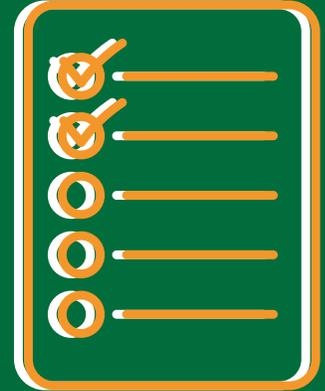




Informa World of Concrete Recap | Key Take Aways | 30 June 2021

PLANNING: OPERATIONS

- Registration opened within a week after show was approved to move forward in mid-March 2021. Las Vegas meeting restrictions were set to be lifted June 1.
- Will most likely forego carpet in future as part of their sustainability program.
- New West Hall is very beautiful but electrical is tricky so space isn't as usable so be sure and check with your contractor.
- Digital badges were a positive move with an opportunity to address:
 - Sustainability
 - Gather "better" data
 - Attendee satisfaction and better protection of personal data
 - Alignment with registration trends of other large gatherings (concerts, sporting events)
- Informa conducted customer sentiment survey.



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PLANNING: ATTENDEE ACQUISITION & COMMUNICATIONS

- Marketing plans were revamped from a one-year plan to a 60-day plan – no marketing to international attendees/exhibitors.
- Main delivery method for communication and content is still email.
- Attendees registered later: 2-3 weeks out from event (instead of 16 weeks out).
- Ensure there is ample purposeful communication to exhibitors and attendees ahead of time on items that may not be functioning at a normal perceived rate:
 - Registration lines onsite
 - Airport delays and timing
 - Local rideshare updates
 - Local restaurants statuses and updates
- International attendees
 - China contingency most likely to not return until 2023.
 - Some attendees finding loophole access to the U.S. via Mexico. Where there is a will there is a way!
 - International Marketing: Much speculation on when the international community will bounce back from COVID. Informa is not budgeting for any major international marketing for 2022.

ONSITE

- No significant pushback from attendees on onsite procedures.
- Temperature checks will most likely not continue after July 2021.
- Staffing is short everywhere - delays @ airport, transportation, restaurants. Many restaurants still closed in Vegas. Need to give people more time to eat and travel.

Badges

- Digital badges and registration will most likely continue – badges were never scanned before so now there was a wait time, but they have seen wait times get better as they learn more.
- 80% of attendees downloaded digital badge and app prior to event
- Exhibitors not happy with digital badges - cannot discern who is in their booth (i.e. competitors, the right buyers, etc.)
- Attendees like digital badges – enables them to control their personal information better.