



Q2 2019 REPORT

EXHIBITIONS MEAN BUSINESS

Q2 IN REVIEW

During Q2, EMB largely focused on Exhibitions Day, developing event and press materials, creating an issues blog series, as well as engaging media contacts across verticals and regions to secure **27 stories** that told potentially **1.4 million readers** why “Exhibitions Mean Business.”

EMB social channels continue to perform well, **acquiring 66 new followers and garnering over 82.4K impressions and 2.2K engagements**. Exhibitions Day organic and paid efforts along with community management contributed to the success of Q2.

What follows is a more detailed outline of various EMB activities completed in Q2 2019 by the EMB campaign team.

HOW FAR WE'VE COME

MEDIA:

Garnered 784M media impressions and \$95M in publicity value to date

Secured 27 earned and organic placements

Shared 5 new #HeresWhy blog posts to EMB website in Q2 of 2019

SOCIAL MEDIA:

2,713 followers across Twitter and Facebook, a 2.5% increase since Q1 of 2019

EMB social channels received over 82.4K impressions in Q2 of 2019

#ExhibitionsDay garnered over 1,721,127 total impressions in 2019

Q2 MEDIA

\$1.8M

Publicity Value

1.4M

Media Impressions

67

Media Interactions

5

Blog Posts

- Coordinated phone interview for VenuesNow with Steven Walker and Lisa Williams to discuss Exhibitions Day goals and their experiences.
- Facilitated email Q&A with David DuBois for Smart Meetings to discuss how Exhibitions Day 2019 went.
- Wrote and posted five new Here's Why blogs detailing Exhibitions Day and 2019 issues, which were also amplified across social.
- Produced issues brief and press release for Exhibitions Day 2019.
- Created and distributed first-ever EMB donor survey to identify areas of collaboration and potential storylines for media.

Q2 MEDIA SNAPSHOT

#HeresWhy



Bill McGlade
Personify A2Z Events

"No matter how many phone calls you make, it's not going to be as effective as seeing that person face-to-face. Once you have that first handshake, that's a connection."

BY DAVID BOTT ON 14 MAY 2019 IN BLOG, BLOG

TAGS B2B MARKETING, EVENT PLANNING, EXHIBITIONS, MARKETING, TRADE SHOWS

#HERESWHY Q&A: BILL MCGLADE

In the latest installment of our #HeresWhy Q&A sessions, we interviewed Bill McGlade, Managing Director at Personify A2Z Events:

#ExhibitionsDay

4-5 June 2019 ★ Washington, D.C.

BY DAVID BOTT ON 30 APRIL 2019 IN BLOG, BLOG, UNCATEGORIZED






TAGS EXHIBITIONS, EXHIBITIONS DAY, WASHINGTON D.C.

WHAT CAN WE EXPECT AT EXHIBITIONS DAY 2019?


Trade shows, exhibitions, conventions, and other face-to-face gatherings are major commerce channels for the United States. In fact, events contributed \$97 billion to the U.S. GDP in 2018. Protecting and advocating for these powerful business platforms is a critical responsibility, and Exhibitions Day gives event professionals across the country the opportunity to share their voice with our nation's leaders.

Exhibitions Day Spotlights Value of Trade Shows

Leaders in the exhibitions industry visited Washington, D.C., to lobby for policies that encourage travel.

SHARE   Like 0  Tweet  Share 

by Alex Palmer | June 06, 2019



Leaders in the exhibition industry visited Washington, D.C., to lobby for major policy points throughout the country. Exhibitions Day. A number of professionals held face-to-face meetings with members of Congress to protect Brand USA and encourage travel to the

Time to Think DC as Exhibitions Day Nears

HIL ANDERSON, SENIOR EDITOR MARCH 31, 2019

SHARE ON:   

WASHINGTON – Spring has arrived and it's time for the trade show industry to nail down plans to take part in the annual Exhibitions Day caravan to Capitol Hill in Washington.



Registration for the June 4-5 lobbying expedition to the halls of Congress is open at <http://www.exhibitionsday.org/>. The trip includes a welcome reception and orientation on the 4th with groups of show organizers and industry partners fanning out on the Hill. The following day they will visit congressional offices to urge members of Congress to support various issues affecting the industry.

Q2 SOCIAL MEDIA

146

Total Posts

82.4K

Earned Social
Impressions

2,229

Total Engagements

66


New Followers

- Twitter and Facebook continue saw excellent follower growth in Q2, acquiring 66 new followers across channels.
- Activated paid social posts to promote Exhibitions Day. Posts focused on issues addressed at the event, driving event registration, and building awareness.
- Promoted Exhibitions Day across EMB social channels as well as performed community management for the Exhibitions Day including live tweeting onsite at the event.

Q2 SOCIAL MEDIA SNAPSHOT

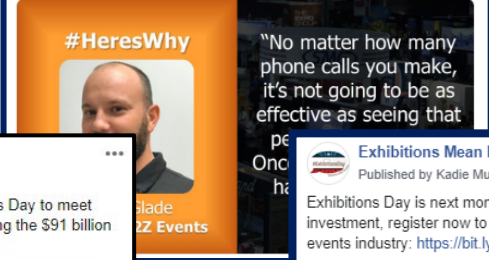
Exhibitions Mean Biz
@ExhibitsMeanBiz

Breaking News: Just in from @CEIR_HQ, the #B2B exhibitions industry contributed \$97B to U.S. GDP in 2018! Join us for #ExhibitionsDay June 4-5 in D.C. to advocate for our \$97B industry: bit.ly/ExhibitionsDay



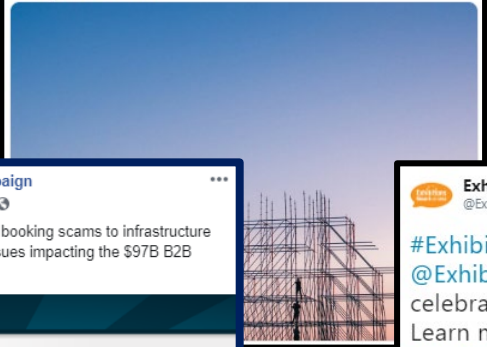
Exhibitions Mean Biz
@ExhibitsMeanBiz

In our latest #HeresWhy blog post, we interviewed Vice President of Account Management at @Personifycorp A2Z Events, Bill McGlade. Read his take on the importance of face-to-face connections and more: bit.ly/2Q6Q0tw #eventprofs




Exhibitions Mean Biz
@ExhibitsMeanBiz

Did you know the U.S. ranks 9th in the world for infrastructure quality? Join us for #ExhibitionsDay in D.C. to address this and other issues impacting the events industry: bit.ly/2QC43I4




Exhibitions Mean Biz
@ExhibitsMeanBiz

What state are you representing for #ExhibitionsDay this week? Find shareable infographics showcasing the impact each state has on the #B2B events industry: bit.ly/2QC43I4




Exhibitions Mean Business campaign
Published by Kadie Murphy · April 23 at 9:35 AM ·

Join us and industry leaders in D.C. June 4-5 for Exhibitions Day to meet with members of Congress and address the issues impacting the \$91 billion events industry: <https://bit.ly/2QC43I4>




Exhibitions Mean Business campaign
Published by Kadie Murphy · May 8 ·

Exhibitions Day is next month! From online booking scams to infrastructure investment, register now to advocate for issues impacting the \$97B B2B events industry: <https://bit.ly/2QC43I4>



Exhibitions Mean Biz
@ExhibitsMeanBiz

#ExhibitionsDay has arrived! Make sure to tag @ExhibitsMeanBiz in your tweets as you celebrate the \$97B B2B events industry today! Learn more: exhibitionsmeanbusiness.org/2019/06/u-s-ev...



Exhibitions Day 2019

Exhibitions Day YoY Results



Overall media impressions and publicity value were down in 2019 compared to 2018, which can be attributed to an external drop in media around Global Exhibitions Day and one organic story in 2018 that yielded nearly 4 million impressions by itself. This year, Exhibitions Day earned five more stories overall compared to 2018, and when omitting the 4M-impression piece from 2018, the event actually earned an additional 427k impressions.

Social performance decreased in number of posts, earned impressions, and total impressions. Although we did see an increase in supporters and industry members participating and celebrating #ExhibitionsDay on social media, there was not as much support for Global Exhibitions Day on social which impacted our results since users who support GED often tag Exhibitions Day in posts as well (75% decrease in impressions when comparing #GED2019 to #GED2018).

Exhibitions Day Support

In addition to participating capturing content from Capitol Hill and answering all messaging inquiries for Exhibitions Day attendees, the campaign team developed and managed the following content for Exhibitions Day in Q2:

- **Facilitated interviews** between Steven Walker and Lisa Williams with VenuesNow
- Coordinated email **Q&A for David DuBois** with Smart Meetings and Meetings & Conventions Magazine
- **Pitched a variety of angles** to local, trade and national media outlets
- Conducted owned **social media campaign** for Facebook and Twitter during Exhibitions Day
- Engaged with Exhibitions Day supporters on social by **sharing and liking their posts**
- **Live tweeted** from the event to build excitement and drive awareness of Exhibitions Day

Exhibitions Day Media Highlights

Exhibitions Day media coverage resulted in **1.4M earned media impressions** and a **publicity value of \$1.8M**

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HIL ANDERSON, SENIOR EDITOR MARCH 31, 2019

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New Strategies for Advocating for International Travel

BY JT LONG ON JUNE 10, 2019



GLOBAL EXHIBITIONS DAY AND #EXHIBITIONSDAY RALLY INDUSTRY SUPPORT

June 10, 2019
Kelsey Ogletree


19 Shares    

Exhibitions industry professionals around the world celebrated the fourth annual Global Exhibitions Day last week, June 5. From Australia to South Africa, the celebration was driven and supported by more than 40 partner associations in 90 countries and regions.

"GED is a perfect symbol for our industry — it's a huge success that is based on teamwork, trust, and collaboration," said UFI President Craig Newman. "It is great to see everyone working in this industry getting involved and coming up with a range of interesting and unusual activities to promote exhibitions."






A wide range of activities taking place globally aimed to promote exhibitions as an effective way of doing business, along with a source of myriad career opportunities.

Some of those activities included a litter-picking drive in Mumbai, an exhibition quiz and networking event in South Africa, a ceremony in Iran, distribution of food and clothing to an orphanage in Jaipur, a conference called "Exhibition Industry – Disruptor or Disruptee?" in Zagreb, and the annual #ExhibitionsDay in Washington, D.C., among others.




Exhibitions Day Spotlights Value of Trade Shows

Leaders in the exhibitions industry visited Washington, D.C., to lobby for policies that encourage travel.

SHARE   Like 0  Tweet  Share 

by Alex Palmer | June 06, 2019




Leaders in the exhibitions industry visited Washington, D.C., yesterday to lobby for several major policy points that affect trade shows throughout the country as part of the annual Exhibitions Day. A number of exhibition professionals held face-to-face meetings with members of Congress to invest in infrastructure, protect Brand USA and take other steps to encourage travel to the U.S.

ExhibitCity

Home News Features Tradeshow Calendar Service Guides

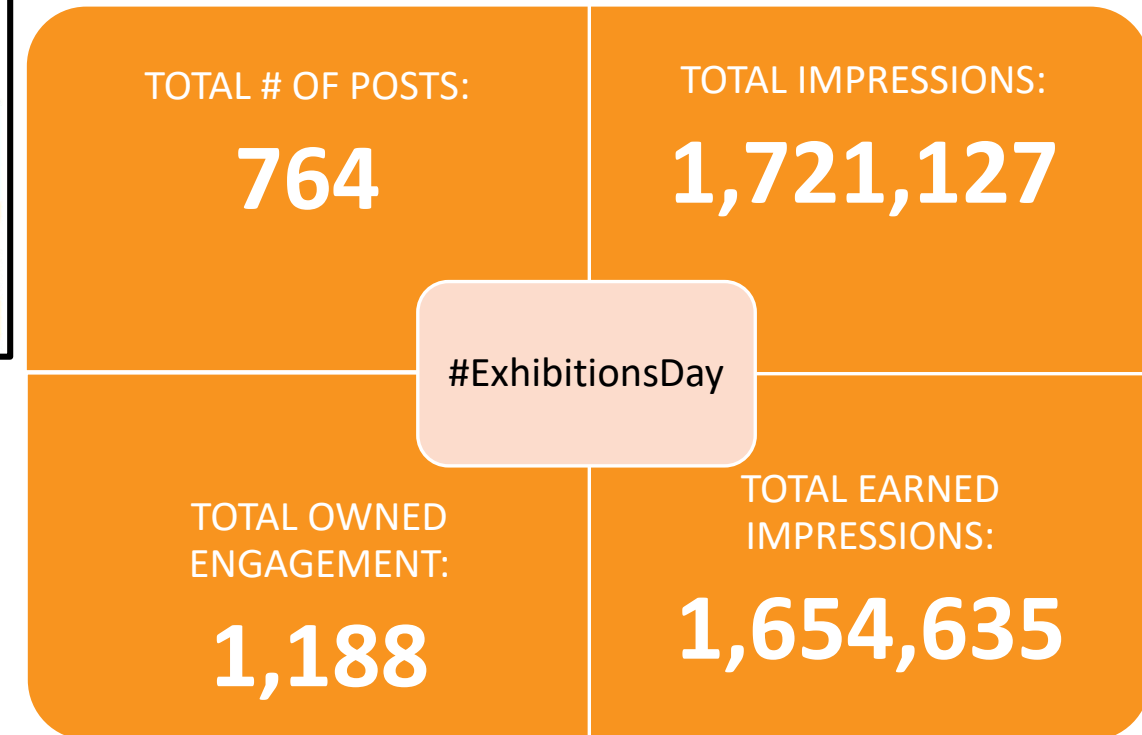
Exhibitions Day Builds Industry Awareness

Jun 10, 2019



and guests gathered June 5 at the Mob Museum in Las Vegas to celebrate Exhibitions Day on June 5 with cocktails, fires at the Mob Museum in Las Vegas, Ballast Point Brewery in Phoenix, CORT Events and Freeman sponsored brought industry members together to foster relationships exhibitions and events industry, which contributed \$97 billion to the Center for Exhibition Industry Research.

Exhibitions Day Social Media Highlights



Q2 IN DETAIL

What follows is a monthly breakdown of EMB activities completed in Q2 2019.

April Dashboard

47

pieces of media and social content

29K

reach via proactive social posts

7

media interactions

KEY TAKEAWAYS:

Produced issues brief for Exhibitions Day, sharing details of five different legislative topics.

Created and posted the first blog of a series focused on Exhibitions Day and this year's issues.

Shared the announcement of the B2B events industry contributing \$97B to the U.S. GDP on social, driving over 1,700 impressions and 81 engagements.

CAMPAIGN METRICS TO DATE:

\$93.8 Million

Publicity Value

783 Million

Media Impressions

April Organic Social Performance

Overall:

47

Proactive Posts

210

Post Likes, Comments, & Clicks

10

Page Likes & Followers

Twitter:

24

Proactive Posts

49

Post Likes, Comments & Clicks

5

Page Likes & Followers

Facebook:

23

Proactive Posts

161

Post Likes, Comments & Clicks

5

Page Likes & Followers

- Both Facebook and Twitter continue to have steady follower growth month-over-month.
- Facebook and Twitter both continue to see strong engagement. This is likely due to the increase in Exhibitions Day content, including sharing the issues brief and promoting blog posts.

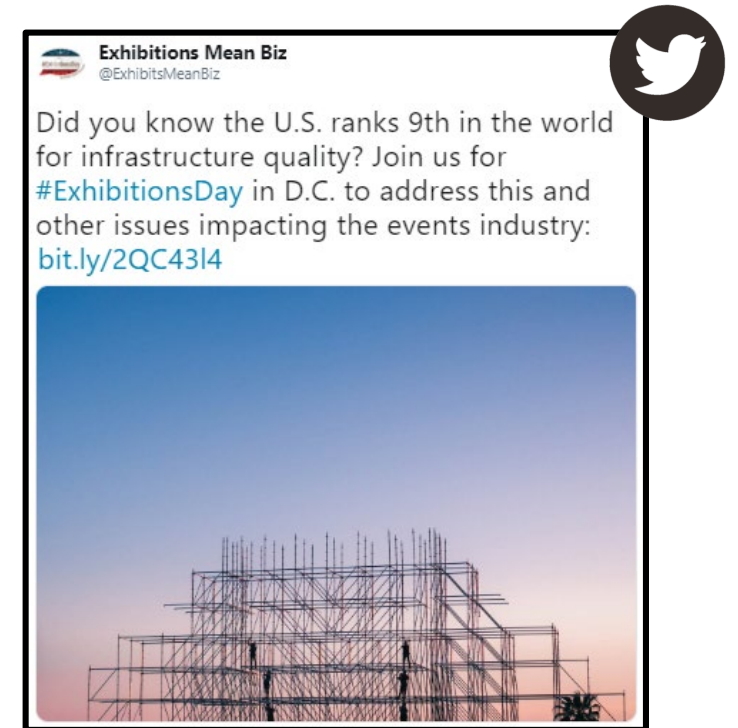
April Paid Social Performance

In April, we launched two paid social promotions. The objective for Facebook was to drive users to register, while for Twitter we focused on building awareness of Exhibitions Day. Overall, our **paid efforts resulted in 12,321 impressions and 429 engagements.**



Objective: Engagements

Impressions: 645 Engagements: 399



Objective: Awareness

Impressions: 11,676 Engagements: 30

April Activity Snapshot

ADVOCACY / MEDIA

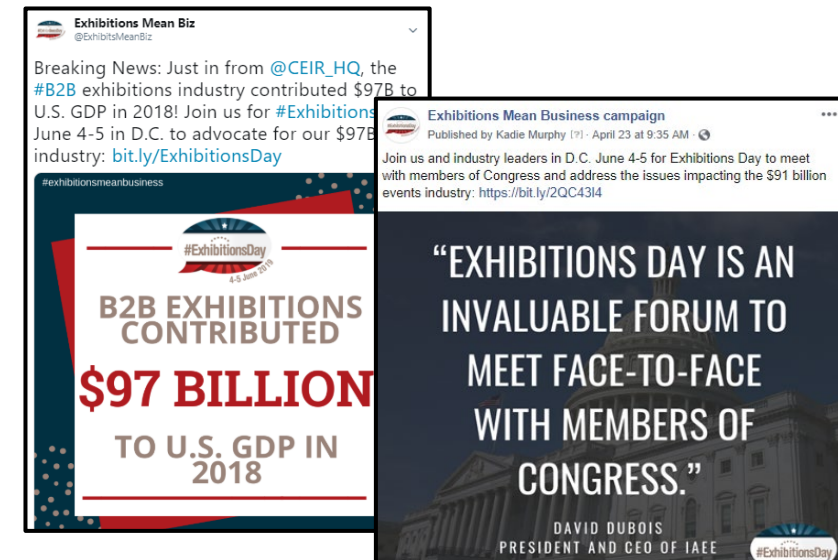
- Developed and posted Exhibitions Day issues brief, detailing five legislative topics.
- Met with government experts within Edelman to identify best practices for inviting Congressional members to Exhibitions Day reception.
- Kicked off initial Exhibitions Day media efforts, identifying editorial focuses and pitching stories.
- Pitched grassroots advocacy story to Michigan State Spartan Magazine.

BLOG

- Conducted interview with Bill McGlade from A2Z by Personify.
- Developed first edition of Exhibitions Day blog series.



SOCIAL



- Shared Exhibitions Day focused content, featuring issues, EMB blog posts, and state infographics.
- Featured timely and relevant content, including the announcement of the new U.S. GDP amount for the B2B events industry.

May Dashboard

39

pieces of media and social content

26.5K

reach via proactive social posts

15

media interactions

KEY TAKEAWAYS:

Produced and distributed press release for Exhibitions Day, detailing 2019 legislative topics.

Created and posted the second and third Exhibitions Day blogs, focused on travel policies and infrastructure.

Launched Exhibitions Day social promotions, driving over 13K impressions and 501 engagements.

CAMPAIGN METRICS TO DATE:

\$93.8 Million

Publicity Value

783 Million

Media Impressions

May Organic Social Performance

Overall:

39

Proactive Posts

366

Post Likes, Comments, & Clicks

20

Page Likes & Followers

Twitter:

20

Proactive Posts

117

Post Likes, Comments & Clicks

13

Page Likes & Followers

Facebook:

19

Proactive Posts

249

Post Likes, Comments & Clicks

7

Page Likes & Followers

- Both Facebook and Twitter continue to have steady follower growth month-over-month.
- Facebook and Twitter saw a spike in engagement in May. This is likely due to users engaging more actively with Exhibitions Day posts as the event was approaching.

May Paid Social Performance

In May, we launched two paid social promotions. The objective for Facebook was to drive users to register for Exhibitions Day, while for Twitter we focused on building awareness for the event. Overall, our paid efforts resulted in **13,675 impressions** and **501 engagements**.



Objective: Engagements

Impressions: 739 Engagements: 426



Objective: Awareness

Impressions: 12,936 Engagements: 75

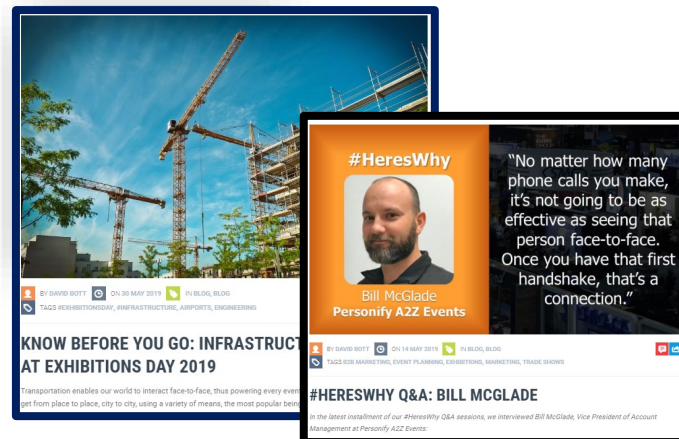
May Activity Snapshot

ADVOCACY / MEDIA

- Drafted and distributed the press release for Exhibitions Day to media.
- Pitched Exhibitions Day to automotive, equipment (leveraging Mark Bogdansky and AEM representatives) and local media (leveraging David DuBois for DFW, and other contacts based on location).

BLOG

- Posted a Here's Why blog featuring Bill McGlade from A2Z by Personify.
- Posted the second and third blogs for the Exhibitions Day series, focused on infrastructure and travel policies.



SOCIAL



- Shared Exhibitions Day focused content, featuring issues, EMB blog posts, and state infographics.
- Drove registration and awareness for Exhibitions Day event in June.

June Dashboard

60

pieces of media and social content

26.8K

reach via proactive social posts

45

media interactions

KEY TAKEAWAYS:

Engaged 45+ business, economy and travel media about Exhibitions Day

Earned 1.4M impressions and 27 new articles covering Exhibitions Day

Live tweeted during Exhibitions Day, driving over 17.8K impressions and 333 engagements on Twitter.

CAMPAIGN METRICS TO DATE:

\$95 Million

Publicity Value

784 Million

Media Impressions

Exhibitions Day Execution

- Facilitated interviews between Steven Walker and Lisa Williams with VenuesNow
- Coordinated email Q&A for David DuBois with Smart Meetings and Meetings & Conventions Magazine
- Pitched a variety of angles to local, trade and national media outlets
- Conducted owned social media campaign for Facebook and Twitter during Exhibitions Day
- Engaged with Exhibitions Day supporters on social by sharing and liking their posts



120 Participants from all across the U.S.



100+ Meetings on Capitol Hill



June Organic Social Performance

Overall:

60

Proactive Posts

723

Post Likes, Comments, & Clicks

36

Page Likes & Followers

Twitter:

39

Proactive Posts

415

Post Likes, Comments & Clicks

26

Page Likes & Followers

Facebook:

21

Proactive Posts

308

Post Likes, Comments & Clicks

10

Page Likes & Followers

- Both Facebook and Twitter saw large increases in follower growth and engagements in June. This is likely due to increased awareness of Exhibitions Mean Business social pages from Exhibitions Day efforts.

June Activity Snapshot

ADVOCACY / MEDIA

- Pitched Exhibitions Day to more than 45 media contacts across different verticals; using custom angles to fit audience of publication or reporter's personal beat. Examples include:
 - Pitched importance of trade shows to Compact Equipment Magazine, which covers large shows like ConExpo
 - Highlighted participants from Go To Louisville to the Louisville Courier Journal

BLOG

- Developed Exhibitions Day recap blog

SOCIAL



- Shared Exhibitions Day focused content, featuring issues, EMB blog posts, and state infographics.
- Live tweeted throughout Exhibitions Day sharing updates on meetings, Exhibitions Day facts as well as engaging supporters and partners.