



LUMERIC™ Project Summaries

Project Type:

Strategy Review - Event
Turnaround Strategy

Sector: B2B Media and Events

Company Size: \$250M

Company Position:

Market Leader

Client Level:

General Manager, Divisional

The Critical Decision:

Is a struggling event in its third year after launch salvageable and , if so, how can the show be turned around?

The Answer:

Yes. The event can become very successful if the promoter adjusts the show content to be more attractive to the types of attendees exhibitors would like to meet at the show

The Discussion:

The client was a major, global B2B media and events company. They had launched as an add-on event to a well established platform under the same brand name designed to target a different segment within the same industry. This add-on event was initiated in response to extensive exhibitor feedback which suggested they would highly value the introduction of a trade show channel to reach this additional segment of customers. But after three years of running the event, attendance targets were at 25% of expectations and exhibitors were beginning to discontinue their participation.

To identify the drivers of low attendance, Lumeric conducted a series of in-depth interviews with current and prospective attendees to the event. The interviews determined the target audience would welcome an event crafted to their needs but they were not attending because the conference and show floor content was not a good fit for their interests. However, if adjusted to more closely meet their needs, a majority would attend. 