Q1 IN REVIEW

During Q1, EMB focused on kicking off the 2019 plan across media, social and donor communications.

Media efforts included gathering editorial calendars from relevant publications and pursuing 13 content opportunities that aligned with partner initiatives and industry news, such as sharing the Green Hospitality Nola program with Biz Bash for their ‘Sustainability’ April issue.

EMB social channels continue to perform well, acquiring 43 new followers and garnering over 74.4K impressions and 1.9K engagements. Sharing engaging content, promoting Exhibitions Day and strategically targeting audiences through paid posts all contributed to the success of Q1.

Additionally, the campaign developed and launched a refresh of donor communications, featuring new email headers, an introductory email, a survey to recognize collaboration points and an evergreen new donor message.

This report provides a more detailed outline of various EMB activities completed in Q1 2019 by the Edelman EMB campaign team.
HOW FAR WE’VE COME

MEDIA:
- Garnered 783M media impressions and $93M in publicity value to date.
- Generated 13 unique storylines to share with media.
- Developed refreshed suite of donor communication.

SOCIAL MEDIA:
- 2,647 followers across Twitter and Facebook, a 2% increase since Q4 2018.
- EMB social channels garnered over 74.4K impressions in Q1 2019 from organic and paid efforts.
- Drove 1,945 engagements across EMB social channels in Q1 2019.
Q1 MEDIA

- Posted Here’s Why blog featuring Don Welsh and contacted three more committee members for interviews.
- Engaged reporters around sustainability initiatives, EIC four principals, CEIR data, networking best practices, and more.

*Not applicable due to lack of media interest in storylines - EMB exploring different avenues for Q2.*
Q1 DONOR COMMUNICATIONS

- Developed strategy for 2019 donor communications refresh.
- Created new suite of communications, including five email headers, one kickoff email, a survey and one evergreen email to share with new donors throughout the year.
- In Q2, we will share out donor communications emails, collect and analyze data from the survey, and begin to conduct IDIs with donors.

Donor communications email headers:
Acquired 43 new followers in Q1, reaching 2,647 followers across EMB social channels.
Promoted social posts announcing Exhibitions Day registration to target audiences, driving 746 users to the EMB website.
Shared a consistent mix of relevant evergreen content, earned media, partner messaging and EMB messaging across Facebook and Twitter, driving 1,945 engagements from users.
Engaged with partners and trade outlets on Facebook and Twitter by liking, sharing or retweeting their social posts.
Q1 SOCIAL MEDIA SNAPSHOT
Q1 IN DETAIL

What follows is a monthly breakdown of EMB activities completed in Q1 2019.
January Dashboard

KEY TAKEAWAYS:

Built out 2019 plan and identified potential paid media opportunities reaching key audiences.

Gathered 2019 editorial calendars, and pitched CEIR data per relevant topics.

Promoted two social posts, driving over 191 engagements and 13.5K impressions.

CAMPAIGN METRICS TO DATE:

$93.8 Million Publicity Value

783 Million Media Impressions
January Organic Social Performance

<table>
<thead>
<tr>
<th>Overall:</th>
<th>Proactive Posts</th>
<th>Post Likes &amp; Comments</th>
<th>Page Likes &amp; Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>40</td>
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<td>15</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Twitter:</th>
<th>Proactive Posts</th>
<th>Post Likes, Comments &amp; Clicks</th>
<th>Page Likes &amp; Followers</th>
</tr>
</thead>
<tbody>
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<td></td>
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</table>

<table>
<thead>
<tr>
<th>Facebook:</th>
<th>Proactive Posts</th>
<th>Post Likes, Comments &amp; Clicks</th>
<th>Page Likes &amp; Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>21</td>
<td>154</td>
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</table>

- Both Facebook and Twitter continue to have steady follower growth month-over-month.
- Facebook and Twitter performed well in January, garnering seven engagements per post on average.
January Paid Social Performance

We launched two paid social promotions: the Facebook promotion focused on driving engagements, while the objective for Twitter was garnering awareness. Overall, our paid efforts resulted in 13,596 impressions and 191 engagements.

<table>
<thead>
<tr>
<th>Objective: Engagements</th>
<th>Objective: Awareness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions: 591</td>
<td>Impressions: 13,005</td>
</tr>
<tr>
<td>Engagements: 147</td>
<td>Engagements: 44</td>
</tr>
</tbody>
</table>
January Activity Snapshot

**ADVOCACY / MEDIA**
- Pitched new CEIR data to Marketing Dive, BizBash and Chief Marketer.
- Established 2019 plan and tactics.
- Researched potential 1H activations, including paid media opportunities and speaking engagements.
- Reached out to SMU marketing professors to inquire about spring speaking opportunities.

**BLOG**
- Created a Here’s Why blog, illustrating negative effect of government shutdown on the events industry.
- Developed a Here’s Why blog, featuring Don Welsh.

**SOCIAL**
- Posts tagging partners and trades performed well.
- Content featuring EMB messaging, specifically around advocacy, drove high engagement.
February Dashboard

**CAMPAIGN METRICS TO DATE:**

- **$93.8 Million** Publicity Value
- **783 Million** Media Impressions

**KEY TAKEAWAYS:**

- Developed outline for revamped donor communications tactics and materials.

- Spoke with teams at Entrepreneur Magazine and Texas Marketing Summit about media and event opportunities.

- Promoted two social posts driving over 60% of the total 25.9K social impressions.
Both Facebook and Twitter continue to have steady follower growth month-over-month. Facebook and Twitter saw a decline in organic performance in February, this is likely due to the shorter month and unpredictable nature of algorithms on each social platform.

<table>
<thead>
<tr>
<th></th>
<th>Proactive Posts</th>
<th>Post Likes &amp; Comments</th>
<th>Page Likes &amp; Followers</th>
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<tbody>
<tr>
<td>Overall</td>
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</table>
February Paid Social Performance

In February, we launched two paid social promotions. The Facebook promotion focused on driving engagements, while the objective for Twitter was garnering awareness. Overall, our paid efforts resulted in 16,017 impressions and 378 engagements.
February Activity Snapshot

**ADVOCACY / MEDIA**

- Developed outline for revamped 2019 donor communications tactics and materials.
- Held informational phone calls with teams at Texas Marketing Summit (located in Dallas) and Entrepreneur Magazine to gather details on editorial and event opportunities.
- Attended first 2019 advocacy committee call.

**BLOG**

- Finalized Here’s Why blog, featuring Don Welsh.

**SOCIAL**

- Posts including interesting industry statistics performed well.
- Content featuring EMB messaging, specifically around advocacy and Exhibitions Day, drove high engagement.
March Dashboard

**KEY TAKEAWAYS:**

- Developed new email headers, kickoff email and survey for revamped donor communications.
- Leveraged donor projects for outreach to four local and marketing media outlets.
- Promoted Exhibitions Day registration on social, driving 736 users to the Exhibitions Mean Business website.

**CAMPAIGN METRICS TO DATE:**

- $93.8 Million Publicity Value
- 783 Million Media Impressions
Both Facebook and Twitter continue to have steady follower growth month-over-month. Facebook and Twitter both had an increase in engagement in March. This is likely due to the incorporation of Exhibitions Day content and the announcement of registration being open.
In March, we launched two paid social promotions. The objective of both campaigns was to drive users to the EMB website to register for Exhibitions Day. Overall, our paid efforts resulted in 9,756 impressions and 800 engagements.
March Activity Snapshot

**ADVOCACY / MEDIA**
- Developed five new email headers, one launch email and one survey for EMB’s revamped 2019 donor communications, as well as one new donor message for evergreen use throughout the year.
- Pitched donor news and projects to: July networking focus in Entrepreneur, May ‘green issue’ of Ad Age; April sustainability issue of Biz Bash; May tourism focus for Detroit Business.

**BLOG**
- Reached out to two new Here’s Why participants

**SOCIAL**
- Posts tied to a trending topic or current event, like SXSW, performed well in March.
- Content featuring EMB messaging, specifically around advocacy and Exhibitions Day, continued to drive high engagement.