

# Using software to measure the ROI

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## The French Example

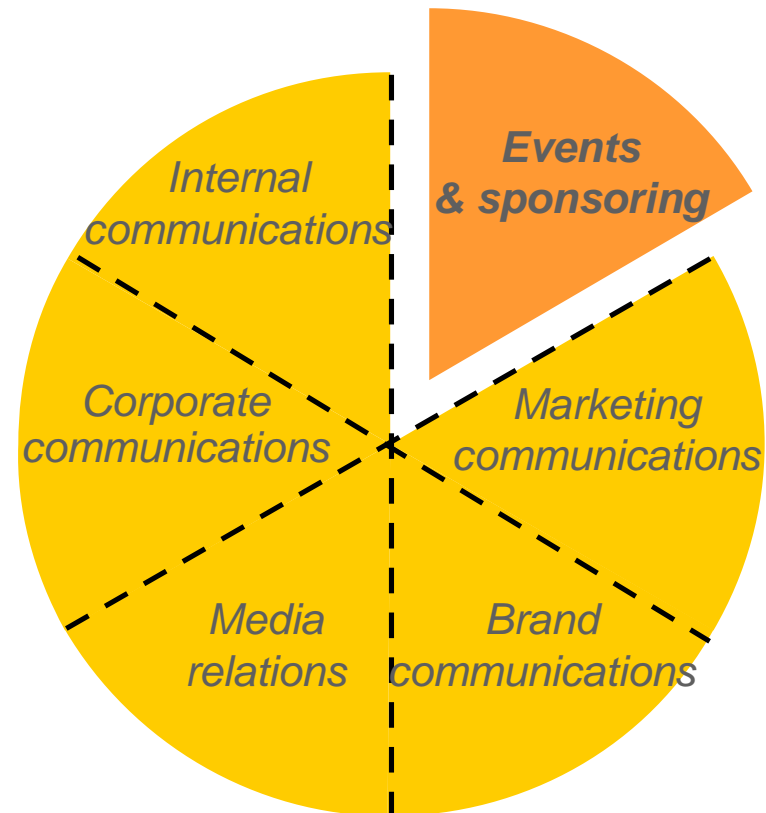




# Occurrence

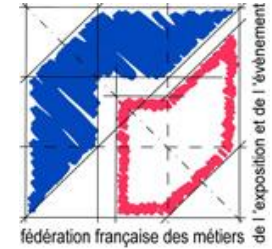
- **Agency for Research and Advise in Communications**, specialized in the evaluation of communications actions and strategies
- **Independent**, created in 1995 by Assaël Adary and Benoit Volatier.
- **Know-how** : evaluate communication actions and strategies and propose recommendations in order to increase their efficiency.
- **Team** : 25 permanent staff members graduated in communication, marketing and social studies, with a solid experience in communication agencies, with advertisers or in research institutes.
- **Member** of *Syntec Études Marketing et Opinion, Information Presse et Communication, IREP* and *Ujjef*.
- **Certified ISO 9001:2000 since 2004** by SGS
- **Main clients** : Ag2r Prévoyance, Areva, AGF, AXA France, Banque de France, Club Méditerranée, CPAM Paris, CCIP 93, Dassault Systèmes, DCN, DGA, Eads, EDF, Elior, Fnac, Gaz de France, Informatique CDC, INPI, Inra, IVS, Kronenbourg, La Poste, Logement Français, MAIF, Mazars, Michelin, Ministère de la Santé, Ministère du Travail, PSA Peugeot Citroën, Renault, Renault Trucks, RTE, Réunica, Sanofi-Aventis, Société Générale, Sodexho, Sony Ericsson, Toshiba Médical France, Vivendi, Véolia Environnement, Yahoo...

## Occurrence evaluates...





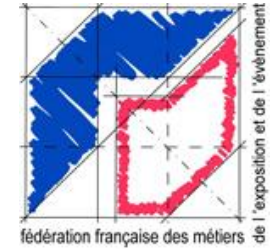
# The issues of evaluation for exhibiting companies



- To give accounts / provide indicators
- To progress / improve the efficiency
- But also...
  - To reduce risks / improve the profitability of the money invested
  - To help make decisions / encourage changes
- Beyond the results :
  - To help define goals and issues :
    - What is my target ? / What effect do I want to produce on my target ?
    - Which are my performance indicators?
    - Which results are expected on these indicators ?
  - è The SMART concept
- è Evaluation is a proof that the function is mature



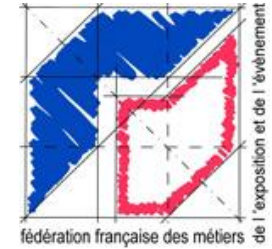
# The issues of evaluation for the whole profession



- To help exhibitors think of their objectives and encourage loyalty
- To prove exhibitions' efficiency vs. other means of communication / business
- To be recognized as above and not below the line (ex of Internet)
  - è Long term impact on exhibitors' loyalty



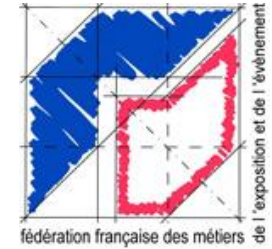
# FFM2E's demand



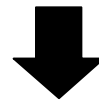
- To assess the media's efficiency and identify its specific strengths
  - To anticipate the need of exhibiting companies for ROI measurement tools
  - To increase the sector's maturity as a media / professionalize its actors
  - To position the relation between exhibition service suppliers and exhibiting companies in a more strategic field
- è An investment aimed at promoting the exhibition media



# Occurrence bias



1. To create a tool easy-to-use and pertinent, accessible to everyone
2. To improve the comprehension of exhibitions' efficiency by helping defining the goals aimed at
3. To favor an auto evaluation by exhibiting companies and sub-contractors



## **Exhibition media measurement tool**

An autoevaluation tool of the impact of a booth, developed on Excel

All results in one page, in a dashboard format, with 12 key performance indicators

Some calculated indicators aimed at including the financial dimension




# General presentation

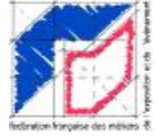


## A tool divided in 3 parts :

- The source data  
Type of booth, expanse, cost, trade show data
- The picked up indicators  
Flow, image, business indicators
- Calculated indicators  
Cost per contact, proportion of prospects among visitors, financial return on investment



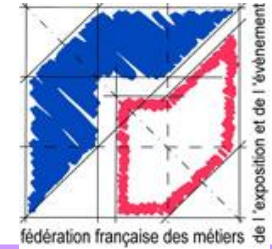
**EVALEX**  
 EXHIBITION MEDIA AUTOEVALUATION TOOL



SOURCE DATA		PICKED UP INDICATORS			
Name of the exhibitor <input type="text" value="Client of Occurrence"/>		<b>FLOW INDICATORS</b>		<b>RENCONTRER</b>	
Name of the show / Year <input type="text" value="Aeronautic 2005"/>		1 Booth number of visitors <input type="text" value="1360"/>	2 Number of prospects on the booth <input type="text" value="1360"/>		
TYPE OF BOOTH (Tick the correct box)		3 Contact length (in minutes) <input type="text" value="16"/>	4 Proportion of new visitors <input type="text" value="70%"/>		
<input checked="" type="checkbox"/> Traditionnal / Build-to-suit booth		<b>IMAGE INDICATORS</b>		<b>VALORISER</b>	
<input type="checkbox"/> Packaged / Umbrella / Modular booth		5 Pleasure (Esthetic) <input type="text" value="100%"/>	6 Satisfaction <input type="text" value="70%"/>		
BOOTH EXPANSE		7 Quality of the answers <input type="text" value="80%"/>	8 Image improvement <input type="text" value="90%"/>		
Booth expanse in m <sup>2</sup> <input type="text" value="40"/>		<b>BUSINESS INDICATORS</b>		<b>VENDRE</b>	
BOOTH COST		9 Buying inducement <input type="text" value="50%"/>	10 Sales on the show <input type="text" value="0 €"/>		
Location renting <input type="text"/>		11 Sales potential on a 2-month term <input type="text" value="24 000 €"/>	12 Sales potential on a 12-month term <input type="text" value="240 000 €"/>		
Conception and installation <input type="text"/>		<b>CALCULATED INDICATORS (Automatic processing)</b>			
Other promotion fees <input type="text"/>		<b>ÉS (Calculs automatiques, ne pas remplir)</b>			
<b>TOTAL COST (automatic)</b> <input type="text" value="48 000 €"/>		Cost per contact on the stand <input type="text" value="35 €"/>	<input type="text" value="10%"/>		
DATA ABOUT THE SHOW		Cost per prospect <input type="text" value="35 €"/>	<input type="text" value="100%"/>		
Number of visitors on the show <input type="text" value="13000"/>		Cost per induced visitor <input type="text" value="71 €"/>	<input type="text" value="216 000 €"/>		
Length of the show (in days) <input type="text" value="3"/>		Cost per minute of contact <input type="text" value="2 €"/>	<input type="text" value="450%"/>		



# Source data



## SOURCE DATA

Name of the exhibitor

Name of the show / Year

### TYPE OF BOOTH (Tick the correct box)

- Traditionnal / Build-to-suit booth  
 Packaged / Umbrella / Modular booth

### BOOTH EXPANSE

Booth expanse in m<sup>2</sup>

### BOOTH COST

Location renting

Conception and installation

Other promotion fees

**TOTAL COST (automatic)**

### DATA ABOUT THE SHOW

Number of visitors on the show

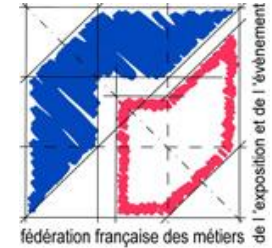
Length of the show (in days)

## Context elements of the participation :

- Name of the exhibitor / the show
- Type of booth / Expense
- Budget data
- Data of the show : Number of visitors / Length (in days)



# Picked up indicators



PICKED UP INDICATORS			
FLOW INDICATORS		RENCONTRER	
1	Booth number of visitors <input type="text" value="1360"/>	2	Number of prospects on the booth Are you a potential client ? <input type="text" value="1360"/>
3	Contact length (in minutes) How much time have you spent on the booth ? <input type="text" value="16"/>	4	Proportion of new visitors Is it the first time you visit this booth ? <input type="text" value="70%"/>
IMAGE INDICATORS		VALORISER	
5	Pleasure (Esthetic) Do you like this stand ? <input type="text" value="100%"/>	6	Satisfaction Are you satisfied by this booth ? <input type="text" value="70%"/>
7	Quality of the answers Did you get any answers to your questions ? <input type="text" value="80%"/>	8	Image improvement Does this booth give you a good image of the company ? <input type="text" value="90%"/>
BUSINESS INDICATORS		VENDRE	
9	Buying inducement Does your visit induces you to buy ? <input type="text" value="50%"/>	10	Sales on the show <input type="text" value="0 €"/>
11	Sales potential on a 2-month term <input type="text" value="24 000 €"/>	12	Sales potential on a 12-month term <input type="text" value="240 000 €"/>

## 12 indicators answering exhibitors' 3 main objectives :

- **To meet** : Quantity (Number of visitors) and quality (Number of prospects, proportion of new visitors) of the persons exposed / Quality of the established contact (Contact length)
- **To improve image** : Device quality (Pleasure, satisfaction, quality of the answers) / Effect on the image
- **To sell** : Sales on the show (Turnover during the show) and in a medium-long term future (Buying inducement, Sales potential within 2 / 6 months)



# Calculated indicators



## CALCULATED INDICATORS (Automatic processing)

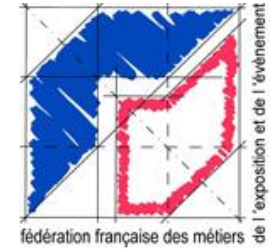
Cost per contact on the stand	35 €	Proportion of the visitors of the booth among visitors of the show	10%
Cost per prospect	35 €	Proportion of prospects within the visitors	100%
Cost per induced visitor	71 €	Differential cost / sales potential	216 000 €
Cost per minute of contact	2 €	Financial return on investment	450%

### 8 calculated indicators :

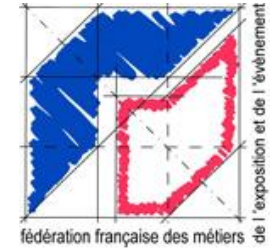
- Cost per contact / Cost per qualified contact (Prospect / Induced contact)
- Cost per minute of contact
- Booth capacity to attract visitors (Proportion of the show visitors who visited the booth)
- Quality of the visitors (Proportion of prospects)
- Return on investment (Differential costs / sales potential and financial return on investment)



# The next steps...



- Autumn 2007 : Test of the tool on several booths
- December 2007 : Public Relations campaign based on the first results obtained
- January 2008 : Official launching of the tool



Thank you for your attention  
Do you have any question ?

