received high engagement across Facebook and Twitter.

# July Dashboard

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42

pieces of media and social content

10.2K

reach via proactive social posts

17

media interactions

## KEY TAKEAWAYS:

Brand USA funding has gained significant traction within mainstream media, **giving us an opportunity to insert our POV** into the ongoing conversation.

IAEE Advocacy Committee members have helped to **continue the #HeresWhy conversation online** by expressing their support for Exhibitions Day.

Twitter and Facebook posts received high engagement in July, with **over 230 likes, comments, link clicks and shares.**

## CAMPAIGN METRICS TO DATE:

\$90 Million

Publicity Value

768 Million

Media Impressions

# July Activity Snapshot

## MEDIA



## TRAVEL WEEKLY

### Proactive media outreach:

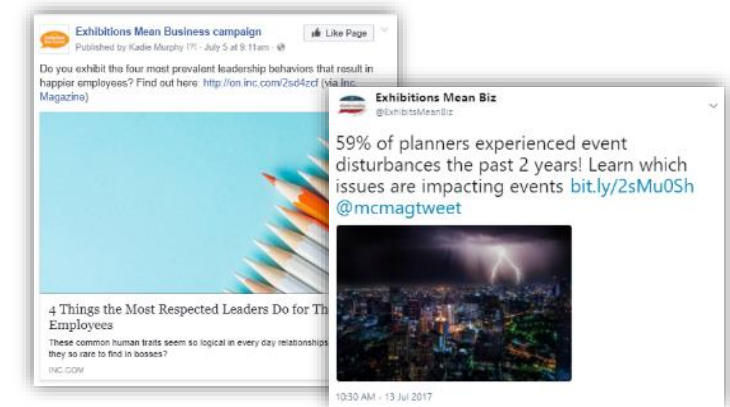
- Secured email interview for Cathy Breden with freelancer Maura Keller in **The Meetings Magazines**
- Sent Brand USA funding POV pitches to mainstream media targets
- Secured Brand USA DMO story by providing statistics and our POV regarding the need for more funding

## #HERESWHY

- Secured interview with Chris Dolnack for #HeresWhy Q&A
- Contacted remaining IAEE Advocacy Committee members for Q&A participation



## SOCIAL



- Posts that tag brands, use hashtags and use statistics in the copy received high engagement and impressions throughout the month of July.
- Posts that discuss industry trends, events and issues continue to perform well.



# July Digital Performance

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Overall:

38	233	20
<i>Proactive Posts</i>	<i>Post Likes &amp; Comments</i>	<i>Page Likes &amp; Followers</i>

Twitter:

19	93	16
<i>Proactive Posts</i>	<i>Post Likes, Comments &amp; Clicks</i>	<i>Page Likes &amp; Followers</i>

Facebook:

19	140	4
<i>Proactive Posts</i>	<i>Post Likes, Comments &amp; Clicks</i>	<i>Page Likes &amp; Followers</i>

- July had a decrease in posts and acquired followers, due to June containing Exhibitions Day posts.
- Posts about events and industry trends received high engagement and impressions on Facebook and Twitter.

# August Dashboard

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53

pieces of media and social content

17.8K

reach via proactive social posts

24

media interactions

## KEY TAKEAWAYS:

Reporters have expressed interest in EMSSI over any other Exhibitions Day issue, mainly due to its uniqueness and timeliness given the current security climate

Here's Why blog posts and NCSL Summit performed well on social in August, receiving high engagement on Facebook and Twitter.

Twitter and Facebook posts received high impressions in August, increasing by 42% from July to August.

## CAMPAIGN METRICS TO DATE:

\$90 Million

Publicity Value

769 Million

Media Impressions

# August Activity Snapshot

## MEDIA



Proactive media outreach:

- Secured email interview for Ryan Strowger with freelancer Maura Keller in **Associations, Facilities and Conventions** magazine
- Shared post-tragedy tourism media opportunity from **Washington Post** with New Orleans CVB
- Sent Online Booking Scams/Exhibitions Day pitch to **Ars Technica** and **Dark Reading** for consideration

## #HERESWHY

- Published #HeresWhy Q&A blog posts from **Jack Patronski**, **Sarah Madonia** and **Carrie Ferenac**
- Contacted remaining IAEE Advocacy Committee members for Q&A participation



## SOCIAL



- Here's Why** blog posts continue to collect high engagement and impressions from users
- Posts from the **NCSL Summit** performed well, receiving high engagement on Twitter and Facebook

# August Digital Performance

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Overall:

**53**

*Proactive Posts*

**336**

*Post Likes & Comments*

**22**

*Page Likes & Followers*

Twitter:

**27**

*Proactive Posts*

**124**

*Post Likes, Comments & Clicks*

**20**

*Page Likes & Followers*

Facebook:

**26**

*Proactive Posts*

**212**

*Post Likes, Comments & Clicks*

**2**

*Page Likes & Followers*

- August had a 31% increase in engagement, due to the increase in posts from events such as the NCSL Summit and Here's Why blog posts.
- Posts about events and industry trends continue to receive high engagement and impressions across channels

# September Dashboard

---

46

pieces of media and social content

13K

reach via proactive social posts

25

media interactions

## KEY TAKEAWAYS:

Reporters expressed interest in materials coming out of CEIR Predict, indicating potential for more media-focused infographics.

Local advocacy efforts continue to drive media attention throughout the U.S.

The first boosted Facebook post to support the EMB newsletter performed well, receiving 1.4K impressions and 130 engagements

## CAMPAIGN METRICS TO DATE:

\$91 Million

Publicity Value

770 Million

Media Impressions

# September Activity Snapshot

## MEDIA



## THE WALL STREET JOURNAL.

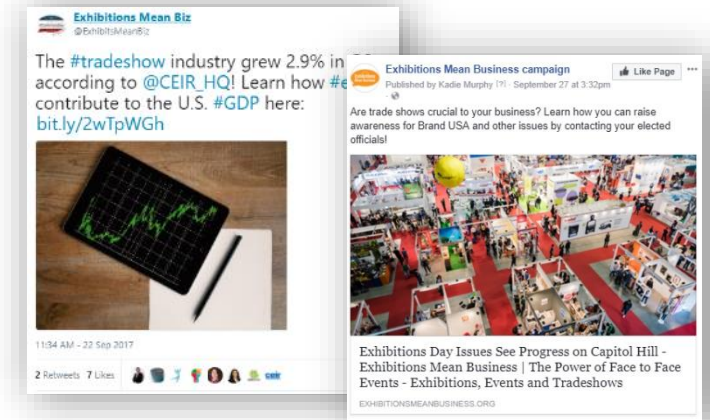
- Sent economy pitch to Bloomberg, NY Times, US News and World Report, NBC, AP, Business Insider, WSJ, USA Today and Washington Post for consideration
- Sent media roundtable/political pitch to The Hill, Daily Beast, BuzzFeed, Axios and Politico for consideration
- Sent event technology pitch to Skift, Huffington Post and Inc. for consideration
- Sent events industry outlook pitch to NPR, Financial Times, Washington Business Journal and LA Times for consideration

## #HERESWHY

- Contacted remaining IAEE Advocacy Committee members for Q&A participation



## SOCIAL



- The first boosted post to support the **advocacy newsletter** resulted in over 1.4K impressions and 130 engagements
- Posts relating to **CEIR reports** or the **CEIR Predict** event performed well across channels

# September Digital Performance

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Overall:

44

*Proactive Posts*

441

*Post Likes & Comments*

12

*Page Likes & Followers*

Twitter:

19

*Proactive Posts*

105

*Post Likes, Comments & Clicks*

3

*Page Likes & Followers*

Facebook:

25

*Proactive Posts*

336

*Post Likes, Comments & Clicks*

9

*Page Likes & Followers*

- September had a 31% increase in engagement, with top performing posts relating to business travel, CEIR, and advocacy opportunities
- Followers continue to increase month-over-month across Facebook and Twitter



# October Dashboard

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52

pieces of media and social content

24K

reach via proactive social posts

3

media interactions

## **KEY TAKEAWAYS:**

Local advocacy efforts continue to **drive media attention throughout the U.S.**

Reporters expressed interest in materials coming out of CEIR Predict, indicating **potential for some more media-focused infographics.**

Twitter received high engagement in October, **increasing by 110%**

## **CAMPAIGN METRICS TO DATE:**

**\$91.1 Million**

Publicity Value

**770.2 Million**

Media Impressions

# October Activity Snapshot

## MEDIA



The  
Washington  
Post

AP

THE WALL STREET JOURNAL.



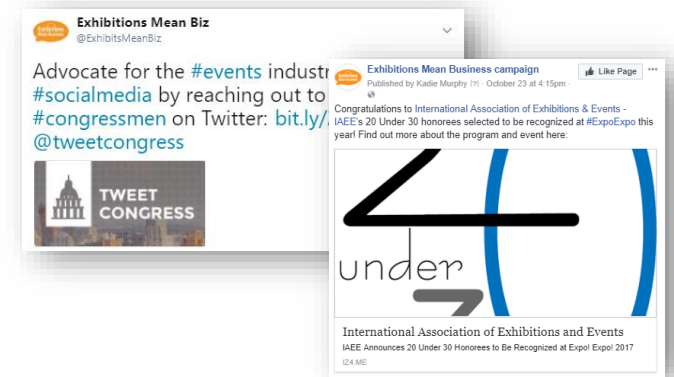
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## #HERESWHY

- Interviewed Sydney Rhea for an IAEE 20 Under 30 #HeresWhy blog post.
- Continued following up with remaining IAEE 20 Under 30 recipients requesting Q&A participation



## SOCIAL



- Promoting Expo! Expo! and EMB messaging was a key focus in October.
- Posts concentrating on EMB messaging, upcoming shows and industry news performed well in October.
- Posts that tag brands, use hashtags and use statistics in the copy continue to receive high engagement and impressions across channels.

# October Digital Performance

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Overall:

50

*Proactive Posts*

360

*Post Likes & Comments*

9

*Page Likes & Followers*

Twitter:

28

*Proactive Posts*

227

*Post Likes, Comments & Clicks*

3

*Page Likes & Followers*

Facebook:

22

*Proactive Posts*

133

*Post Likes, Comments & Clicks*

6

*Page Likes & Followers*

- Twitter performed extremely well in October, with a 110% increase in engagement. Top performing posts focused on upcoming shows, EMB messaging and industry news.

# November Dashboard

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60

pieces of media and social content

19.5K

reach via proactive social posts

14

media interactions

## KEY TAKEAWAYS:

Advocacy efforts and interview opportunities with David DuBois were key drivers of media coverage for Expo! Expo!

Reporters expressed interest in various Expo! Expo! activities as well as key industry topics

Expo! Expo! posts earned over 6.5K social impressions in November

## CAMPAIGN METRICS TO DATE:

\$91.7 Million

Publicity Value

778 Million

Media Impressions

# November Activity Snapshot

## MEDIA



- Pitched local and trade media various angles surrounding Expo! Expo!, security and advocacy leading up to the event in San Antonio.
- Secured coverage and interviews from San Antonio Business Journal, Rivard Report, WOAI, Exhibitor and TSNN

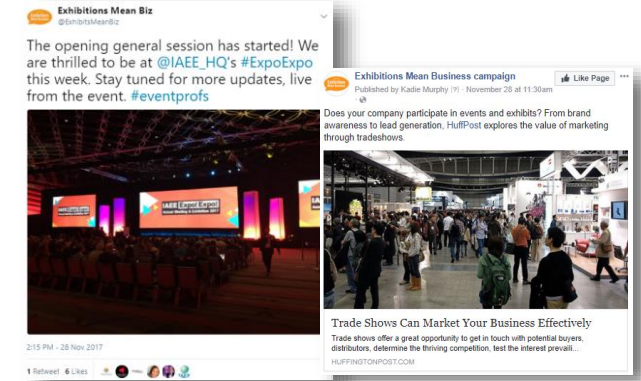
## EMB BLOG CONTENT

- Provided update on Exhibitions Day legislation and published blog post on the importance of improving airport infrastructure.
- Transformed the blog post into the first EMB newsletter designed to build support for Exhibitions Day 2018.



BY DAVID BOTT ON 13 NOVEMBER 2017 IN BLOG  
WHY YOU SHOULD ADVOCATE FOR BETTER AIRPORT INFRASTRUCTURE

## SOCIAL



- Expo! Expo! posts performed well in November, with many partners engaging with and sharing EMB posts
- Posts concentrating on EMB messaging, upcoming shows and industry news performed well in November
- Posts that tag brands, use hashtags and use statistics in the copy, continue to receive high engagement and impressions across channels.

# November Digital Performance

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Overall:	<div>55</div> <div>Proactive Posts</div>	<div>646</div> <div>Post Likes &amp; Comments</div>	<div>14</div> <div>Page Likes &amp; Followers</div>
Twitter:	<div>29</div> <div>Proactive Posts</div>	<div>167</div> <div>Post Likes, Comments &amp; Clicks</div>	<div>10</div> <div>Page Likes &amp; Followers</div>
Facebook:	<div>26</div> <div>Proactive Posts</div>	<div>479</div> <div>Post Likes, Comments &amp; Clicks</div>	<div>4</div> <div>Page Likes &amp; Followers</div>

- Twitter and Facebook performed well in November, garnering over 600 engagements. Expo! Expo! was a large contributor to this month's strong social performance.

# December Dashboard

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43

pieces of media and social content

14.4K

reach via proactive social posts

2

media interactions

## **KEY TAKEAWAYS:**

**Local advocacy efforts continue to be a unique angle** for local markets throughout the U.S.

**Reporters expressed interest in post-Expo! Expo! recaps** and materials.

The EMB 2017 recap video performed well across social channels, **earning over 600 impressions and 30 engagements**

## **CAMPAIGN METRICS TO DATE:**

**\$91.9 Million**

Publicity Value

**778.2 Million**

Media Impressions



# December Activity Snapshot

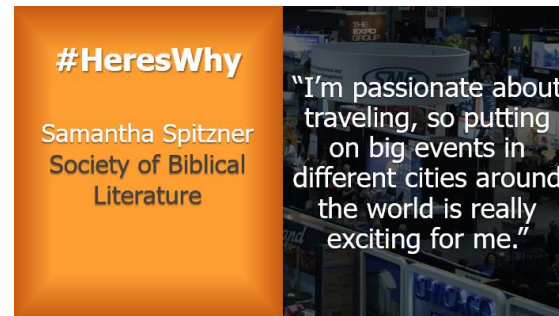
## MEDIA



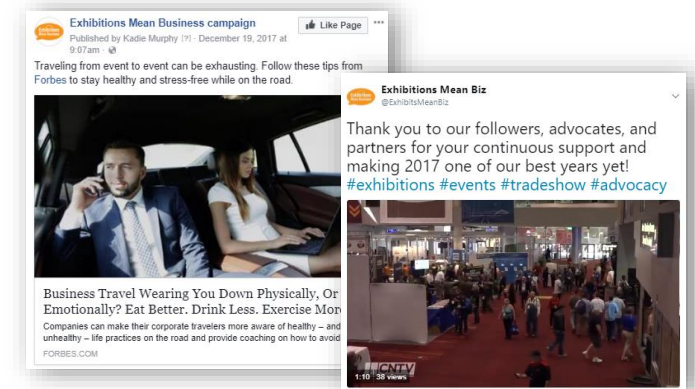
- Secured story from TSNN on Expo Expo's giving to Boysville in TSNN's "Give Back" series.
- Secured a post-Expo! Expo! Story in San Antonio's Rivard Report on security enhancements

## EMB BLOG CONTENT

- Secured #HeresWhy interview with IAEE 20 Under 30 winner, Samantha Spitzner
- Contacted remaining IAEE 20 Under 30 recipients requesting Q&A participation



## SOCIAL



- The EMB 2017 recap video performed well across channels, garnering over 600 impressions and 30 engagements
- Posts concentrating on EMB messaging, upcoming shows and business travel performed well in December
- Posts that tag brands, use hashtags and use statistics in the copy, continue to receive high engagement and impressions across channels.

# December Digital Performance

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Overall:	<div>41</div> <div>Proactive Posts</div>	<div>322</div> <div>Post Likes &amp; Comments</div>	<div>12</div> <div>Page Likes &amp; Followers</div>
Twitter:	<div>20</div> <div>Proactive Posts</div>	<div>130</div> <div>Post Likes, Comments &amp; Clicks</div>	<div>10</div> <div>Page Likes &amp; Followers</div>
Facebook:	<div>21</div> <div>Proactive Posts</div>	<div>192</div> <div>Post Likes, Comments &amp; Clicks</div>	<div>2</div> <div>Page Likes &amp; Followers</div>

- Twitter and Facebook performed well in December, garnering over 300 engagements. Industry news, business travel and EMB focused posts were the largest contributors to engagement and impressions.