



Event Audit Value & Benefits

What Organizers and Brand Marketers Need to Know

1. General Information

- ✓ 93% of brand marketers want to see independent, third-party data (TSEA survey)
- ✓ TSEA, CEMA, and IAEE are all strongly in favor of third-party audited event data
- ✓ Most brand marketers do not know to ask for third-party data by name (audit)
- ✓ Brand marketers are seeking measurement metrics and accountability
- ✓ An event organizer can indirectly help with ROI by providing brand marketers with various tools including audit reports and the ROI Tool Kit
- ✓ Senior marketers are constantly seeking better information from their staff for justification of media purchases and a third-party audit report is just the tool to send upward in support of exhibition investment decisions

2. Low Cost – High Value

- ✓ The cost is lower than expected:
 - i. Usually no additional internal costs (if already verifying attendance)
 - ii. Audit cost is the same as most 10 x 10 booth spaces
- ✓ A third-party event audit report is a low-cost sales & marketing tool that will help shorten the sales cycle and solidify client relationships

3. Beneficial Tool – An event audit report...

- ✓ ...can be used from the beginning to the end of the exhibit sales cycle for renewals or new prospects
- ✓ ...can help lower attrition and raise retention
- ✓ ...provides transparency, integrity and accountability for organizers and assurance and justification for brand managers
- ✓ ...will aid brand marketers to identify ways of maximizing their ROO/ROI potential, including: matchmaking opportunities; identifying new attendee segments or missed potential within existing ones; turning missed sales opportunities into opportunities gained
- ✓ ...will provide information to help brand marketers promote effectively, launch new products wisely, analyze competitive sets and identify opportunities for generating more leads

4. Competitive Advantage for Both Organizers & Exhibitors

- ✓ Trade shows with audits and surveys (measurement metrics) discuss verified quality and performance while trade shows without them discuss price
- ✓ Organizers who are first to market with an event audit put competitive shows at an immediate disadvantage
- ✓ The accountability factor involved in providing an event audit to brand marketers creates a level of trust that can foster growth of the event both internally and externally

For more information on how third-party data can benefit organizers and exhibitors, please call John Mikstay at 203.447.2881 or email at: jmikstay@bpaww.com

Visit our website at: www.bpaww.com/events