



# Q1 Report 2016

# Q1 In Review



For Q1 2016, EMB has focused largely on increasing the participation of the campaign's network of donors in order to improve collaboration on recent developments, research findings, local statistics and other metrics that will benefit the campaign's media outreach efforts.

Since this point in time last year, EMB has significantly **increased** the number of people **following, sharing, liking and re-posting our information on social media**. Additionally, the campaign is seeing an uptick in industry member involvement compared to Q1 2015, receiving nearly double the requests for more information on how to contribute to the blog and other media relations efforts.

Lastly, with **Exhibitions Day 2016** right around the corner, the EMB team created an **overall plan, a timeline of both deliverables and events and various assets** aimed at making this year's event an even bigger success than last year. What follows is a more detailed outline of activities and accomplishments completed this quarter by the EMB campaign team.

# Q1 Comparison



**60.25%  
increase in  
Twitter  
followers**

**Redesigned  
website, ft.  
updated  
EMB blog**

**14.5%  
increase in  
media  
impressions**

**41.63%  
increase in  
Facebook  
followers**

**2,200 total  
media hits  
to date**

# Media Successes



- EMB secured a 2-minute interview, featuring David DuBois, shown on American Airlines flights in January via Talk Business 360.
- A 30-second Talk Business 360 segment running on CNN, CNN Airport and Fox Business continued from Q4 into early January 2016. In the segment, David DuBois addressed history of the industry, the impact of exhibitions and events on economy and the value exhibitions provide with regards to networking.



# Media Successes



# Media Successes



**TALK BUSINESS 360**



**David DuBois**  
President & CEO  
*IAEE*

presented by  CLEARWIND MEDIA

0:26 / 2:11

CC ⚙️ 📺 🔍

A video player interface for a segment titled "TALK BUSINESS 360". It features a portrait of David DuBois, President & CEO of IAEE. The video is presented by Clearwind Media and has a duration of 2:11, with the current time being 0:26. The player includes standard controls like play, next, and volume, as well as Creative Commons, settings, and full-screen icons.

# Media Drumbeat



**Increase in donor collaboration has resulted in unique media opportunities leading into Q2 2016**

- **Visit Indy** gathering local data for potential opportunities with **WFYI National Public Radio** and **Indianapolis Business Journal**
- Collaborating with **Dallas CVB** to promote the upcoming World Travel and Tourism Council
- In early stages of exploration with the **National Automobile Dealers Association** and the **Toy Industry Association** on national media programming tied to upcoming events and association milestones

## **Media Target Snapshot:**

- **Mainstream:** Dallas Morning News, Dallas Business Journal, NPR, Indianapolis Business Journal
- **Top Tier:** Wall Street Journal, AP, Bloomberg Businessweek, Forbes, Entrepreneur

Total Q1 Impressions & Publicity Value:

**27,480,000 // \$2.1 Million**

Total Campaign to Date Impressions & Publicity Value:

**702,131,803 // \$72,168,825**

# Exhibitions Day Preparation



In preparation for Exhibitions Day 2016, the campaign team was tasked with developing **relevant, informative content** for both internal and external audiences in order to encourage more industry members to register early for the event in June.

- Formulated **Exhibitions Day 2016 plan and overall timeline of events**
- Launched **Exhibitions Day 2016 webpage** and began updating timeline with deadlines for each deliverable
- Penned **emails to announce registration** and CTA for attendees on how to support ongoing Exhibitions Day 2016 efforts
- Created various **Exhibitions Day toolkits** to serve as resources for attendees, potential attendees and other campaign/event advocates. Categories include: general info, digital, advocacy and local





# Q1 Social Media



EMB's social media team captured significant traction across Twitter and Facebook pages during Q1. A combination of new content tailored for industry members, a renewed follow-strategy and an improved social listening strategy resulted in a major increase in Twitter followers and Facebook page likes.

Presence on accounts as of March 2016:

- Twitter ([@exhibitsmeanbiz](#)) – 892 Followers
  - +67 since Q4 2015
- Facebook ([Exhibitions Mean Business](#)) – 674 Page Likes
  - +49 since Q4 2015

# Q1 Social Media



## Snapshot:

**Exhibitions Mean Business campaign**  
Published by Lauren Waugaman [?] · March 10 at 10:00am · 🌐

Looking to expand business in international markets? @Forbes shares how trade shows play an important role in the process: <http://onforb.es/1OVu1H0>



**The Importance Of Key Trade Shows In Opening International Markets**  
This blog post highlights our first experiences as a startup attending key international industry tradeshows.  
FORBES.COM

870 people reached Boost Post

Shahid Sarwar, Claudia Maurer and 2 others 2 Shares

Like Comment Share

**MEET PHIL** Philadelphia CVB @meetPHL Follow


Thanks for helping us share the great news, @ExhibitsMeanBiz!



**ExhibitsMeanBiz** @ExhibitsMeanBiz  
Julie Coker Graham has been named President/CEO of @discoverPHL. [bit.ly/19jNC2U](http://bit.ly/19jNC2U)

**Exhibitions Mean Business campaign**  
Published by Lauren Waugaman [?] · March 23 at 9:00am · 🌐

Here are 5 interactive ideas to attract, educate and excite trade show attendees at your booth: <http://bit.ly/1pXrvvo>



**Interactive Booth Ideas for Your Next Trade Show**  
With digital technology more ubiquitous and widely available than ever, trade show exhibitors are coming up with innovative ways to engage attendees with interactive booth experiences that attract, e...  
BUSINESS2COMMUNITY.COM

1,295 people reached Boost Post

Kapil Sahu, Noyem M. Sharif and 4 others 11 Shares

Like Comment Share

**Exhibitions Mean Business campaign**  
March 3 at 8:28am · 🌐

On the blog: President of CSG Creative Paige Cardwell shares how she began working in the trade show and events industry, and why there's never a dull moment. <http://bit.ly/1pp8npZ>



**#HeresWhy**  
Paige Cardwell  
CSG Creative

**#HeresWhy I Love the Events and Trade Show Industry - Exhibitions Mean Business | The Power of...**  
By: Paige Cardwell, President of CSG Creative — I will never forget my first trade show. After 2 years doing my dream job as a buyer for Saks Fifth Avenue, I...  
EXHIBITIONSMEANBUSINESS.ORG

Share

Nicole Covington Bowman, Megan Tanel, Cathy Breden McElean and 3 others like this.

**ExhibitsMeanBiz** @ExhibitsMeanBiz · Jan 19

**#ExhibitionsDay 2016** is now a global initiative! Learn more: [bit.ly/1PooWY7](http://bit.ly/1PooWY7) (Via @IAEE\_HQ and @UFILive)



Like Comment Share

**Exhibitions Mean Business campaign**  
January 29 · 🌐

IAEE's David DuBois discusses the value exhibitions and events bring to the global economy: <http://bit.ly/1KL1FF1>



362 Views Share

Helvio Roberto Pompeo Madeira, Terrie Heikkila Rickard and 2 others like this.

5 shares

**ExhibitsMeanBiz** @ExhibitsMeanBiz · Mar 4

How a fashion startup expanded to over 300 stores through trade shows: [entm.ag/1oHqJct](http://entm.ag/1oHqJct) (via @entrepreneur)



Like Comment Share

# Priorities for 2016



## **EXPAND**

our grassroots efforts

## **DRIVE**

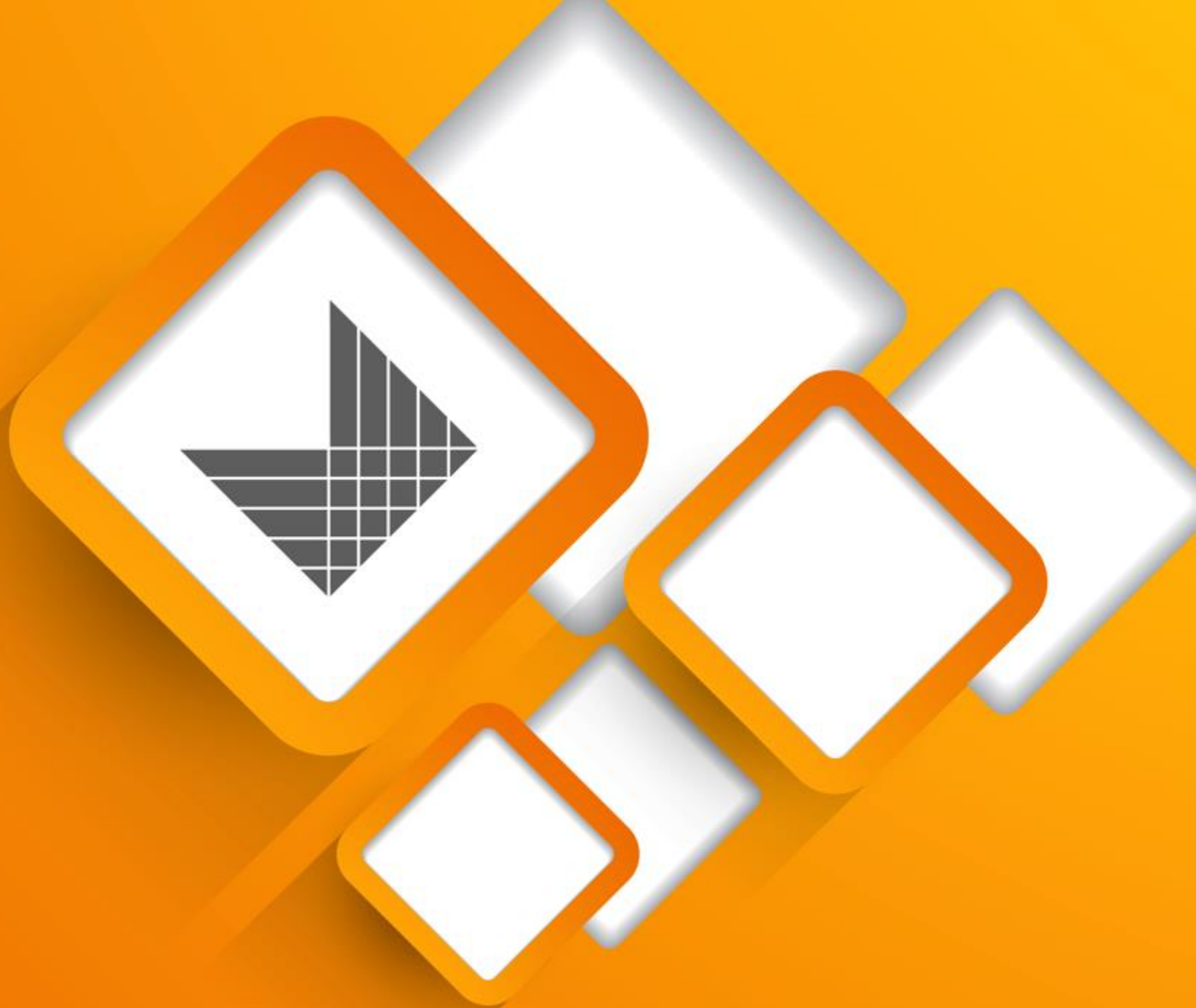
local & national media exposure

## **CREATE**

visibility with influencers

## **CHAMPION**

our cause through advocacy



**Thank You**