

## KEY FINDINGS

- Many companies are continuing to update data and security policies.
- Hackers are getting smarter.
- Continue to develop staff training programs around security to build awareness of hackers and suspicious emails/calls. **THIS SHOULD BE A PART OF YOUR IT SECURITY REGIMEN.**
- Ransomware and telephony spamming are now more of a concern.
- Companies are now using multi-factor or two factor authentications for staff as an additional layer of security.
- Having an authentication app also helps in making sure your emails, network, applications, etc. stay safe.
- To assist in successful company-wide implementation of multi-factor authentication, it is very helpful to get buy in with a small top-level executive group who become advocates and then spearhead the organization's adaptation.



## ONSITE EVENT PREPARATIONS



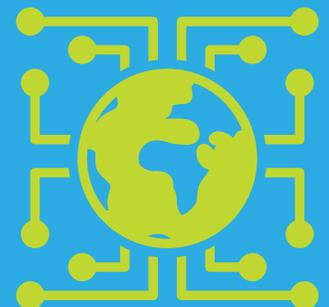
- Make sure that your staff, registration and attendees have their own networks.
- Look at hard-wiring the registration area for ease of access and to make sure registration lines stay low and fluid.
- Some facilities are looking at upgrading to Wi-Fi 6 which provides better performance in congested areas and assists with security as well.
- Need to better define the value of the attendee tracking experience and how to better serve staff with heat maps, placement, sales etc.
- Have the data, but do not know exactly what to do with it? Develop a plan with the entire team - extremely beneficial.

## AHA!

- There is good intel behind heat maps - need to know how to better use the information.
  - Review for more food stations or placement
  - Look to have more floor managers
  - Show exhibitors the hot spots so they can book their booth accordingly
- IT professionals can help create interfaces to assist staff in making better and more informed decisions.

## YOUR SHOW NEEDS A DIGITAL STRATEGY...

- Many companies embarked on digital learning and will continue to do so. Shows that attract an international audience may see increased attendance. However, it was unclear how replicating a hybrid experience might be different or how one measures success.
- Survey results from various sources indicate utilizing digital should enhance, not replace, exhibiting and the focus should be to replicate engagement and not try to do an online trade show.
- Digital kept people connected in a year they could not be physically connected. Now we have the opportunity to utilize digital to encourage quality personalized connections and lead generation.
- Show individualized value of digital; not overwhelming value, but customized value that targets various communities (attendees, sponsors, etc.).
- Whet stakeholders' appetites to learn about more usages for more interaction of the physical show. Idea: show a portion of the show floor online for the hybrid event and then that may entice attendance for in person events in the coming year.



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