CHANGING DYNAMICS

Managing the shifting purpose of shows across generations

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AGENDA

HOW ARE EVENTS CHANGING?

Traditional activities still matter, but ‘customer success hubs’ in demand

WHEN DO GENERATIONAL FACTORS MATTER?

(with examples)

• Decision-simplicity matters over all else – for everyone

• Strategic account management interactions will differ by generation

• Communities will matter more – in booth and for sponsored-activations
MULTIGENERATION STRATEGY AT EVENTS AND EXPOS

Boomers working longer, but much younger generations already supplanting Gen X.

How can brands account for changing show priorities for changing attendees?

Sources: Pew Center Survey
Which generational factors predict event behavior?

Many differences, but only a few really matter for strategic design

<table>
<thead>
<tr>
<th>Less</th>
<th>More</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female, Multi-cultural, Early career, Group Mentality</td>
<td>Digital, Variety, Experience-driven, Self-service</td>
</tr>
<tr>
<td>Budget &amp; Time Constrained</td>
<td>Job &amp; Industry Switching, Skills-oriented, Personalized</td>
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</tbody>
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WHAT ARE PEOPLE COMING TO EVENTS FOR?

Traditional Commercial Activities Still Relevant

Due diligence & Justification

Final decisions

New needs and future

Differences in desired booth content

- More strategic info
- Exotic use cases
- Own expertise
- Overseer

- Direct how to’s
- Apply today
- Many experts
- Inputter

Source: GES Analytics and Insights
All generational stakeholders want their decision-path to be easy
Products with top-tier brand simplicity scores are 86 percent more likely to be purchased and 115 percent more likely to be recommended than bottom-tier products.

Spender et al 2012 - HBR
GATHERING & UNDERSTANDING NEW PRODUCT INFO

All Gens want: short-form, multi-modal, interactive, easy-to-share and re-assess

Sources: “Anatomy of a Search Marketer”, Eloqua Blog Tree, Timeline of “Inception”

**Taxonomies**
Visualizing how products connect in an ecosystem

**Anatomies**
Understanding components of a single product or service – configurable?

**Benefit Timelines**
- Product roadmap / innovation of things
- Many moving parts not easily understood

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WEIGHING: RECONCILING BUYER GOALS AND PRODUCT FIT

Sources: Artefact “So you want to buy a tablet”, “Marketing Chutes and Ladders”
Personalize consumer benefits to specific product attributes
- Make it possible to curate or self-drive. Consider low-tech and high-tech materials depending on customer reporting needs. e.g., when is high-tech VR actually supporting a client decision? Is social annotation more important?

Sources: “Anatomy of a Search Marketer”
INSIGHT: DRIVING SHARED LEARNING & BUYING DECISIONS

Capture all elements from exhibitors at a show, have teams away from the show sift through documents and develop a question bank (or finished report). All gens want curated reporting and sense-making through channels that they understand. Younger gens will use it to co-create and collaborate.
Digital is also changing the event lifecycle for everyone
EXHIBITOR BRANDS CAN ESTABLISH EXPERTISE WITH ‘CUSTOMER SUCCESS HUBS’

4 : 1 Ratio of Event to Digital Touches
— 2016 ABM Report

“The face-to-face experience can potentially generate higher total ROI than alternative marketing channel investments (e.g., Field visits) when linking expertise and credibility with strategic account management principles.”

- T. Steenburgh, UVA Darden School of Business at CEIR Predict 2019
ALL GENERATIONS WANT A CUSTOMER SUCCESS HUB

Apply tech to a hypothetical project or workflow

Sessions solving a specific and current client problem

Two-way interaction: Client Service and Innovation

Building user groups and communities

Sources: Bureau of Labor Statistics, Federal Reserve, Training Magazine Industry Report, LinkedIn Insights
WHY SHOULD EXHIBITOR BRANDS CARE ABOUT COMMUNITY-BUILDING?

Brands that provide expertise are remembered more but mostly when customer peers can credibly verify information.
How they engage interpersonally varies significantly

Strategic account management will need to be tailored to differing expectations

<table>
<thead>
<tr>
<th>Brand Authority</th>
<th>INFLUENCED-BY</th>
<th>If the solution fits / Tribe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branded / Trusted Colleague</td>
<td>RECOMMENDS</td>
<td>Friend of a Friend / Influencer</td>
</tr>
<tr>
<td>Independent learning</td>
<td>SOCIAL CAPITAL</td>
<td>Info to bring team / peers</td>
</tr>
<tr>
<td>Respect experience &amp; scaffold</td>
<td>INTERACTION</td>
<td>Respect POV, Vision, Authentic</td>
</tr>
<tr>
<td>Linkedin / FB</td>
<td>WHERE THEY ROAM</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>Experiential Events</td>
<td>Reddit / Chatbots</td>
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<tr>
<td>Mobile Video</td>
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</tbody>
</table>

Sources: Hubspot, Salesforce, HBR, Illinois Tech
EXPERIENCES CAN BRING GENERATIONS TOGETHER
Sponsored-experiences link to deeper goals and can be shaped to meld generations

COMMON-IDENTITY (e.g., Data Scientists)

MENTORSHIP & SHARED RIGHTS OF PASSAGE

PROBE ‘WISDOM OF CROWDS’

HANDS-ON LEARNING EXPERIENCES

Sources: GES Analytics and Insights Research
CONCLUSION

ALL GENERATIONS WANT EASY PATHS TO DECISIONS
Short-form, multi-modal, easy-to-retrieve and share

CUSTOMER SUCCESS HUBS ARE IN HIGHER DEMAND AT SHOWS
Building trust differs significantly by generation at this stage

COLLABORATE WITH ORGANIZERS TO BUILD COMMUNITY
Effective sponsorship and patronage opportunities that link you to a full ecosystem
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STAY IN TOUCH