

An introduction to FaceTime...

FaceTime is the marketing body for the multi-billion pound live events industry, set up to help customers harness the power of live events to drive sales, enhance customer relationships and deliver customer insight.

FaceTime champions best practice in the live events industry, builds insight into the medium through market-leading research and promotes its unique qualities with the goal of growing the sector.

We champion best practice so we need champions...

Case studies are great, full stop. They're a fantastic piece of marketing collateral to sell your show and should be the first document in any self-respecting salesman's folder!

'The team were fantastic and we'll be back next year.'

'We had a really successful show!'

'I'd definitely recommend using live events in any future strategy.'

Testimonials are great but they don't bring budgets over the line to make your show a flying success. Any decision-maker worth their salt wants to see a clear path, the full picture and a strong business process. They also want to see how much they will have to spend to be a successful exhibitor; so they want hard and fast figures.

To be frank but when it comes to case studies the live events industry is awful in comparison to other marketing platforms such as television, radio, press and online.

We've decided to take matters into our own hands and have developed an easy to use toolkit form for your marketing teams to help them create your own fantastic FaceTime case studies.

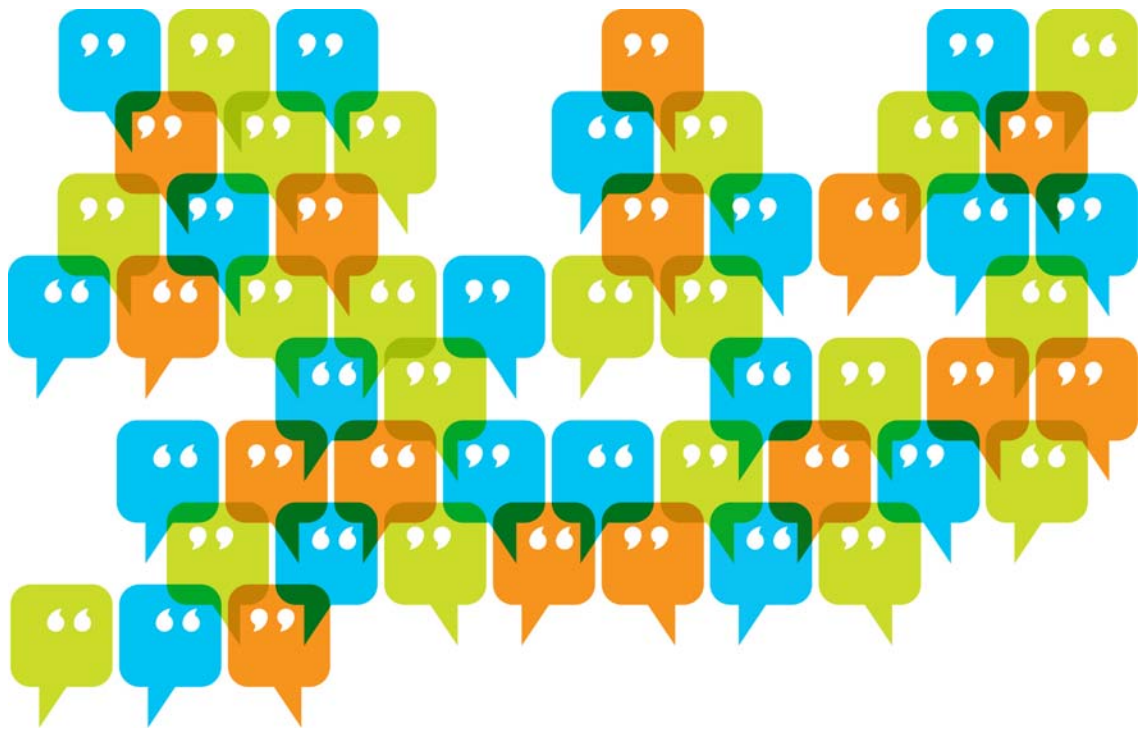
When you're finished filling in the attached form you'll have a case study that your sales teams can use to espouse the virtues of face-to-face marketing to potential new exhibitors.

All you have to do after that is send it in to FaceTime and we'll design an endorsed case study for you to advertise your existing exhibitors, show and organisation to the wider business community - all for free!

Not only will you be helping yourself sell your show but you'll also be helping the betterment of the industry we all love. It's a win-win.

Questions...

Take a look at the form overleaf and if you have any questions please do not hesitate to contact the FaceTime team on 01442 285809. Alternatively, drop Jim Curry an email on jim@facetime.org.uk and he'll do his best to help you out.





Exhibitor Case Study Form

The case study will be in seven distinct sections and we'll start off nice and easy!

1.0 The event basics...

This section is a walk in the park and it's all about you – the show organiser! To help set the scene for the reader we need the following top-line event information:

- Event name
- Organising company
- Date
- Venue
- Official visitor numbers
- Event description e.g. What it is, who's it for, key features 50-75 words
- Marketing channels used by organising company to advertise the event

2.0 Exhibitor quick hits...

Similarly we need to give the reader the lowdown on the starring role of this document – the exhibitor.

With this in mind, please provide us with short sharp answers to the following questions:

- Exhibitor name e.g. Nike
- Exhibitor description 50-75 words
- Industry sector e.g. sportswear manufacturer
- Market position e.g. #1
- Total marketing spend in the last year
- Total live event spend in the last year

3.0 Objectives...Part 1

This section needs only be 100-200 words long. We are after quality not quantity, people get bored quickly so nice short, sharp and concise sentences will do the trick here.

Getting an understanding of the role live events plays in different companies and different industries is the key to this section. When you outline wider business objectives it helps the reader to understand how they could maximise their objectives through a similar thought process.

Just to get you started we've got some sample questions that you may like to ask your exhibitor to try and get to their ultimate objectives:

- What are the top three business objectives for the next twelve months?
- Has this changed from the previous twelve months? If so, how?
- What is the one main product or service that your company is focussing on this year?
- How important is live events in your sales and marketing strategy?
- How do you link your live events activity with other areas of the business activities such as:
 - Market research
 - Sales and sales valuations
 - Brand awareness
 - Customer relations
 - Recruitment

4.0 Objectives...Part 2

Once you've done this, now you can start to drill down into their objectives for your specific show. It is absolutely necessary that the objectives you send in the case study are as S.M.A.R.T. as possible.

Here are some examples of objectives that are measurable and realistic:

1. Over four days collect the contact details of 150 project managers with spending budgets in excess of £200,000.
2. Maximise new product launch by securing face-to-face meetings with six journalists from trade press.
3. Improve new product take-up through the 'trial' size option. Hand out 10,000 copies and measure take up through an online mechanism.

If you can get three or four objectives like the ones that would be great! Also quotes from key decision makers work well in this section and the higher up an organisation you can go for a quote the better. It all increases the advocacy of live events!

5.0 Event Strategy...

Next is Event Strategy. If you aim to make this section about 300 words long you'll be on the right track.

How is this section different to the above? What we are trying to establish is how companies roll out their plans. To do this we need to know information such as:

- Exhibitor stand size
- Show budget (How much did they spend and where did they spend it?)
- How long before the show did they start working on its implementation
- Number of staff used
- Stand design company – (it's a free plug for their suppliers as well!)
- Activity undertaken at the show
- Activity undertaken to promote their presence at the show

People can get guarded about their spends but it's common practice when demonstrating the efficiencies of other marketing platforms and if you can't get these, how will people learn how fantastic your show is?

It's also worth telling us what was the exhibitor's key learning and remember it can be good **and** bad. Their bad experience can teach new customers what not to do!

When we have done our own case studies, we found the questions below were a good starting point:

- What percentage of your marketing budget did you put into events?
- How does this compare to the budgets you put into other marketing mediums?
- What do you think works best with live events; (a) Interactive marketing (b) TV advertising (c) Outdoor advertising (d) Print advertising or (e) Direct mail.
- During the last 12 months how many consumer/trade events have you exhibited at?
- How useful do you find the event for providing the leads/information you need to do your job effectively?

6.0 Results...

This section is the most important of the whole case study but it only needs to be 100-200 words long.

Why?

Because people want statistics, numbers and hard facts. Essentially they want to see ROI and you should be able to demonstrate that to them if you want them at your show.

There are good ways and bad ways to do this. The more figures you can get the better because you are justifying spend but only pick one and you're in trouble.

For example if you say that a £40,000 stand generated 20 sales leads that's not going to impress anyone.

However, the case study improves immeasurably if you can get your hands on an array of figures like:

- Brand exposure over two days to 35,000 potential 'spotlight' customers
- 45 meetings held with existing clients
- 4,000 new contact details gathered
- 20 hot sales leads established
- 3 speaking opportunities to industry peers at the show

Three months after the show:

- The 20 sales leads generated 9 pitch opportunities and 5 new contracts worth in excess of £5 million.
- Mailshot to 4,000 new contacts delivered 35 inbound sales enquiries and increased the Exhibitor's database by 13%

Six months after the show:

- Research showed that the live event activity increased brand awareness of the brand in the industry from 33% to 41% on the back of the show.

There are loads of questions you can fire at the exhibitor for this section, including;

- What proportion of your total new business leads came from this event?
- What proportion of new business leads picked up at the show did you convert?
- What is your return on investment for contracts over £500,000 at this event?
- What is your data collection cost point for this event?
- What proportion of your total sales over the last 12 months have been influenced by your presence at this event?

At FaceTime we've hired a consultant media expert who quite wisely stated that he doesn't do 'case studies' he does 'case histories'. A case history is a constantly evolving document that details development. When starting any document you should be prepared to revisit it on a regular basis to see how effective your show really is. Only then will you have a case study that blows the competition out of the water.

So remember like a good story that has a beginning, middle and an end, your case study should clearly show the exhibitor's path before, during and after your show.

7.0 Sizzle...

You've done all the hard work so now its time to do the enjoyable part! The words can't sell themselves and in order for FaceTime to package the case study correctly we'll need you to send the following files:

- Show organiser logo
- Event logo
- Exhibitor logo

All as eps files please. Failing that, we can use jpg or pdf files but please make them as high a resolution as possible.

- Show photos 4-6 photos
- Stand photos 4-6 photos

Again, as high a resolution as possible - preferably 300 dpi. If you are creating this case study historically please select the most striking imagery of the show and the exhibitor's stand you have.

Alternatively, if you are being proactive and the show is in the near future, have a word with your show's photographer and give your exhibitor some added value with a portfolio of great images.

Crowded aisles are great but why not focus on the sensory nature of face-to-face marketing?

To finish everything off it would be great to have a digital copy of your showreel so that we can use it on the FaceTime website to show potential new clients just how engaging your show is through the power of movement and sound.

These files will probably eat up some serious megabytes so arrange an FTP or alternatively send them to the following address:

FaceTime
119 High Street
Berkhamsted
HP4 2DJ

That's it. You are done!

Once again if you have any questions please do not hesitate to contact the FaceTime team on 01442 285809. Alternatively, drop Jim Curry an email on jim@facetime.org.uk and he'll do his best to help you out.