

The Role of Customer Insights in Event Marketing

24 October 2019, Athens

Agenda

- A. Where do I come from?
- B. Why Customer Insights?
- C. Why Customer Journey?
- D. Personas – a critical piece for your customer journey
- E. Metrics to measure satisfaction and loyalty
- F. Help your customer to calculate their ROI

PSSST...!



The Informa Group in Numbers

FTSE 100

Listed on London Stock Exchange

£10bn+

Market capitalisation

3.4%

Informa Group underlying revenue growth

500+

Leading B2B Exhibitions brands

£2,369.5m

2018 revenues (£m)

11,000

Colleagues based in over 30 countries, with largest hubs in US, UK and China

200+

Specialist intelligence, insights and data brands

5.5m+

People attend our events annually

15+

Serving professional, business and academic communities in over 15 specialist industry sectors

200

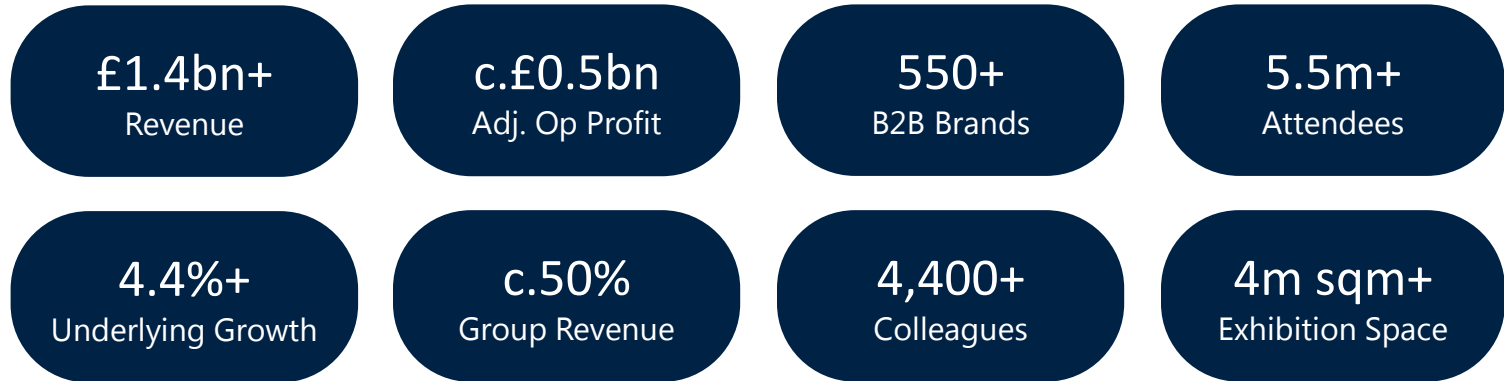
Group sells to customers in 200 countries worldwide

#1

Leading B2B Events Group globally

Our Division

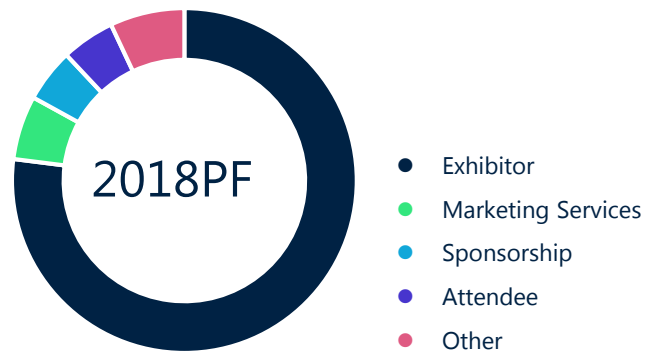
Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Through more than 550 international B2B brands, we provide opportunities to engage, experience and do business via face-to-face exhibitions, specialist digital content and actionable data solutions



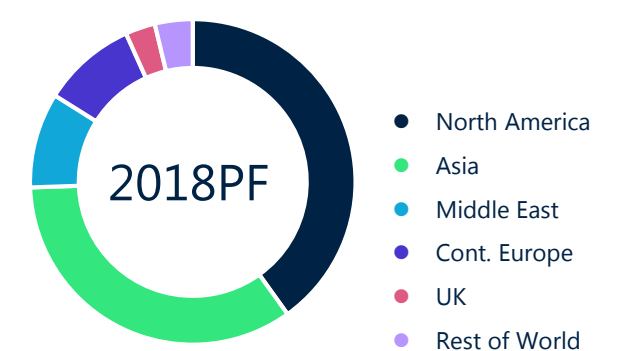
Revenue by vertical



Revenue by type



Revenue by region



Depth in Specialist B2B Brands

<p>Healthcare & Pharmaceuticals</p> <p>c.£200m</p>	<p>Infrastructure, Construction & Building</p> <p>c.£140m</p>	<p>Fashion & Apparel</p> <p>c.£130m</p>	<p>Health & Nutrition</p> <p>c.£120m</p>	<p>Manufacturing, Machinery & Equipment</p> <p>c.£100m</p>
<p>Hospitality, Food & Beverage</p> <p>c.£90m</p>	<p>Maritime, Transportation & Logistics</p> <p>c.£85m</p>	<p>Beauty & Aesthetics</p> <p>c.£80m</p>	<p>Jewellery</p> <p>c.£75m</p>	<p>Aviation & Aerospace</p> <p>c.£60m</p>

Customer Insights

Why Customer Insight ?

Customer expectations have changed. We are in the “Age of the Customer” (Forrester, 2015)

Insights-Driven Businesses Will Take \$1.2 Trillion A Year By 2020 (Forrester, 2016)

Extensive users of customer analytics consistently outperform lagging competitors.

Profit: +126%

Sales: +131%

Sales growth: +186%

ROI: 132%

(Kantar Vermeer, Insights2020, 2016)

Personalised (human) experiences

Reciprocal loyalty

Immediate, responsive service

(Salesforce, State of the Connected Customer, 2016)

“Customer experience is the battleground for brands today.” (Accenture, 2017)

**5x EBITDA growth for CX leaders vs. laggards
7x percentage revenue growth for CX leaders
(KPMG Nunwood)**

Insight vs. Observations

Observation: A fact about a customer, the competition or the market that doesn't link customer's psychological factors to their brand-relevant behaviour.

Insight: Must be a realization about something deep in the customer's mind that will allow you to connect with them at that deep level.



Developing insights (finding the golden nugget) = continually asking "why, why, why?"

Insight vs. Observations

- Insights are different to observations
- An insight is the identification of some relationship or meaning with diverse sets of data that promises significant business impact
- Insights can open the door to an opportunity
- Requires exploring and asking “why”
- Observations are usually just facts
 - Demographics
 - List of customer motivations
 - List of customer behaviours



QUIZ: Which of the following is an insight and which is an observation?

- A. Declining visitor numbers for three consecutive years**
 - A. *-14% 19 vs 18, -12% 18 vs 17, -13% 17 vs 16*

- B. Negative NPS score in 2019**
 - *-1 compared with +4 in 2018*

- C. High churn of visitors – low loyalty**
 - *9% of those attending in 2018 also attended in 2019*

- D. Decreasing engagement – website, social, email, etc.**
 - *Email CTRs (% of open) down 1.5%*
 - *Website unique users down 3%*
 - *Twitter engagement down 6% pre-show despite increase in followers*

- E. Out of touch with visitors' wants and needs**
 - *71% of visitors met or exceeded expectations, compared to 82% in 2019*
 - *Expectations not met for 50% of Director/CEOs and 46% Head of Departments*



Customer Journey

Customer Expectations

Easily find information & resources online to help educate our organization on best practices.

Vendors have information online about their solutions, pricing and differentiation.

Can speak to customers in our industry about their experience.

Documentation is available and clear regarding install.

Online support community, FAQ, service-level agreement.

Customer Experience Journey



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Customer Experience Journey





**#CUSTOMERS
FOR LIFE**



PAST
PRESENT
FUTURE



Personas

LOCATION

PERSONALITY

- Introverted prefers to work alone
- Collaborates with the procurement team
- Solution focused
- Works both to specific briefs & on his own ideas for new products
- Scientifically minded
- Gives technical advice to the marketing & procurement teams
- Researches technical solutions

WORK CHALLENGES

- Pressure to keep providing new and innovative solutions
- Staying ahead of competitors in technological developments

HIS NEEDS

- Needs to know what products and exhibitors will be at FIE
- Plan his time
- 81% vs 69%** Significantly more likely to visit a feature or pavilion than other visitors, especially the NPZ and Innovation Awards, educational programmes, Natural Ingredients, Made by Nature and New Business pavilions
- Communicate new products, technology & industry trends, as well as companies exhibiting

AGE MID 40s

DECISION MAKER STATUS

- "Specify need"
- Small to no budget compared to other visitor groups
- Attends FIE to look for new ingredients and solutions
- He is less likely to purchase ingredients at the show, but is as likely as any other visitor to be involved in purchasing afterwards

Meet Greg
TECHNICAL / R&D DIRECTOR
LARGE F&B MANUFACTURER

FIE BUSINESS GOALS

- Improve Greg's satisfaction with main objectives not rated 'market leading':
- Keep up to date with new products, technology & industry trends (adequate)
- Attend the co-located conference (cause for concern) & top driver of satisfaction
- Look for industry innovations (adequate)
- Find/ source new suppliers (adequate)
- Find/ source specific new products and services (adequate)
- Learn about the latest market trends (adequate)

Fi Food Ingredients Europe

LOCATION

PERSONALITY

- Critical thinker
- Approaches decisions rationally and logically
- Good negotiator
- Contract management skills
- Commercial focus
- Dedicated and ambitious

WORK CHALLENGES

- Increasing raw material costs
- Traceability and transparency
- Sustainability (managing inadequate supply for 'consumer-driven' ingredients)
- Difficulties in changing suppliers
- Finding reliable and trustworthy suppliers from around the world to work with (8 different regulations)

AGE MID-TO-LATE 40s

DECISION MAKER STATUS

- 'Approving' decision maker
- Annual budget of €250,000+ - significantly more than many other visitor groups
- Makes decisions based on reliability of supply, delivery to specifications and price
- Has a due diligence process for new suppliers including 'will they agree to our purchasing policy, do we need to audit them, does QC approve of them, are they compliant?'
- He is as likely to place orders at FIE as other visitors and as likely to place an order after FIE as other visitors

HIS NEEDS

- To be aware of new geographical markets to source cheaper ingredients
- To understand internal sourcing requirements
- To secure multiple suppliers for each ingredient to ensure security of supply, pricing competitiveness and quality
- To be able to negotiate with suppliers
- To be aware of high-risk markets for sourcing hazards
- To be able to manage supply inadequacies
- To know that FIE is the best food ingredient show in Europe, which specific companies will be exhibiting and how they're relevant to him

Meet Gustav
PURCHASING MANAGER / DIRECTOR
LARGE F&B MANUFACTURER

FIE BUSINESS GOALS

- Improve Gustav's experience with event 'tools' - website (search and filter suppliers) & app
- Improve Gustav's satisfaction with objectives not rated 'market leading':
- Keep up to date with new products, technology & industry trends (adequate)
- Find/ source new suppliers (adequate)
- Find/ source specific new products and services (adequate)
- Look for industry innovations (cause for concern)

Fi Food Ingredients Europe



Greg – R&D – Food & Beverage Manufacturer

Solution focussed, working both to specific briefs and on his own ideas for new products.



31 years old – 3 years in role and 4 years in the company



Research & development
- 15 people in department



Works closely with other colleagues in R&D, Product Development (Design), Procurement, Quality Control, Regulatory, and Marketing & Sales; also production



Recommends and evaluates (influences) ingredients, products, services and equipment – and their supplier



Health ingredients and raw materials; Food ingredients and raw materials (including health, natural and organic ingredients and raw materials), Finished products (including healthy finished products) and Packaging & Labelling



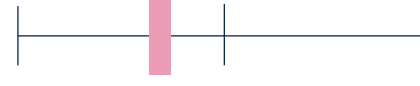
Less than €100,000
(often have no direct budget)

Local/National



International

Proactive – actively looking for new products and services



Reactive – wait for suppliers to approach you about new products and services

Not open to trying new suppliers



Open to trying new suppliers

Interested in learning new things



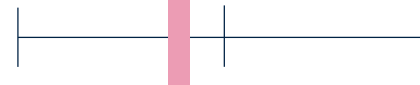
Not interested in learning new things

Like to try new things



Like to stick to what I already know

Make an effort to meet with peers in the industry



Don't make an effort to meet with peers in industry

Technology makes my work life more stressful



Technology makes my work life easier

Images, diagrams, pictures (visual)



Words



Greg – R&D – Food & Beverage Manufacturer

Greg and his company are members of a mix of professional associations – science, research and technology:



He is also a member of a few professional groups on LinkedIn

CHALLENGES

Budget can restrict Greg’s choices, however in order to meet consumer demand and develop something truly innovative, he can have some influence over Procurement

Keeping on top of consumer (food) trends

Time to develop products can be slow

Difficulty in changing suppliers (for an ‘ingredient’ in an existing product)

Discovering real innovation

Impact of geopolitical events e.g. Brexit

Traceability

(implications of) Downward pressure on prices charged to customers / consumers

NEEDS

To hear about new processes and technologies

To get information on new ingredients that provide solutions to challenges they are looking to overcome; and which meet the needs of consumers

To have the right equipment and technology to develop these solutions

To have access to the right ingredients

To have a good understanding of what his competitors are doing to keep one step ahead

FRUSTRATIONS WITH ROLE

Slow decision making

Short / tight timelines

Workload associated with documentation



Greg – R&D – Food & Beverage Manufacturer

I only meet with my existing suppliers if I have a problem or if I am discussing a specific new product, process or contract with them



Shows have most value to Greg in the early stages of sourcing - finding potential ingredients (often for a specific product) and suppliers; and for meeting potential suppliers face to face to continue initial conversations

Greg and his R&D colleagues tend to go to less shows per year than almost all other audience segments – on average he will go to two trade shows in total per year (locally in Europe) – the most popular other shows he attends:



Greg’s colleagues in the USA will go to IFT; and some of his other colleagues in Europe attend CPhI Worldwide and BioFach

Greg’s main purpose of visiting shows is **discovery (new products, suppliers and innovations)** – he often goes to shows looking for specific solutions to challenges he faces (in developing new products); he learns from meeting people rather than through content sessions.

	INNOVATION	SOURCE	CONNECT	LEARN	TRANSACT	CUSTOMERS
VERY HIGH: (importance)	✓	✓	✓	✓	✓	✓
HIGH:						
MID:						
LOW:						
VERY LOW:						
	☹️	☹️	😊	☹️	☹️	☹️

VERY HIGH: Look for industry innovations
Find / Source new suppliers

HIGH: Keep up to date with new products technology and industry trends
Find / Source specific new products and services
Talk to experts (ingredient, product, service)

MID: Meet existing suppliers
Find / Source new distributors / agents / partners
Network with suppliers

LOW: Network with business partners
Meet existing / prospective customers
Network with industry peers (other visitors)

VERY LOW: Place orders with suppliers
Attend a specific education session / the co-located conference



Greg – R&D – Food & Beverage Manufacturer



Greg tends to spend the full amount of time at the key trade shows (all 3 days for Fi Europe or Hi Europe)

PLANNING FOR A SHOW

Greg wants to get the most out of his time at the show and planning is important to help him to do that:

- Reviewed the exhibitor list on the show website (and find out stand numbers and locations)
- Looked up what was happening at the show
- Downloaded the show app
- Arranged to meet with exhibiting companies
- Read other material sent from exhibitors
- Arrange meetings with suppliers and partners
- Will look over the content programme but has little time for formal seminar sessions; so any seminar has to quickly hit the mark (relevant and interesting)

HOW GREG SPENDS TIME AT SHOWS

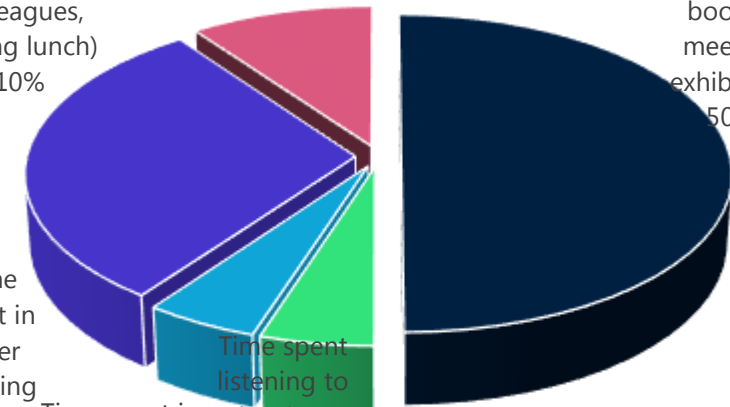
Time spent doing other things at the show (e.g. talking to colleagues, having lunch) 10%

Time spent in the exhibition / expo (i.e. looking round the booths; meeting exhibitors) 50%

Time spent in other meetings (you had arranged yourself) 30%

Time spent in formal networking sessions including matchmaking 5%

Time spent listening to the show content (i.e. seminars, briefings, workshops, round tables)...



Greg – R&D – Food & Beverage Manufacturer



What Greg is looking for in a show:

Educational

Practical

Inspiring

Informative

Innovative

I planned meetings with companies before I realised where they were and what halls they were in...I am rushing between them...

PAINS

Greg is looking for number and breadth of companies at the show – **small shows, with a lack of diversity of companies are not very worthwhile for him to attend**

Any **'tool'** that enables him to make the most of his time at the show – at the moment he spends a significant amount identifying relevant exhibitors; and companies he knows. he also spends a lot of time navigating his way around the show so **effective signage is important** (which also signpost amenities – food, toilets, cloakroom)

Greg downloaded the **show app** as he thought it would be a good way of helping to identify relevant companies to meet; and help him navigate around the show. But he found it **didn't help him very much**

Greg was not satisfied with the availability of number of food outlets which always seems to be busy and overcrowded; the food quality was poor

Greg wished there were more seating areas he could go for a break; hold meetings and to organise himself;

GAINS

The most important reasons for Greg to attend a show like Fi Europe or Hi Europe are **sourcing; learning (often from speaking to suppliers / experts)** and **connections (suppliers and colleagues)**:

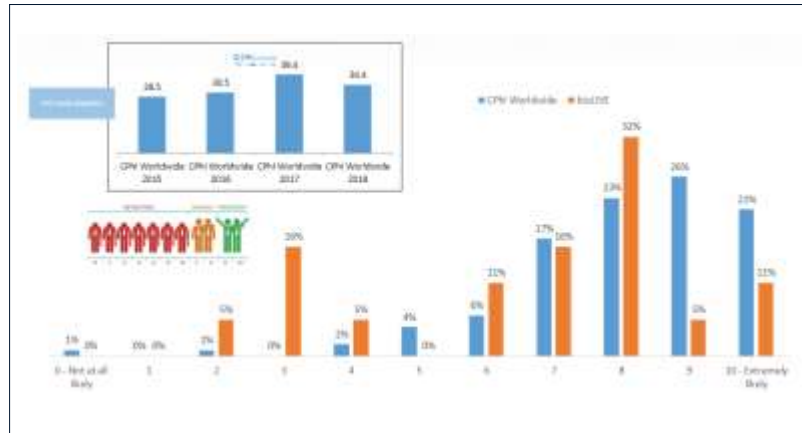
- **Communicate the exhibitor list as early as possible** before the show – and ensure it is up to date; Greg is most influenced to attend by knowing which specific companies will be exhibiting
- Make sure he is **aware** that the shows give him the opportunity **to source across a range of categories including packaging, processing and equipment**
- **Help him to organise meetings with potential suppliers** (and their product experts) – enable him to identify and connect with relevant people and companies quickly and easily
- Features that **showcase innovation and new ingredients** are of particular interest to Greg
- Communicate **technology & industry (and consumer) trends** ('Short, sharp sessions')

Key Customer Metrics

Customer Satisfaction Metrics

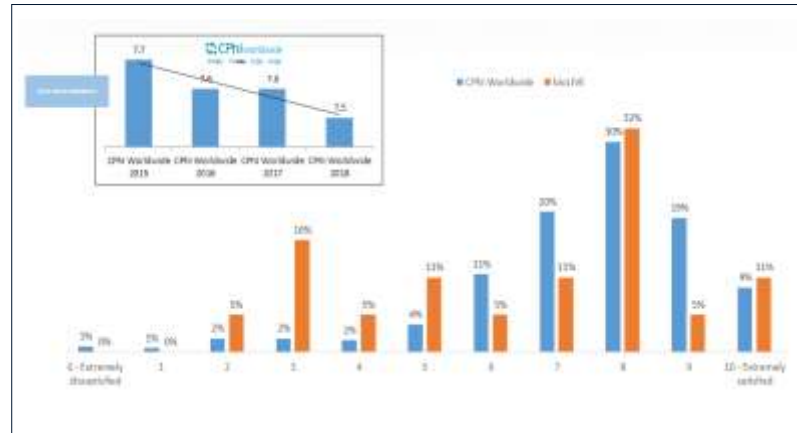
Net Promoter Score (NPS)

Q: How likely is it that you would recommend CPhI Worldwide to an industry colleague?



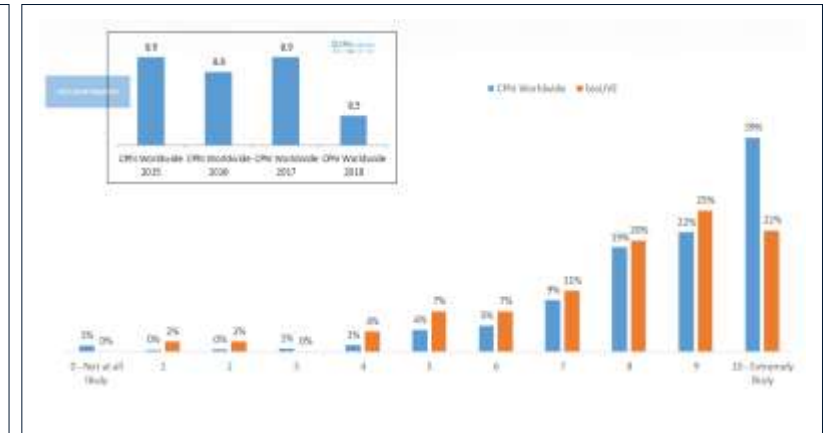
Customer Satisfaction (CSAT)

Q: Overall, how satisfied were you with your experience at CPhI Worldwide?



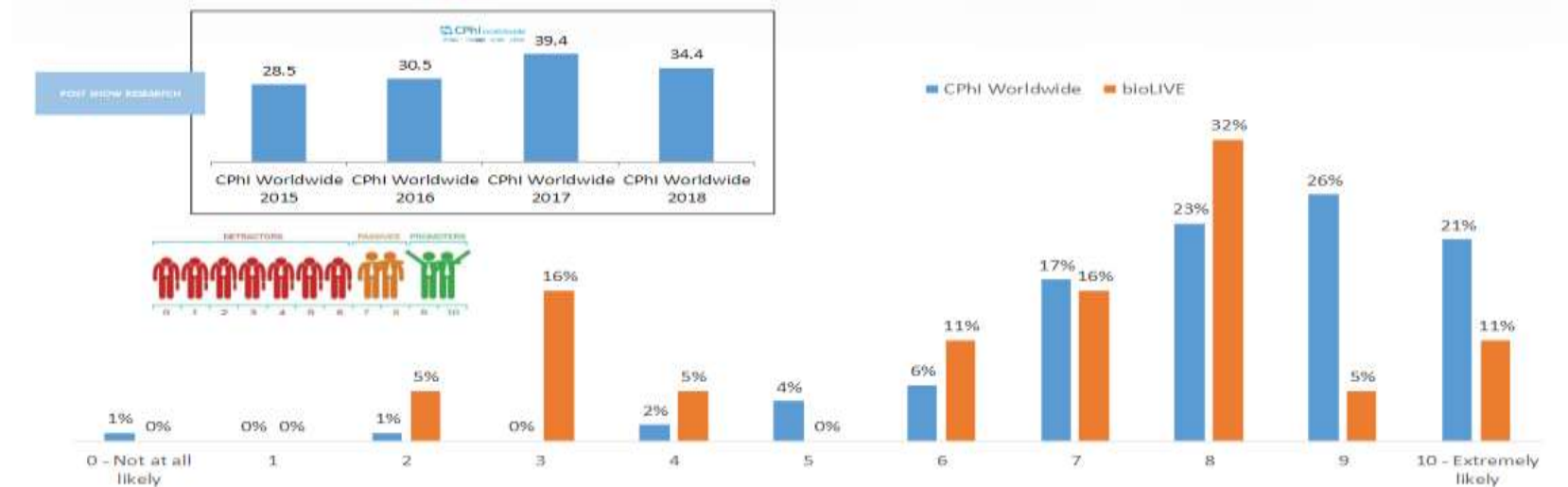
Likelihood to Return (Loyalty)

Q: How likely are you to exhibit at / visit CPhI Worldwide in 2019?



Net Promoter Score (NPS)

Q: How likely is it that you would recommend CPhI Worldwide to an industry colleague?



HOW TO CALCULATE NPS SCORE

Question Asked on Survey: How likely are you to recommend [insert event name] to a friend or colleague? [Rating scale 0 – 10] (not at all likely – extremely likely)

Calculation

On the template we have adopted a 0 -10 scale for this question, as such you will be able to distinguish three categories of people from your results:

- *Promoters = respondents giving a 9 or 10 score*
- *Passives = respondents giving a 7 or 8 score*
- *Detractors = respondents giving a 0 to 6 score*



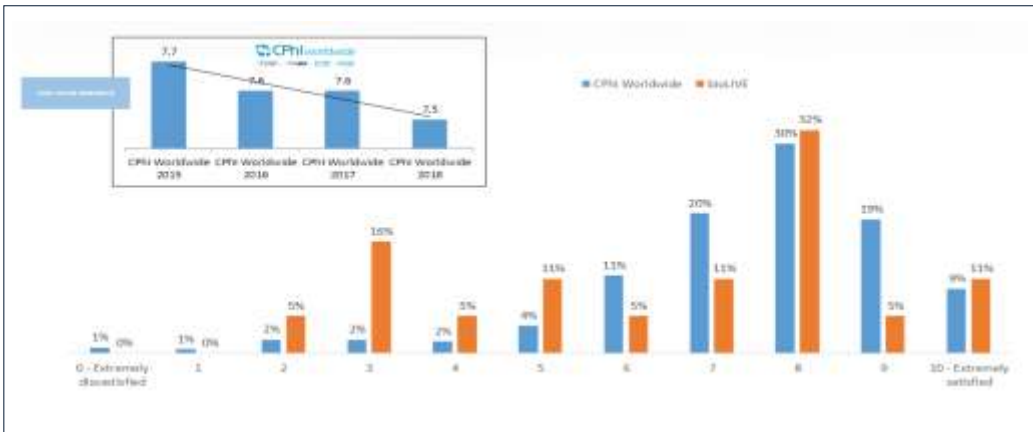
The Net Promoter Score (NPS) is calculated as the difference between the percentage of Promoters and Detractors. The NPS is not expressed as a percentage but as an absolute number lying between -100 and +100.

If you have for example 25% Promoters, 55% Passives and 20% Detractors, the NPS will be +5. A positive NPS (>0) is generally considered as good.

Customer Satisfaction Metrics

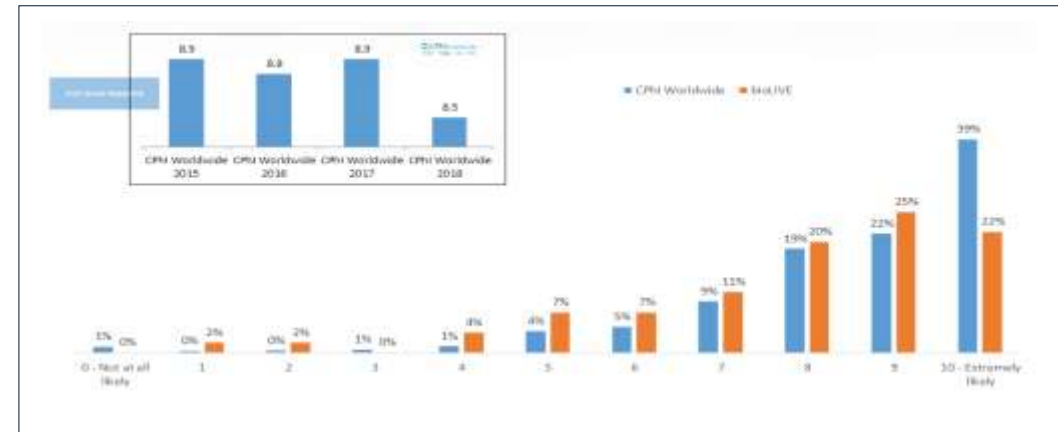
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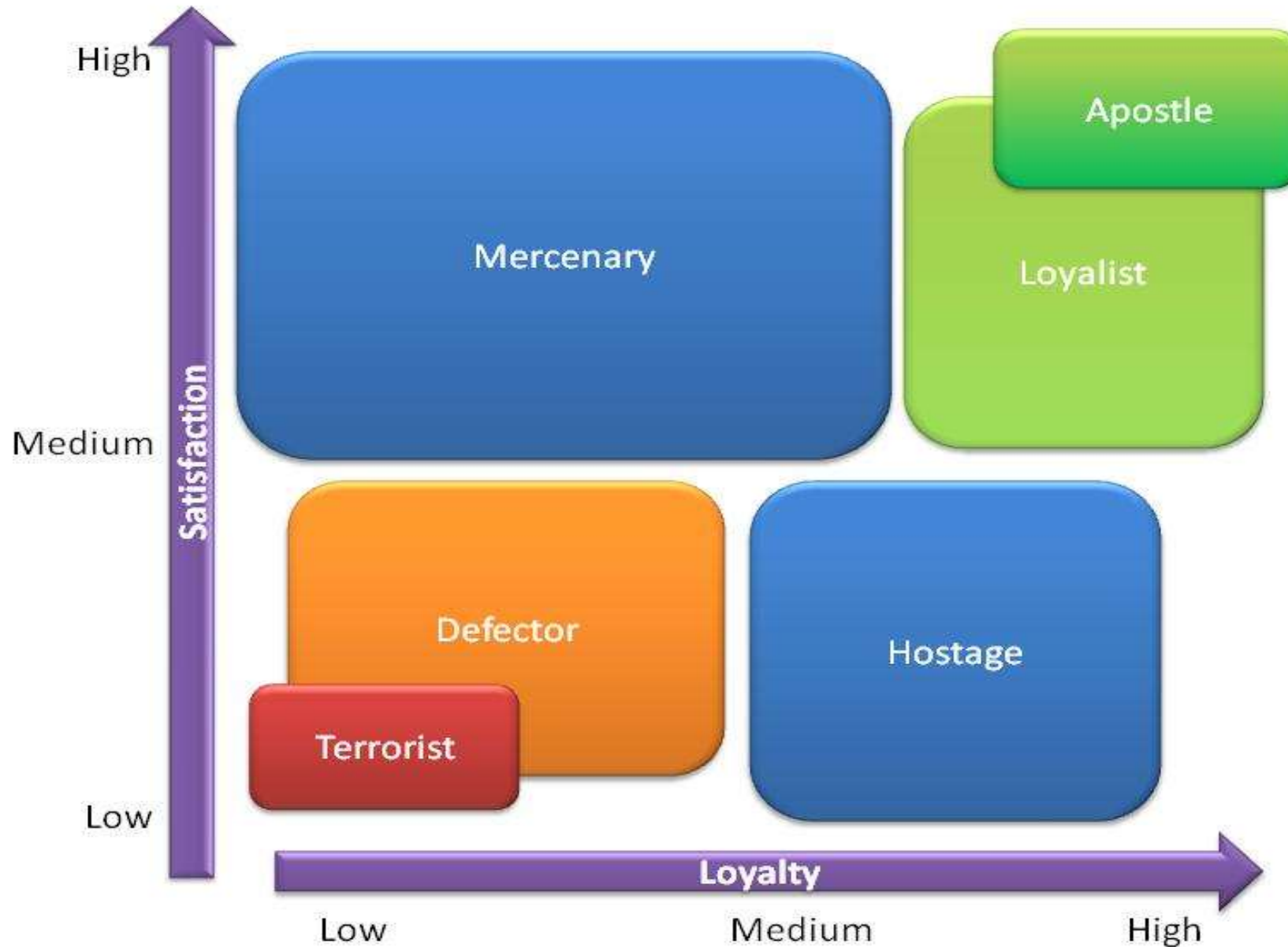


Likelihood to Return (Loyalty)

Q: How likely are you to exhibit at / visit CPhI Worldwide in 2019?



Apostle Model



Using Insights for ROI

Headline results

Average Brand awareness prior to Hi Europe 2018

45%

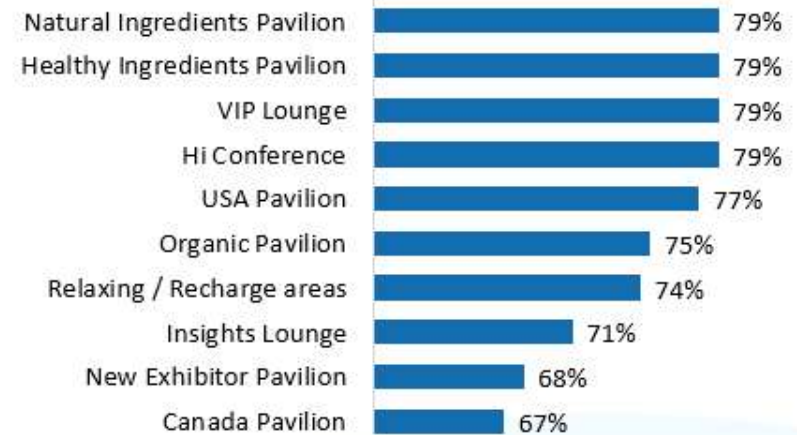
Average Brand awareness after Hi Europe 2018

50%

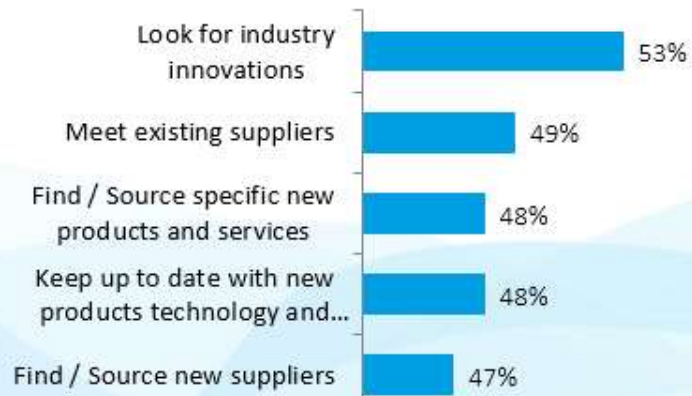
Average uplift as a result of Hi Europe

+11%

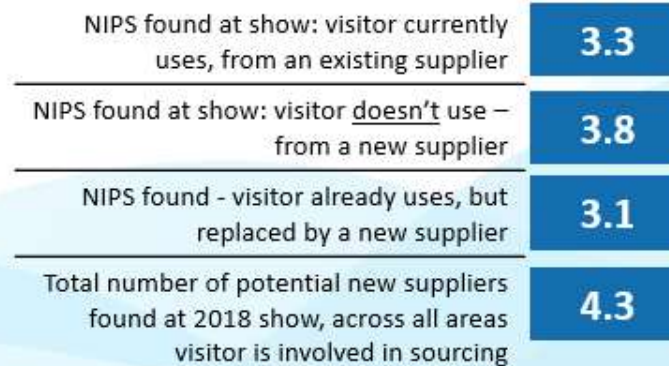
Top 10 – Feature/Activity Awareness



Top 5 – Reasons to visit Hi Europe

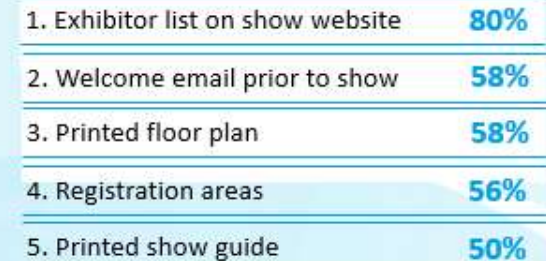


Supplier sourcing: Of those looking



*(NIPS) New ingredients, products and services

Top 5 – Tool / aid usage



Women's Networking Breakfast

x 46 ATTENDED
...INCLUDING 4 MEN

3h+ of presentations, discussion & networking

x7 SPEAKERS

X1 CELEBRITY INTERVIEW

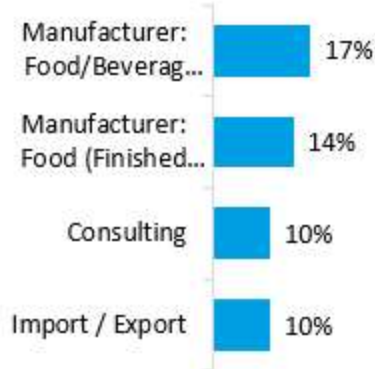


Ella Mills
(deliciouslyella.com)

64%

Of total were aware of the Women's Networking Breakfast

≥10% – Business Activity



44%

Of visitors who attended the Women's Networking Breakfast recalled branding for the sponsor

Above 5% - Country



Germany – **24%**

UK – **18%**

Netherlands – **13%**

Switzerland – **8%**

≥10% – Job Functions



Top 2 (>3%) – Job Positions



65%

...of visitors have a role in the purchasing process





Sponsor results –

Brand awareness prior to Hi Europe 2018



72% were aware of amongst those who attended the supplier sessions (sponsors results only)



Of visitors did business with **before Hi Europe 2018**

Brand awareness after Hi Europe 2018



amongst those who



Started doing business with as a result of Hi Europe 2018

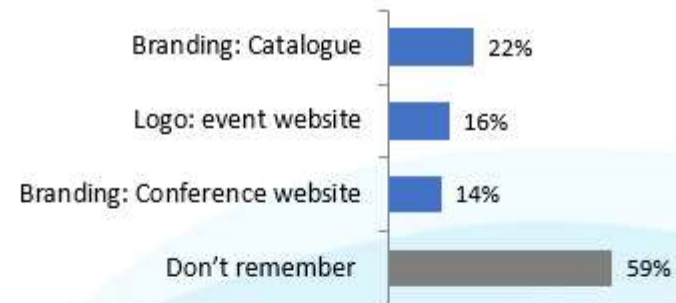
Brand awareness uplift as a result of Hi Europe



Might do business with a result of Hi Europe 2018



Of visitors recalled branding for away from their stand (see breakdown of those above 5% below)



...of those aware, found **'more favourable' than before** (vs. only 1% unfavourable).

You Said, We Did

More exhibitors and greater range of products

- ✓ Launched the Healthy Finished Product Expo
- ✓ Significantly bigger Natural Ingredients pavilion

More innovation onsite

- ✓ Enhanced start-up innovation challenge program
- ✓ ProVeg Plant Based Experience
- ✓ Start-up dedicated lounge

More catering options

- ✗ 4 catering points inside the hall

Better mobile app

- ✓ Access to content sessions and Innovation town
- ✓ ProVeg tours and GOED tours now available

More information on market trends and competition

- ✓ Expanded Health & Nutrition Week with live content program
- ✓ Specoated New Product Zone
- ✓ Ingredients in Action
- ✓ Regional market update

Sustainability is important

- ✓ Green energy
- ✓ Carbon offsetting program
- ✓ Recyclable carpet and stands

Better navigation

- ✓ Increased number of supplier's finders desk stations
- ✓ Additional directional signage
- ✓ Introduced the Greenery - find it at (stand number)
- ✓ Seating areas in the hall

YOU SAID, WE DID!

YOU SAID **WE DID**

- “There is no wi-fi”** → Wi-Fi access at registration area and sky walk way
- “Venue is huge, it is hard to navigate”** → Eye-level “road” signage, Booth number for each booth, Improved Supplier Finder, Improved Booth Finder, Improved signage
- “We want more onsite-engagement”** → Real time social media, Live Interviews on CPhI TV, Launch of China Pharma Week with many new social networking activities
- “I need help in scheduling meetings”** → Upgraded Live Pharma Connect Matchmaking program
- “There are too many contact persons for each exhibitor”** → Dedicated account managers for each company

We love to hear your feedback, come and visit the **Pharma Insight Lounge!**

CPHworldwide ICSE Janssen P-mec FDF

YOU SAID, WE DID!

YOU SAID **WE DID**

- “There is no Wi-Fi”** → Wi-Fi access at Free Internet Area, Wi-Fi access VIP Lounges and Overseas Water Lounge
- “Venue is huge, it is hard to navigate”** → Improved Supplier Finder, Booth Number for each booth, Improved signage
- “We want more onsite engagement”** → Launch of China Pharma Week with many new social networking activities, Live Interviews on CPhI TV, #CPhIChina
- “I need help with scheduling meetings”** → Pre-show Matchmaking Programme, Onsite Buyer Sourcing Event
- “No vegetarian food”** → Vegetable sandwiches served in Overseas Water Lounge from 12:00 to 13:00 daily

We love to hear your feedback, come and visit the **Customer Insight Lounge** at booth E1627!

CPHchina ICSE BioPh next P-mec Janssen LAB

YOU SAID, WE DID!

YOU SAID **WE DID**

- “You carry contacts from last year and are unable to plan / organize”** → Dedicated account manager, Easier navigation through exhibitor services app, Increased support from customer service team
- “Difficult to compare around the show floor”** → Introducing Supplier Finder service
- “Need help with setting up meetings”** → Improved Medical Meetings
- “Difficult to compare around the show floor”** → Improved signage, Clear screens
- “More focused scientific content”** → MDM conference
- “Need Wi-Fi”** → Dedicated areas with Wi-Fi

We love to hear your feedback, come and visit the **Medtec!**

Medtec Europe

To sum it all up...

- A. Collect and use Customer Insights; always ask WHY
- B. Put your customer in the centre of what you do
- C. Develop a Customer Journey
- D. Develop your personas and keep them updated
- E. Use metrics to measure what can be measured
- F. Help your customer to calculate their ROI
- G. Love what you do and have lots of fun

Thank you

Listen to more electronic music



Time for

Q&A