

Innovate or Die: Revitalization Strategies for Events

Barbara A. Myers, CAE, CEO, IMN Solutions

LEVERAGE

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IMEX America 2017
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Learner Outcomes

- Best practices for evaluating and assessing the relevancy and long-term sustainability of your event
- How to approach, create and implement an event revitalization strategy and plan
- Real-world examples of successful strategies

Evaluate and Assess

- STEEP Analysis – framework to gauge how the external environment will impact a given event’s strategic plan to remain competitive

S – Social

T – Technological

E – Economic

E – Environmental

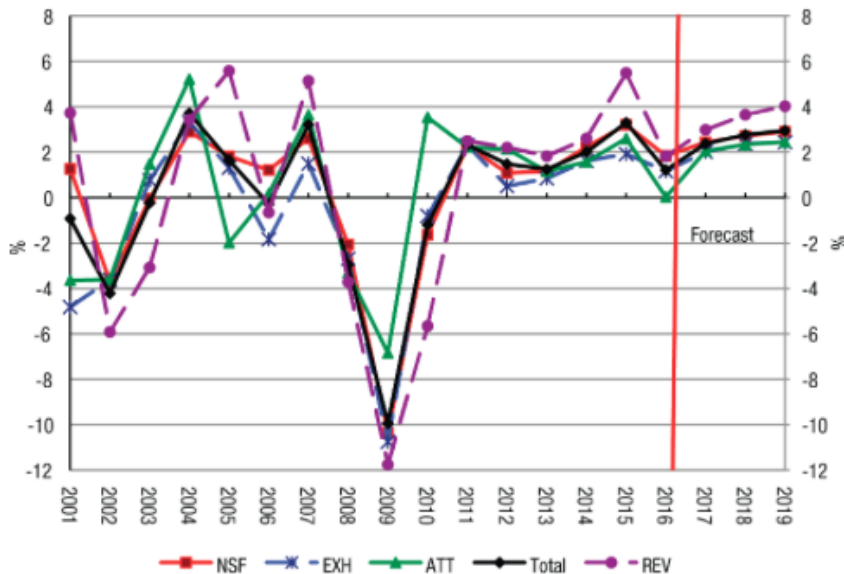
P – Political/Legal



Evaluate and Assess

- Analyze KPI's (Key Performance Indicators) and cross-reference with industry benchmarks (CEIR Index)

Figure 3: CEIR Index for the Overall Exhibition Industry, Percent Change



- NSF of exhibit space sold
- Professional attendance
- Number of exhibiting companies
- Total event gross revenue

Evaluate and Assess

- Research competitive landscape – disruption on the fringe



Evaluate and Assess

- Facilitate Strategic Planning Session with Key Stakeholders



Develop and Implement the Plan

	Long-Term Goals		
	A.	B.	C.
	Strategies		
	1	1	1
	2	2	2
3	3	3	
201X Tactical Plan			
Strategic Objective	Tactics	Performance Measure	Resource Analysis/Owner
A1.			
A1.			
B1.			
B2.			
B2.			
C1.			
C1.			
C1.			

Revitalization Tactics

- **Social**
 - Content marketing
 - “Niche” is new black for events
 - More leisure activities built into event schedules
 - Experiential Event Design
 - Customized Adult Education Formats
 - Branding/Re-branding

Revitalization Tactics

- **Technological**
 - IoT
 - iBeacons
 - Wearables
 - 5G Technology – leverage enhanced wireless capability
 - Mixed Reality (Virtual and Augmented Reality)
 - Facebook Live
 - Drones w/ 4k Cameras
 - AI
 - Chat bots replacing mobile apps and websites in 5 – 10 years
 - “Head’s Up Tech”
 - Using attendee cell phones for attendee engagement and interaction - interactive games, polling, crowd-streaming content on large video screens, crowdmics

Revitalization Tactics

- **Economic**
 - Customer- Centric Pricing Strategies
 - Geographic sliding scale
 - Progressive pricing
 - Money back guarantees
 - Sharing Economy Opportunities – save money, deliver better service
 - Showslice
 - Bandwagon
 - Airbnb
 - Uber Events

Revitalization Tactics

- **Environmental**
 - Safety and Security
 - In 2017 Crisis Management Plans are a **MUST**
- **Political**
 - International Attendee Acquisition/Retention Plans

Questions?

Barbara A. Myers, CAE

CEO

IMN Solutions

www.imnsolutions.com

bmyers@imnsolutions.com

