



# 2018 REPORT

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EXHIBITIONS MEAN BUSINESS

# 2018 IN REVIEW

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In 2018, we coordinated with partners and sponsors to drive awareness and build credibility for the Exhibitions Mean Business campaign to further position it as a trusted industry resource and leader. Our efforts advanced stakeholder relationships, media relations, and social media engagement.

EMB's Exhibitions Day remains a shining light for the industry. In 2018, we saw increases in participation, media placements and social media performance. Additionally, there was interaction from congressional figures co-sponsoring bills, participating in Exhibitions Day meetings, showing support on social media. The campaign also sustained advocacy conversations with monthly newsletter updates and "Here's Why" blogs.

What follows is a detailed outline of various activities completed in 2018 by the EMB campaign team.

# HOW FAR WE'VE COME

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## MEDIA:

**Shared 11 new #HeresWhy blog posts on EMB website**

**Earned 5M media impressions, contributing to more than 783M since 2011**

**Secured 24 pieces of coverage across online and print news sources**

## SOCIAL MEDIA:

**Gained 221 followers across Twitter and Facebook, reaching 2,603 total followers**

**EMB channels received over 282K impressions, a 31% increase since 2017**

**Promoted 24 social posts on Facebook and Twitter, garnering over 80K impressions and 4.4K engagements**

# 2018 MEDIA

**\$1.8M**

Publicity Value

**5M**

Media Impressions

**24**

Media Placements

The EMB team reinforced our integrated media approach, with stronger focus on partners and events. We achieved record Exhibitions Day media attention and other milestones, including a cover page story and in-depth article on a key industry initiative.

- Created and distributed communications documents, such as press releases and media alerts, around important events that provided media with all pertinent details and key messaging.
- Leveraged live partner events, such as the Global Meetings Industry Day panel in Austin and Destination Capitol Hill in D.C., to capitalize on timely, relevant conversations.
- Regular media engagement for greater association and recognition with campaign, generating opportunities for interviews, cover stories and more.

# 2018 MEDIA SNAPSHOT

**SECURITY**  
SOLUTIONS FOR ENABLING AND ASSURING BUSINESS

Unconventional Security: Managing Safety & Security for Conventions



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

Exhibitions Industry Boosts GDP by \$91 Billion in 2017

ORANGE COUNTY BUSINESS JOURNAL  
THE COMMUNITY OF BUSINESS™

Ventura Bound?



Annual Exhibitions Day  
Draws Record Attendance to  
Capitol Hill

**Biz**  
NEW ORLEANS

IAEE's Expo! Expo! to bring global event organizers to New Orleans in this Biz New Orleans Daily Biz Minute.

# 2018 SOCIAL MEDIA

**568**

Total Posts

**282K**

Owned Social  
Impressions

**6,904**

Total Engagements

**221**

New Followers

The best performing year for EMB social channels to date, gaining 221 followers, increasing impressions by 31% YoY and garnering over 6.9K engagements. A strong content mix, paid efforts, new tactics and increased event presence all contributed to more success.

- Shared diverse content on industry trends, marketing tips, supporter and partner features, EMB blog, and raising awareness for Exhibitions Day.
- Conducted community management and real-time posting at events such as Exhibitions Day and Expo! Expo!, to drive registration and booth traffic, show partner support and gain new followers.
- Implemented tactics such as conversational ads and a Twitter Chat to reach and engage audiences in fresh ways.
- Promoted EMB messaging through paid targeting to drive awareness and gain new followers.



# 2018 SOCIAL MEDIA SNAPSHOT

Exhibitions Mean Biz  
@ExhibitsMeanBiz

Nominations are open for @IAEE\_HQ's 2018 #IAEEAwards! Learn more and nominate an exceptional #events professional or #exhibitor here: [bit.ly/2qR9Ric](https://bit.ly/2qR9Ric)



Exhibitions Mean Biz  
@ExhibitsMeanBiz

Are trade shows part of your current marketing strategy? Learn how exhibits can help your company increase sales and more: [bit.ly/2smVf66](https://bit.ly/2smVf66)



Exhibitions Mean Biz  
@ExhibitsMeanBiz

We had a record number of attendees at #ExhibitionsDay this year! Thanks to the 125 people who came out to advocate for our \$91B industry! Learn more in @TSNN\_com\_US' article: [bit.ly/2t2xr9z](https://bit.ly/2t2xr9z)



Exhibitions Mean Biz  
@ExhibitsMeanBiz

Check out the latest edition of @ExhibitCityNews' magazine for a recap of #ExhibitionsDay and the issues we addressed at this year's event: [bit.ly/2n88Hdt](https://bit.ly/2n88Hdt)



Exhibitions Mean Biz  
@ExhibitsMeanBiz

We're excited to share @IAEE\_HQ, @SITEGlobal, and @MPI joined forces to launch the Global MICE Collaborative. Learn more about the new initiative here: [bit.ly/2q5e5Qe](https://bit.ly/2q5e5Qe)



**Global MICE Collaborative**

Advancing the Global MICE Industry

Exhibitions Mean Biz  
@ExhibitsMeanBiz

Why do you or your company attend trade shows? For #LeadGeneration, #BrandAwareness or #Networking?



[Tweet #LeadGeneration](#)

[Tweet #BrandAwareness](#)

[Tweet #Networking](#)

Exhibitions Mean Business campaign  
Published by Nicole Covington Bowman [?] · April 24 at 1:46pm · [?]

Our latest Here's Why installation features Ed Several of Reed Exhibitions! He discusses how he got started in the events industry, his first #ExhibitionsDay experience, and more. Check it out here: <https://bit.ly/2JnplyS>



**#HERESWHY Q&A: ED SEVERAL** - Exhibitions Mean Business | The Power of Face to Face Events - Exhibitions, Events and Tradeshows

EXHIBITIONSMANBUSINESS.ORG

Exhibitions Mean Biz  
@ExhibitsMeanBiz

The #ExhibitionsDay #ExpoChat starts in one hour! Join us to discuss our \$91B industry and issues we are facing. Find discussion questions here: [tsnn.com/join-expochat-...](https://tsnn.com/join-expochat-...)



12:07 PM · 23 May 2018

Exhibitions Mean Biz  
@ExhibitsMeanBiz

From being President and COO of @Exhibitor to teaching at @bemidjstate, learn how Randy Acker is impacting the #events industry in our latest #HereWhy post: [bit.ly/2JOGdN4](https://bit.ly/2JOGdN4)



Randy Acker  
EXHIBITOR Media Group

Exhibitions Mean Biz  
@ExhibitsMeanBiz

We had a blast at @IAEE\_HQ's #ExpoExpo event in @VisitNewOrleans! Thank you to all who came by and tried out the video testimonial booth. Learn more about Exhibitions Mean Business: [bit.ly/2smVf66](https://bit.ly/2smVf66)



9:47 AM · 17 Dec 2018

2 Retweets 7 Likes

# EXHIBITIONS DAY

22

Media Placements

4.8M

Earned Media  
Impressions  
*48% Increase YoY*

75K

Owned Social Media  
Impressions  
*56% Increase YoY*

2,250

Owned Social Media  
Engagements  
*6% Increase YoY*

- In its fifth year, Exhibitions Day saw **significant YoY increases** in **earned media impressions** and **social media impressions and engagement**.
- Our collaborative efforts helped secure 12 additional co-sponsors for H.R.2495 and S.1164, two key pieces of legislation against online booking scams.
- A new monthly advocacy newsletter answered the need for ongoing, year-round source for advocacy and legislation updates.
- The #ExhibitionsDay hashtag earned over 3.7M social media impressions on Twitter.



## LEGISLATION STATUS HEADING INTO 2019:

- **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

EXHIBITIONS DAY ATTENDEES SET TO ADVOCATE ON BEHALF OF \$91 BILLION INDUSTRY JUNE 5-6 IN DC

BEST PRACTICES IN TRADE SHOWS AND EVENTS

**EXHIBITOR**

Fifth Annual Exhibitions Day Reaches Record Attendance

**ExhibitCity** NEWS  
the nation's only trade show industry newspaper SINCE 1993

Record Numbers Participate in Global Exhibitions Day

**TSNN** Trade Show News Network

#EXHIBITIONS DAY HOSTS RECORD 125 ATTENDEES, 100 MEETINGS ON CAPITOL HILL



# EXPO! EXPO!

**29K**

Earned Media  
Impressions

*15+ video  
testimonials*

**3.6K**

Owned Social Media  
Impressions

**135**

Owned Social Media  
Engagements

- The EMB team hosted an interactive booth to engage attendees and gather firsthand testimonials about the power of events.
- EMB partnered with New Orleans & Company to coordinate local outreach and an official media alert to share information and messages with key audiences. EMB focused on local media only this year, narrowing the outlets available, yet the team secured four opportunities.
- EMB's social efforts consisted of live posting on Facebook and Twitter as well as community management.
- From December 10-13, EMB social channels garnered over 3,600 impressions (63% increase from 2017) and 135 engagements (42% increase from 2017). Increased results can likely be attributed to having a social media expert on-site to post in real-time, increased community management, and it being the largest Expo! Expo! event to date.

# EXPO! EXPO! SNAPSHOT

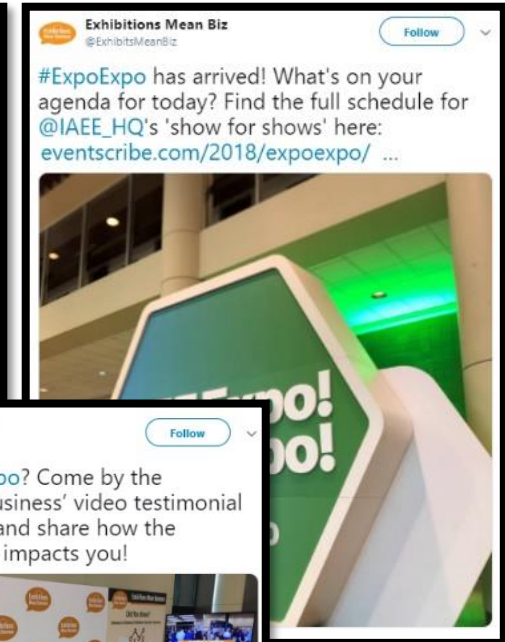
**Biz**  
NEW ORLEANS

IAEE's Expo! Expo! to bring global event organizers to New Orleans in this Biz New Orleans Daily Biz Minute.



**nola** | The Times-Picayune  
.com

The EMB team toured Doug McCash, arts and entertainment reporter, around the show floor. While a story didn't result immediately, he enjoyed seeing the world of exhibitions.



# 2018 IN DETAIL

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What follows is a monthly breakdown of EMB activities completed in 2018.

# January Dashboard

46

pieces of media and social content

20.1K

reach via proactive social posts

N/A\*

media interactions

## KEY TAKEAWAYS:

*Finalized 2018 plan and established quarterly story mining sessions to capture and anticipate broader advocacy storylines.*

*Generated 4 pieces of advocacy-focused content.*

*Promoted Facebook post received over 250 engagements and 30 clicks to the EMB website.*

## CAMPAIGN METRICS TO DATE:

\$91.9 Million

Publicity Value

778 Million

Media Impressions

\*proactive media outreach on hold for 2018 planning and media audit



# January Activity Snapshot

## ADVOCACY / MEDIA

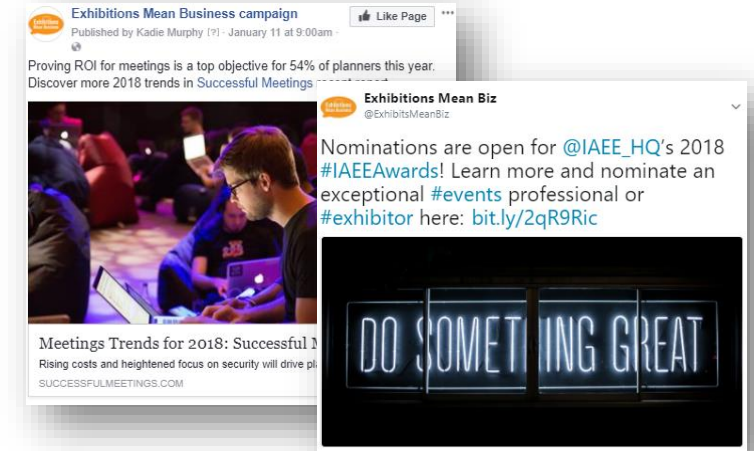
- Built board member advocacy toolkit.
- Developed abstract for ASAE speaking opportunity.
- Produced January advocacy newsletter.
- Created 2018 Exhibitions Day webpage.
- Formed Q1 Partner ideas.

## BLOG

- Updated Airport Infrastructure blog post with new information.
- Issued blog post via the monthly EMB newsletter and promoted on Facebook.



## SOCIAL



- Posts tagging partners and trades performed well in January.
- Posts about 2018 business and industry trends received high engagement and impressions.



# February Dashboard

40

pieces of media and social content

30K

reach via proactive social posts

30

media interactions

## KEY TAKEAWAYS:

*Conducted 2017 media audit to better understand reporter interests and how to insert EMB into the media conversation.*

*Created advocacy blog post on the Visit U.S. Coalition and promoted via paid social.*

*Launched first Conversational Ad on Twitter in February, resulting in over 15K impressions and 455 engagements.*

## CAMPAIGN METRICS TO DATE:

\$91.9 Million

Publicity Value

778 Million

Media Impressions

\*proactive media outreach on hold for 2018 planning and media audit

# February Activity Snapshot

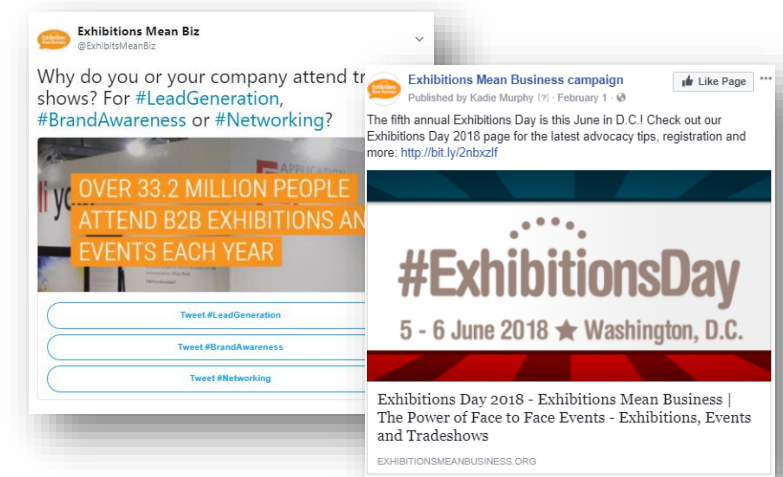
## ADVOCACY / MEDIA

- Pitched EIC economic impact study to trade, local and national media such as Travel Pulse, Los Angeles Business Journal and USA Today.
- Pitched Exhibitions Day registration launch to trade media.
- Finalized EMB media audit.
- Produced February advocacy newsletter.
- Participated in advocacy call.

## BLOG

- Conducted Here's Why interview with Daniel McKinnon.

## SOCIAL



- EMB launched their first Conversational Ad on Twitter in February, resulting in over 15K impressions and 455 engagements.
- Exhibitions Day 2018 posts are officially included in the regular cadence and performing well across channels.

# March Dashboard

49

pieces of media and social content

38K

reach via proactive social posts

22

media interactions

## KEY TAKEAWAYS:

*Captured trade, local and national 2018 editorial calendars to outline monthly media opportunities.*

*Created advocacy blog post highlighting EMB issues discussed during U.S. Travel's Destination Capitol Hill.*

*Garnered over 38K impressions across EMB social channels due to high performing posts about Exhibitions Day and paid promotions.*

## CAMPAIGN METRICS TO DATE:

\$91.9 Million

Publicity Value

778 Million

Media Impressions

\*proactive media outreach on hold for 2018 planning and media audit

# March Activity Snapshot

## ADVOCACY / MEDIA

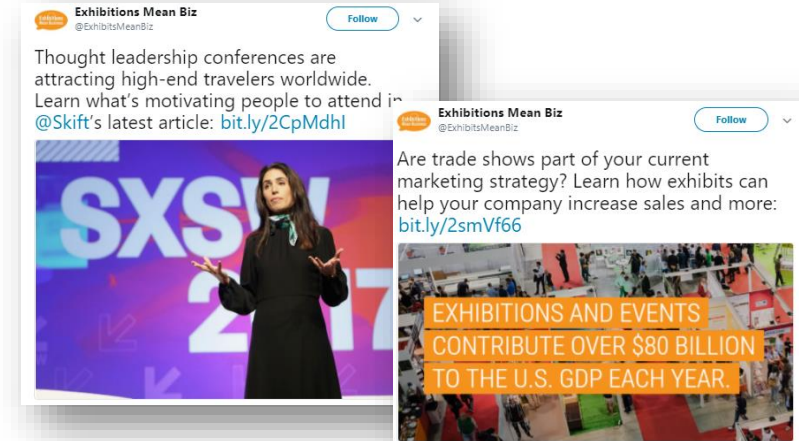
- Followed up with media on EIC economic impact study.
- Developed TSNN Exhibitions Day promotional email.
- Updated donors and Exhibitions Day sponsors on EMB website.
- Secured placeholder in July edition of Exhibit City News for EMSSI story.
- Monitored coverage around Destination Capitol Hill for possible media engagement.

## BLOG

- Posted Here's Why blog featuring Daniel McKinnon.
- Scheduled call with Ed Several.
- Shared March advocacy blog about U.S. Travel advocating for issues that impact the events industry.



## SOCIAL



- Skift continues to be a great resource for EMB social content, with posts featuring Skift articles often performing very well.
- Posts that tie the tradeshow industry to ROI, increased sales, or lead generation consistently perform well across channels.

# April Dashboard

47

pieces of media and social content

15.8K

reach via proactive social posts

16

media interactions

## KEY TAKEAWAYS:

*Secured editorial interest with two trade publications regarding EMB partner shows and programs.*

*Posted a new Here's Why blog featuring Ed Several highlighting his positive experience at Exhibitions Day 2017.*

*Gained 19 new followers on Twitter in April, consisting of EMB partners, industry members and more.*

## CAMPAIGN METRICS TO DATE:

\$91.9 Million

Publicity Value

778 Million

Media Impressions

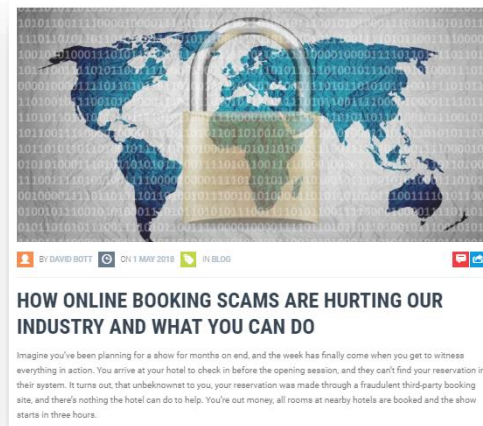
# April Activity Snapshot

## ADVOCACY / MEDIA

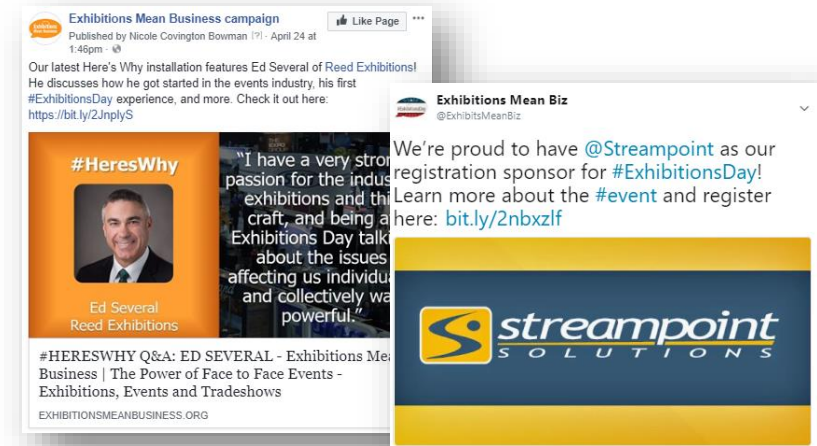
- Explored speaking opportunity with Fort Worth Business Press (*did not pursue due to change in topic*).
- Engaged local reporters around Global Meetings Industry Day panel in Austin, TX.
- Secured interest with TSNN around philanthropy initiatives at Natl. Restaurant Association Show.
- Secured interest from Successful Meetings around New Orleans Convention Center District Development.

## BLOG

- Posted Here's Why blog featuring Ed Several.
- Drafted Here's Why about online booking scams.



## SOCIAL



- Ed Several's Here Why featured performed well across channels.
- Exhibitions Day posts performed well on Twitter. We shared posts featuring sponsors, Exhibitions Day tips and more.



# May Dashboard

69

pieces of media and social content

26.2K

reach via proactive social posts

25

media interactions

## KEY TAKEAWAYS:

*Secured four stories in key trade publications about Exhibitions Day and the new GDP contribution figure.*

*Posted a new Here's Why blog featuring the impact of online booking scams on the industry.*

*Gained 28 new followers across social channels in May, consisting of EMB partners, industry members and more.*

## CAMPAIGN METRICS TO DATE:

\$92.9 Million

Publicity Value

778 Million

Media Impressions

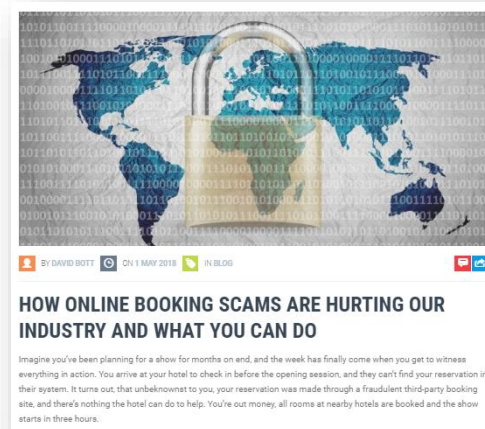
# May Activity Snapshot

## ADVOCACY / MEDIA

- Developed 2018 Exhibitions Day press release and 2018 Exhibitions Day issues brief.
- Shared Exhibitions Day press release with 20+ media contacts including TSNN, Washington Post and Skift; Conducted Q&A interview with Trade Show Executive; Placements secured in Trade Show Executive, TSNN, Exhibit City News and Exhibitor Online.
- Secured editorial placeholder in Security Magazine for EMSSI as it relates to convention center and stadium security.
- Liaised Successful Meetings editorial opportunity for convention center district developments with Visit New Orleans *\*did not come to fruition due to conflicting schedules*
- Organized editorial opportunity with TSNN around National Restaurant Assoc. Show philanthropy *\*did not come to fruition due to personal matters on TSNN side.*
- Guided ExpoGroup podcast interview request on Exhibitions Day *\*did not come to fruition due to IAEE team traveling.*

## BLOG/WEBSITE

- Built out 2018 Exhibitions Day webpage with new graphics and key event materials.
- Posted Here's Why blog about online booking scams.



## SOCIAL



- Increased Exhibitions Day organic and paid posts in May, resulting in over 26K impressions.
- Participated in #Expochat for Exhibitions Day, including representatives from TSNN, IAEE, and Highway 85 Creative.

# June Dashboard

80

pieces of media and social content

56.8K

reach via proactive social posts

18

media interactions

## KEY TAKEAWAYS:

*Secured a post-Exhibitions Day story in the Orange County Business Journal + a **cover story** with Exhibit City News.*

*Posted a new **Here's Why** blog featuring Julie Smith of GES.*

*Gained 51 new followers across social channels in June as a result of paid social posts as well as engaging more partners and users through community management efforts for Exhibitions Day.*

## CAMPAIGN METRICS TO DATE:

\$92.9 Million

Publicity Value

783 Million

Media Impressions

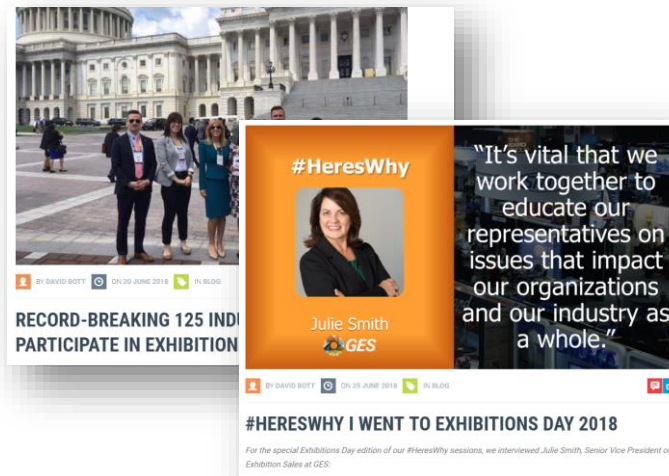
# June Activity Snapshot

## ADVOCACY / MEDIA

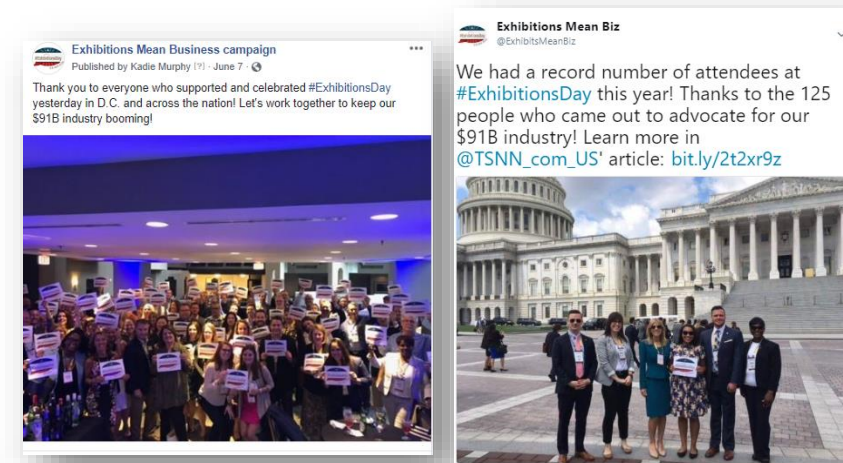
- Facilitated written Q&A with Brad Mayne from IAVM about EMSSI for the July issue of Security Magazine.
- Engaged local, trade and national media, such as USA Today, Louisville Business Journal and Hotel News Now, on a variety of angles to garner additional Exhibitions Day coverage.
- Reached out to Fort Worth Business Press to gauge potential to contribute to editorial focus on tourism in July.
- Drafted Q2 newsletter excerpt recapping Exhibitions Day.

## BLOG/WEBSITE

- Shared blog post recapping Exhibitions Day issues and performance.
- Facilitated Exhibitions Day testimonial blog post with Julie Smith of GES.



## SOCIAL



- Garnered over 56.8K impressions across social channels in June largely due to Exhibitions Day organic and paid efforts.
- Performed community management for Exhibitions Day, resulting in increased followers and engagement on Twitter.

# July Dashboard

42

pieces of media and social content

21.1K

reach via proactive social posts

8

media interactions

## KEY TAKEAWAYS:

*Feature story about EMSSI published in July issue of Security Magazine.*

*Cover story about Exhibitions Day published in July/August issue of Exhibit City News.*

*Garnered 489 engagements across Twitter and Facebook in July as a result of organic social posts and one paid post on each social channel.*

## CAMPAIGN METRICS TO DATE:

\$93 Million

Publicity Value

783 Million

Media Impressions

# July Activity Snapshot

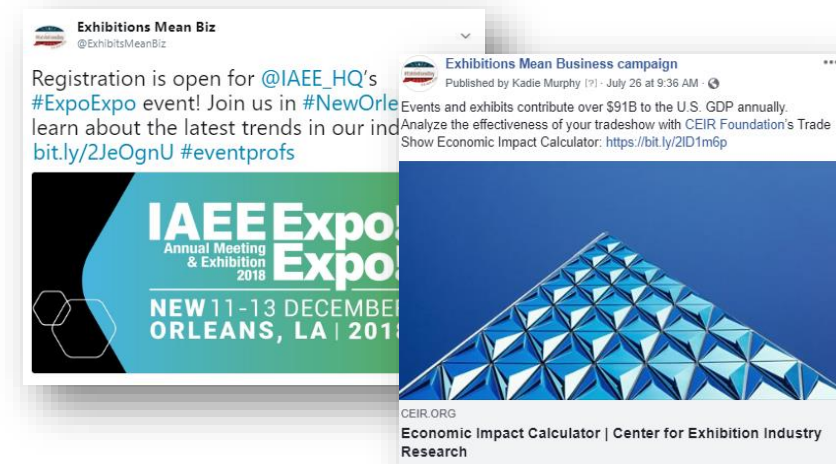
## ADVOCACY / MEDIA

- Cover story about Exhibitions Day was published in July/August issue of Exhibit City News.
- Feature story about EMSSI published in July issue of Security Magazine.
- Scheduled and prepped for August 1 call with the New Orleans and Company communications team to align on media strategy for Expo! Expo!.
- Engaged local and national media around impact and topics at Destinations International annual show in Anaheim including ABC, LA Times, OC Register and Southern California News Group.
- Pitched Corporate Event News around general event tips and domestic versus international event planning.
- Pitched DMN News about effectiveness of marketing meetings and conferences.

## BLOG/WEBSITE

- Uploaded Q2 report to the Exhibitions Mean Business website.
- Updated and solidified contact list for Here's Why outreach for remainder of 2018.

## SOCIAL



- Began promoting Expo! Expo! across Facebook and Twitter. Expo! Expo! posts received the highest engagement in July.
- Shared posts promoting CEIR tools and EMB messaging. Posts performed well across channels, receiving high engagement and impressions.



# August Dashboard

46

pieces of media and social content

15.1K

reach via proactive social posts

7

media interactions

## KEY TAKEAWAYS:

*Held call with New Orleans & Company team for **Expo!**  
**Expo! media coordination.***

***Explored opportunities to present/guest lecture** at local  
universities.*

***Shared Exhibit City News feature on Twitter and Facebook**  
resulting in over 1.7K impressions and 100 engagements  
across channels.*

## CAMPAIGN METRICS TO DATE:

\$93 Million

Publicity Value

783 Million

Media Impressions

# August Activity Snapshot

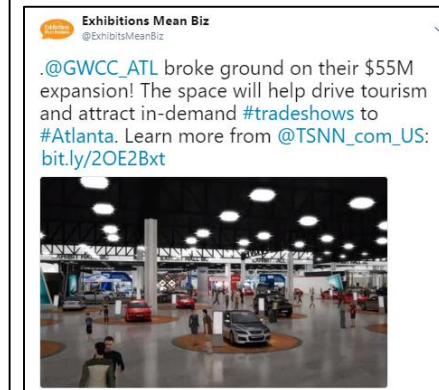
## ADVOCACY / MEDIA

- Held call with New Orleans to discuss coordination of Expo! Expo! media outreach.
- Started developing Expo! Expo! media list.
- Reached out to Crain's New York to inquire about roundtable on infrastructure investment as well as winter editorial focus on 2019 economic outlook.
- Engaged reporter at Marketing Dive and MarketingProf to offer expertise on face-to-face marketing.
- Reached out to BizBash to inquire about upcoming tech issue.
- Connected with Southern Methodist University Economics department on possible speaking opportunities.

## BLOG/WEBSITE

- Reached out to two members of advocacy committee to gauge availability for phone calls in August or September.

## SOCIAL



- Continued to share convention center expansion updates and industry news across channels.
- Shared Exhibit City News's article mentioning Exhibition's Day and EMB. It was one of the best performing posts in August across Facebook and Twitter.

# September Dashboard

37

pieces of media and social content

11.3K

reach via proactive social posts

12

media interactions

## KEY TAKEAWAYS:

*Coordinated Edelman panel participation at CEIR Predict.*

*Secured a new Here's Why blog post with Angi Van Berg.*

*Gained 22 followers on Twitter as a result of paid and organic efforts.*

## CAMPAIGN METRICS TO DATE:

\$93 Million

Publicity Value

783 Million

Media Impressions

# September Activity Snapshot

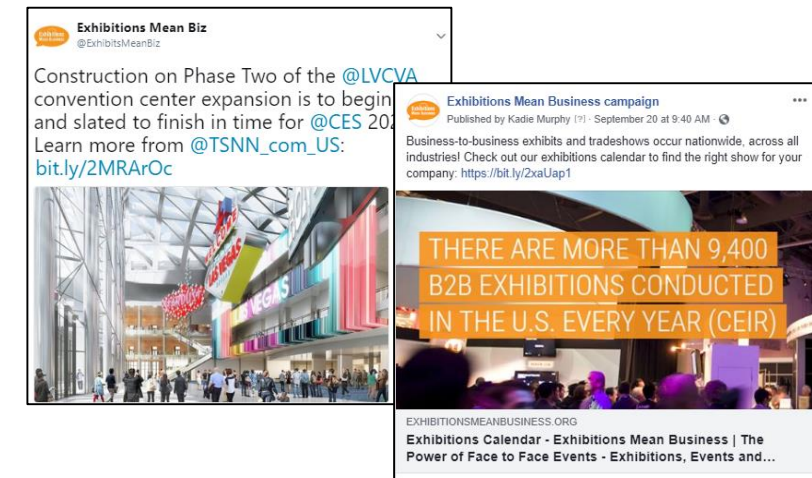
## ADVOCACY / MEDIA

- Pitched CEIR Predict to national and local media located in D.C.; Coordinated panel participation and Trust presentation at CEIR Predict for an Edelman leader.
- Held call with New Orleans and Company to discuss media assets, angles and relationships ahead of Expo! Expo! outreach.
- Shared CEIR data with Forbes/Entrepreneur contributor for potential inclusion in upcoming stories.
- Developed story angle around CEM expansion and program to take to national media in October.

## BLOG/WEBSITE

- Coordinated a Here's Why blog with Angi Van Berg.

## SOCIAL



- Continued to share convention center expansion updates and industry news across channels.
- Shared posts with EMB messaging to drive website traffic.

# October Dashboard

50

pieces of media and social content

16.9K

reach via proactive social posts

11

media interactions

## KEY TAKEAWAYS:

*Secured national B2B media interest in covering and attending Expo! Expo!.*

*Posted a new Here's Why blog post with Randy Acker.*

*Garnered 505 engagements across channels as a result of featuring more partner announcements, Here's Why blog posts, and Expo! Expo! updates.*

## CAMPAIGN METRICS TO DATE:

\$93 Million

Publicity Value

783 Million

Media Impressions

# October Activity Snapshot

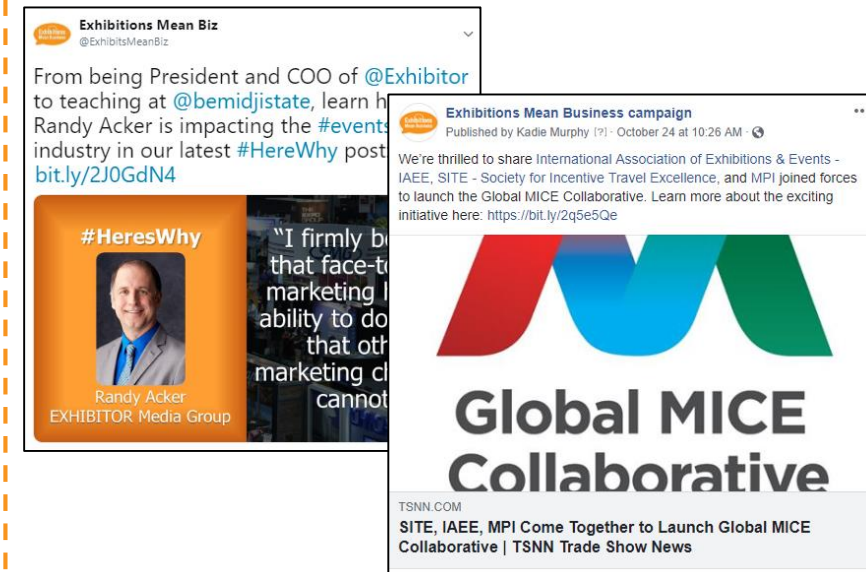
## ADVOCACY / MEDIA

- Worked with New Orleans to solidify media pitches and potential activities ahead of Expo! Expo! outreach.
- Kicked off Expo! Expo! outreach to national media, securing interest from a prominent B2B marketing freelancer.
- Shared B2B Destination Marketing storyline with Ad Age based on editorial calendar.
- Engaged national reporters from outlets such as Bloomberg, Foreign Affairs, Business Insider and more on IAEE's significant CEM expansion and impact on the industry.

## BLOG/WEBSITE

- Conducted and posted Here's Why with Randy Acker.
- Reached out to two additional industry veterans to schedule November calls.

## SOCIAL



- Shared two Here's Why blog posts in October to drive website traffic and show support for industry members.
- Shared posts featuring IAEE and partner announcements.



# November Dashboard

43

pieces of media and social content

16.9K

reach via proactive social posts

25

media interactions

## KEY TAKEAWAYS:

*Continued outreach to local New Orleans media to garner stories around Expo! Expo!.*

*Conducted Here's Why with Don Welsh.*

*Promoted IAEE's Expo! Expo! event across social channels to display partner support and drive awareness for the event.*

## CAMPAIGN METRICS TO DATE:

\$93 Million

Publicity Value

783 Million

Media Impressions

# November Activity Snapshot

## ADVOCACY / MEDIA

- Continued Expo! Expo! outreach to national, local and freelance media in New Orleans including but not limited to: New Orleans City Business, Biz New Orleans, Silicon Bayou News, AP, NOLA.com and Picayune Item.
- Planned group tour of Expo! Expo! for 10-15 teenagers as guests of B2B freelancer.

## BLOG/WEBSITE

- Conducted Here's Why with Don Welsh.

## SOCIAL



- Shared articles relevant to industry trends such as sustainability and infrastructure.
- Shared posts promoting IAEE's Expo! Expo! event.

# December Dashboard

39

pieces of media and social content

13.2K

reach via proactive social posts

19

media interactions

## KEY TAKEAWAYS:

*Staffing the EMB booth at Expo! Expo! in New Orleans, and **engaging local media** to promote the impact of trade shows.*

*Conducted **Here's Why** with Don Welsh.*

*Shared live social posts from IAEE's Expo! Expo! event, **garnering 3.6K impressions and 135 engagements** across EMB social channels.*

## CAMPAIGN METRICS TO DATE:

\$93 Million

Publicity Value

783 Million

Media Impressions

# December Activity Snapshot

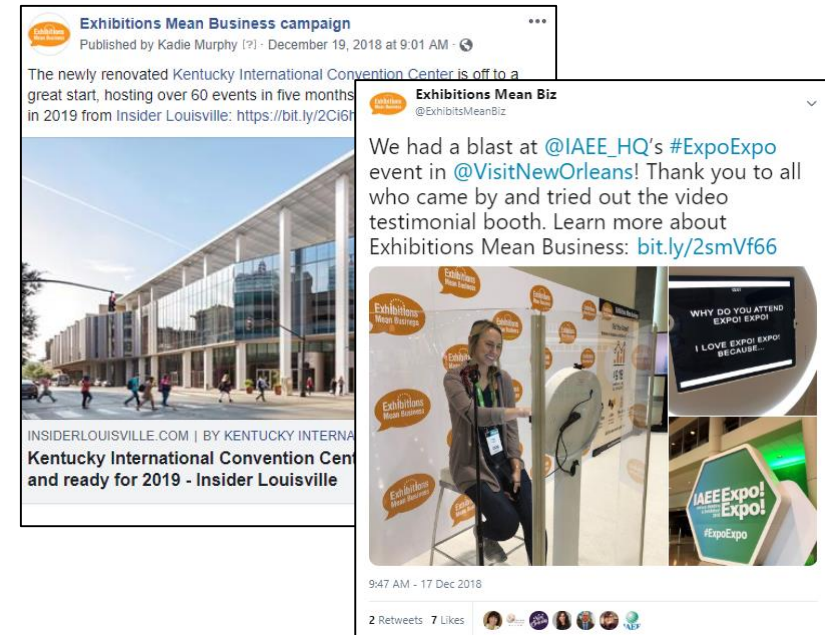
## ADVOCACY / MEDIA

- Continued Expo! Expo! outreach to national, local and freelance media in New Orleans.
- Staffed Expo! Expo! booth, engaging with attendees to share the EMB story and obtain video testimonials.
- Held strategy workshop with EMB leadership to review campaign goals, messages and priorities for 2019.
- Reviewed upcoming events in member cities, venues, and groups for potential media use.

## BLOG/WEBSITE

- Conducted Here's Why with Don Welsh.

## SOCIAL



- Shared articles relevant to industry, such as infrastructure and 2019 event trends.
- Shared posts promoting EMB's presence at Expo! Expo! to help drive booth traffic.