

**CEIR Board of Directors Update Meeting (Teams)
Friday, 25 October 2024; 9:30 AM CT.**

MINUTES

PRESENT: Chairperson Chuck Grouzard; Director Mark Bogdansky; Director Eric Blanc Sr., CMP; Director Paige Cardwell; Director John Jaworski, CEM; Director Brian Pagel

APOLOGIES: Secretary-Treasurer Mary Bender; Immediate Past Chair Marie Browne, MBA; Director Michelle Edmonson, CEM; Research Council Chairperson Jennifer Hoff; CEM; Director Ian Sequeira

STAFF: Director: Governance, Board and Committee Administration, Beverly Benbow, M. Sc; IAEE Senior Vice President, Lisa Buchanan; Nancy Drapeau, IPC; IAEE CEO and President Marsha Flanagan, M.Ed., CEM; CFO Scott Stanton, CAE, CEM

1. CALL TO ORDER: The meeting was called to order at 9:33 AM CT.

A. Quorum: A quorum was confirmed.

B. Confidentiality and Conflict of Interest: A reminder was provided to keep the noted guidelines in mind during discussion.

C. Antitrust and Data Protection: A reminder was provided to keep the noted guidelines in mind during discussion.

2. WELCOME AND AGENDA REVIEW: Chairperson Chuck Grouzard welcomed the board and reviewed the agenda for the meeting. Chairperson Grouzard noted to amend the agenda to add the motion for the Association Management System (AMS). **A MOTION was made to approve the agenda with the noted revision. The motion was seconded and unanimously APPROVED.**

3. REVIEW HIGHLIGHTS AND ACTIONS FROM AUGUST BOARD MEETING:

A. CEIR/IAEE Management Agreement: The updated agreement was reviewed by a third-party attorney as requested by the board. Chairperson Chuck Grouzard and IAEE Chairperson Marie Browne have signed the agreement. There will be a

press release, to communicate the significance and to note the updated data privacy policies on the CEIR website. CFO Scott Stanton will begin transitioning restricted funds from CEIR to IAEE. IAEE President and CEO Flanagan will make calls with IAEE Chairperson Browne and/or CEIR Chairperson Grouzard to CEIR major donors regarding this transition.

1) Approve Outlay of Funds – New AMS; The cost will be approximately \$400,000, so the cost will be around \$200,000 for each organization.

Approval of Outlay of Funds – New AMS: A MOTION to approve the \$200,000 allocation from CEIR for the new Association Management System (AMS) was made, seconded, and unanimously approved.

The motion will be sent out for an e-vote by IAEE Board.

[ACTION ITEM: Beverly Benbow will send this motion out to the IAEE Board.](#)

B. CSG Update: Director Paige Cardwell discussed where CSG is with CEIR and what is in the future. Director Cardwell presented an update for the Index as well as the results for AI Masterclass and Predict marketing campaigns.

The CSG Update is attached as Exhibit A.

C. Promotion of CEIR at EXPO! EXPO!: A CEIR area will be created, focusing on consulting services with Nancy Drapeau and an expanded footprint for the Silent Auction. There will be increased social media posts about Silent Auction and CEIR being at Expo! Expo! There was a suggestion to build CEIR messaging around pre-event slides.

4. PROGRAMS:

A. TrendHunter AI Innovation Master Series Recap: There were 27 registered attendees with a 3.5 out of 5.0 surveyed score for the series.

B. CEIR Predict Recap: 165 registered attendees with overall high surveyed scores for the speakers with the highest being 4.31 out of 5.0. Key content and memories were promoted by CEIR social media and CSG. Suggestions for the Predict in 2025 are:

- Build out a campaign/storytelling/communication plan.

- Short TED talk for speakers as part of their agreement.
- Pull short verbal phrases from the surveys for messaging.
- Highlight reels of speaker content.
- VIP experience for top sponsors.

ACTION ITEM: Implement two to three ideas to promote CEIR Predict in 2025.

The feedback from the Predict Surveys is attached as Exhibit B.

5. CEIR FUNDRAISING TASK FORCE:

A. Silent Auction: The CEIR Fundraising Task Force had its first meeting on 03 October that included reviewing the starter kit, online tracking sheet, and online donation form. Each IAEE and CEIR Board member will be asked to identify one prize item, and there will be a board mystery box. Tony Rissley with Expo Auctions will be doing the online and in person auction.

6. RESEARCH UPDATE: Part Four: Exhibitor Future Outlook – Areas to Improve and Interest in New Models report was released on 24 October. A MOU has been signed with Hangzhou Expo Group, which includes research and exploring a tool to measure the impact of trade shows.

7. STAFFING UPDATE: New Junior Researcher, Natali Tsalikis will be starting on 11 November.

8. ADJOURNMENT: MOTION: A motion to adjourn was made, seconded, and unanimously APPROVED. The meeting was adjourned at 10:34 AM CT.



CEIR BOD Report: October 2024

CSG Marketing Initiatives FY2024 (May 2024–September 30,2024)

Overall Web Metrics (YoY)

CEIR has experienced a significant increase in engagement this year on the website and social channels, likely resulting from the digital advertising campaigns run by CSG.

Website FY23 STATS

Traffic acquisition:

Engaged Sessions = 13,370

Avg engagement time/session = 39s

Engaged sessions/user = .74

Engagement Overview:

Avg engagement time for all active users = 1m 3s

Views = 74.5K

Website FY24 STATS

Traffic acquisition:

-Engaged Sessions = 36,106, **up 170%**

-Avg engagement time/session = 44s

-Engaged sessions/user = .96

Engagement Overview:

Avg engagement time for all active users = 1m

Views = 243.4K, **up 226%**

Growth in LinkedIn:

Anecdotally, CEIR saw a substantial increase in post and overall engagement on the LinkedIn Channel. LinkedIn advertising generated 12 Index sales tracked via conversion pixels. Will report on channel metrics at December Meeting.

CEIR INDEX

- LinkedIn Prospecting - Average CTR: 0.58%. Highest CTR: 0.63%. *(benchmark: 0.58%)*
- ECEF Geofencing - Average CTR: 0.90%. Highest CTR: 1.25%. *(benchmark: 0.25%)*
- Website Retargeting - Reached 870 unique people. Average CTR: 0.83%. *(benchmark: 0.30%)*
- Email Campaigns: TBD
- **12 purchases via engagement with digital ads on LinkedIn**
- **June–September, 6 full reports**
- **October, 3 Full Reports, 1 sector report**



PREDICT

1. 2nd Highest attendance onsite
2. 27 paid attendees, up 23% over 2023 paid
3. Total revenue up over 2023, amount TBD



Campaign Performance:

- LinkedIn Prospecting - Average CTR: 0.41%. Highest CTR: 0.56%. (benchmark: 0.58%)
- ECEF Geofencing - Average CTR: 1.00%. Highest CTR: 1.37%. (benchmark: 0.25%)
- Past Attendee Geofencing - Average CTR: 0.63%. Highest CTR: 0.74%. (benchmark: 0.20%)
- Website Retargeting - Reached 828 unique people. Average CTR: 1.10%. (benchmark: 0.30%)
- Email performance: TBD

AI Masterclass



Goal: 50 seats

Total Paid Registrations: 27

Campaign Performance:

- Website Retargeting - Reached 583 unique people. Average CTR: 1.55% (benchmark: .30%)
- Feathr Prospecting - Reached 14,463 unique people. Average CTR: 0.61% (benchmark: .30%)

CEIR Predict 2024 Attendee Feedback Survey

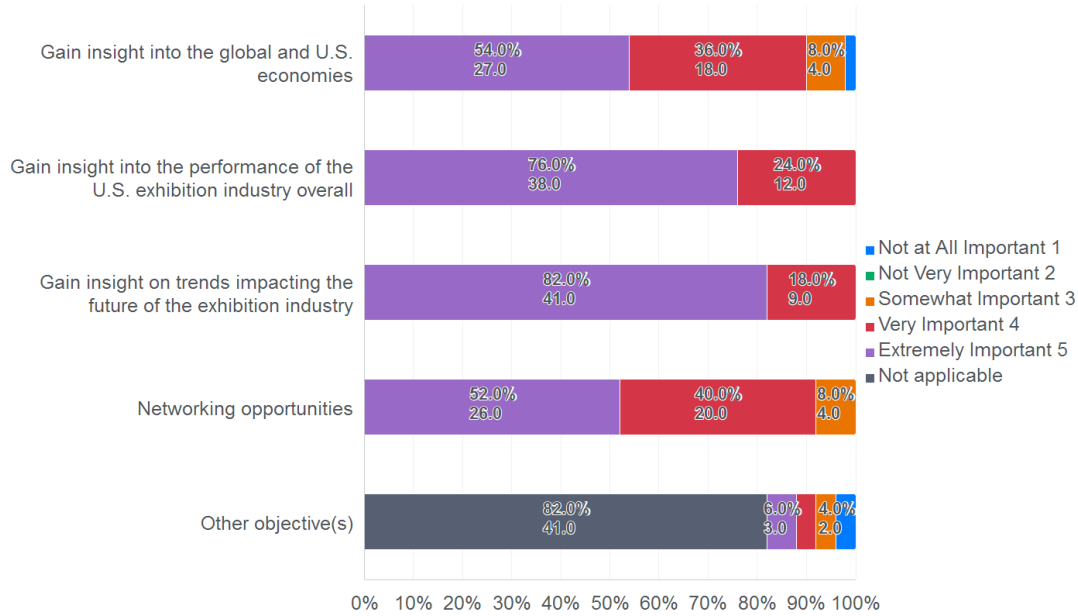
Date: 9/27/2024

Number of Responses Analyzed: 50 completes and 5 partials out of 159 records

Response Rate: 34.6%

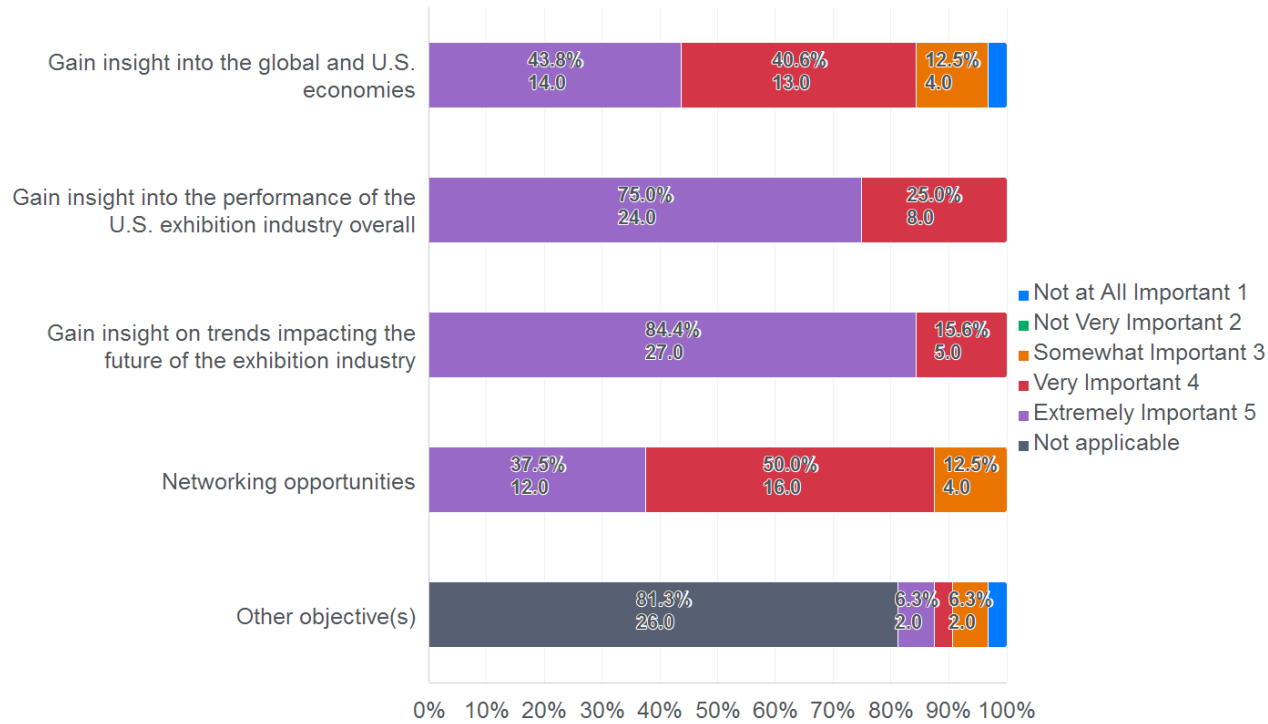
1. How important is each of the following objectives you aimed to achieve at Predict: CEIR's Annual Outlook Conference on 12-13 September 2024? Check one for each item.

TOTAL RESULTS



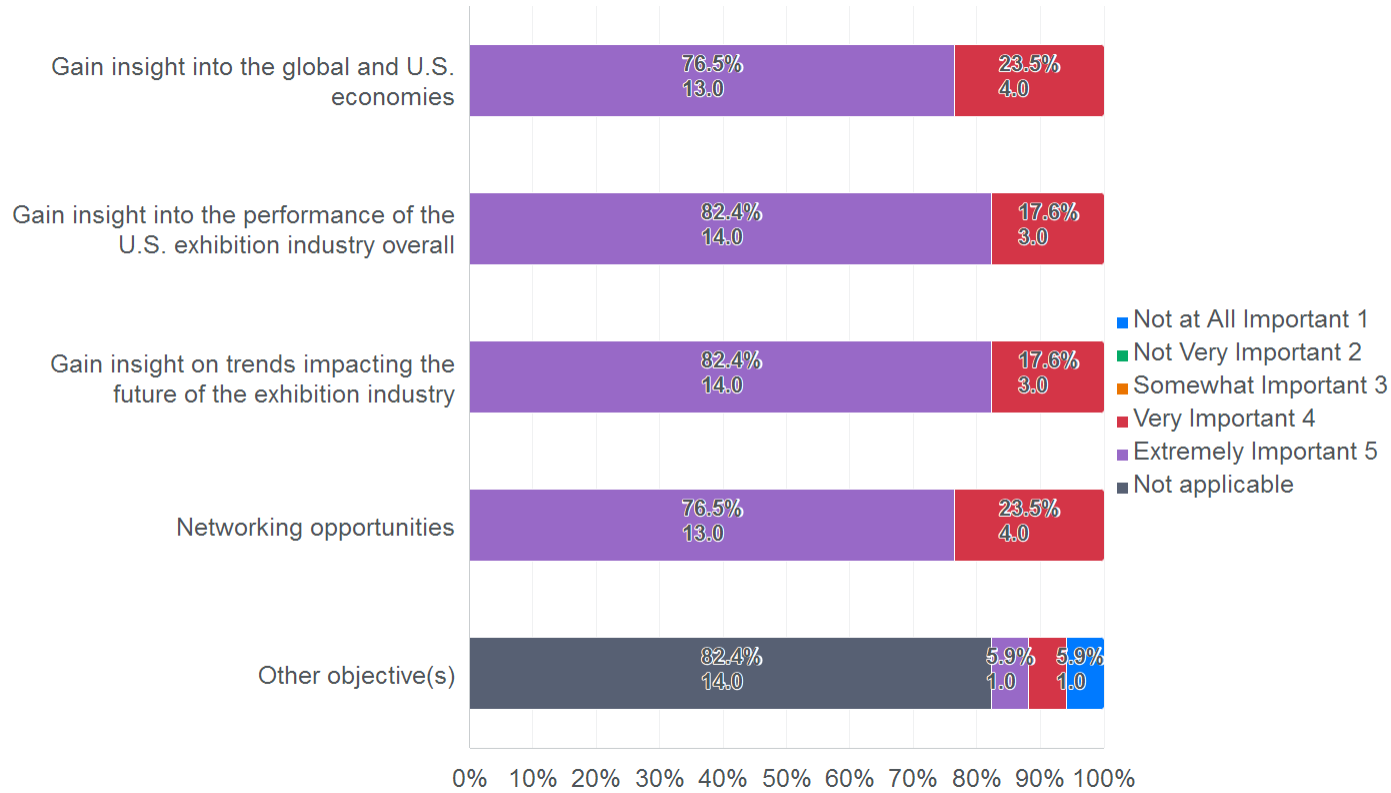
1. How important is each of the following objectives you aimed to achieve at Predict: CEIR’s Annual Outlook Conference on 12-13 September 2024? Check one for each item.

ORGANIZER RESULTS



1. How important is each of the following objectives you aimed to achieve at Predict: CEIR's Annual Outlook Conference on 12-13 September 2024? Check one for each item.

SUPPLIER RESULTS



1a. If you rate 'Other objective(s)' important, please specify those objective(s) here:

Response		
A session on governmental issues and what is happening on Capitol Hill would be a nice inclusion.		
I like to hear what the for profit trade show organizers are doing.		
n/a		
n/a		
Learn more about AI		
NA		
NA		
Technology trends are important as well, which was covered with the AI topic.		
Understanding if any cities are planning to renovate their convention centers, hotels, or other public assembly facilities.		
		Valid Responses
		9

1b. If you rated any of the items above as 'Somewhat,' 'Very' or 'Extremely Important,' please tell us why:

Response
This is one of the best conference to learn from experts on what may happen in the coming year.
Predict has become known as the place to gain insights into not only the US economy, but also the global economy, so those elements being part of the program are essential for those of us whose shows have a considerable international component.
benchmarking our events and event trends in general are strategically important to our business
PREDICT is really the only conference I know of that provides this important information through the lens of how it will affect the exhibitions industry. It's important to know what's coming and to see how our own events are performing against the benchmark averages. This helps us forecast and budget.
I really enjoyed the hyperfocus that this event has on bigger-picture topics, trends and forecasts. It gives the event a unique value proposition when compared against other industry events.
This is the main resource that i have for really understanding the state of the world and our industry. It's great to connect with other planners around these topics too. It's real world insights and not through a media filter. So good!
Networking is very important. This meeting is more about the business side of tradeshow rather than the operational issues. I'd love to deep dive into that side more.
The content at CEIR Predict is always unique to tradeshow industry events, and provides a strong foundation for understanding the economic and political factors impacting our industry
As business leaders it's critical to understand how tariffs, labor laws, etc. can impact the way we do business in the future.
Important to understand the US exhibition industry to gain insight into how our event is tracking. The networking is always very valuable.
Because it's important for me to understand where the exhibition industry is and where it's going, and it's important for me to continue to build my professional network as well.
Understanding the nuances of the industry is a critical measure to be able to operate the business.
On the whole this event is outstanding and serves the industry well. Would like to see more c-suite teams attending.
This meeting does such an excellent job in providing useful data and insights. It cuts out the noise and clutter from the massive amount of information we have access to. I rely on this meeting for this specific data.
CEIR provides a unique perspective of the exhibitions industry
It is very important for our team to best understand how our shows compare with others. Tradeshows are the lagging indicator in the economy so economic forecast is important. Understanding trends helps us create unique event value as we look forward to what is most important. Networking is always valuable and asking and sharing what is working best for all.
The state of the industry and look to the future are why I attend. I take this information back to our leadership for context on how our event is performing .
Learning more about both the economy and the events industry assists in forecasting and planning for future events.

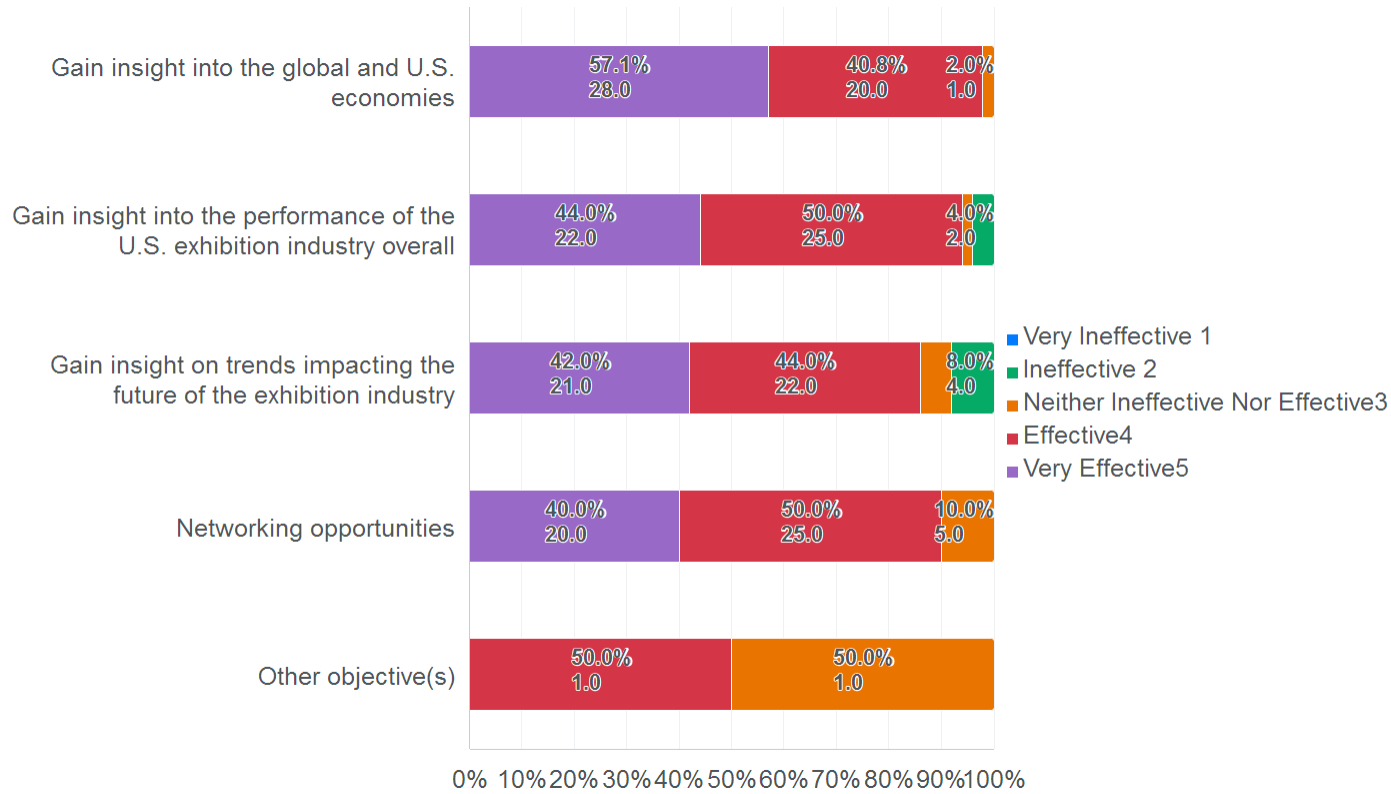
I loved the content that was presented but wish there was more on what is NEW with exhibitions / how are event organizers and venues dealing with a changing market - but maybe this is only my space? And what is different / new on the horizon with how tradeshow will look in the future. Also, I wish there was more networking or peer to peer learning. I do realize this makes the event longer! But the speakers were fantastic!		
Post-pandemic, we need to see as an industry how the economic conditions are still impacting our events		
These are exactly the topics we need to understand in an effort to navigate business opportunities, predict and respond to operational procedures and on a larger scale, act accordingly to live our lives personally and professionally and politically.		
Always important to understand where we are from a economic standpoint, as well as how it relates to our industry. What i would love to see moving forward is panels afterwards discussing now that we know all this, how to we sell more into the future Knowing all of this. How can we operate better and more efficiently. Hearing from all of us talking about how to use this information to grow our companies. I would volunteer to be on a panel to discuss.		
I'm especially interested in trends that impact our industry because those trends can influence the services we offer, and how we position our value to clients.		
This event porovides the necessary global perspective of our industry, highlights trends and is a great networking opportunity.		
allows a great opportunity for hearing from industry experts on the state of the industry and being able to hear different viewpoints and observations around the economy.		
CEIR Predict is unique as an industry event because it focuses on these macro trends.		
Event trends and how it correlates to the economical data is always important to review and digest for future planning.		
This conference always comes at a great time of year. Our fiscal year starts in January, and we use some of the economic trends to help us defend revenue targets.		
	Valid Responses	28

1c. If you rated any of the items above as 'Not Important' or 'Not Important at All,' please tell us why:

Response	Valid Responses	
n/a		
n/a		
NA		
N/A		
	Valid Responses	4

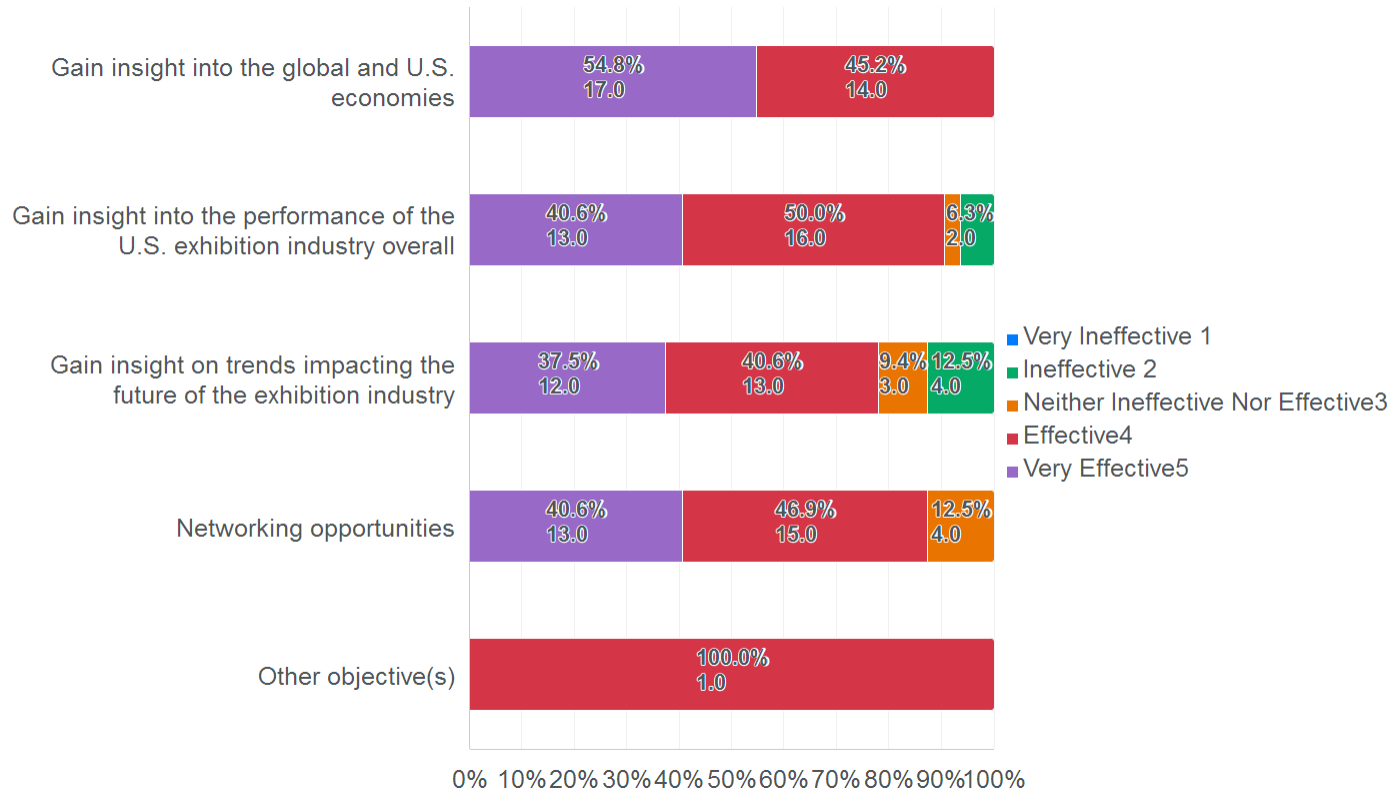
2. Please rate how effectively CEIR Predict fulfilled each of your important objectives. Check one for each item.

TOTAL RESULTS



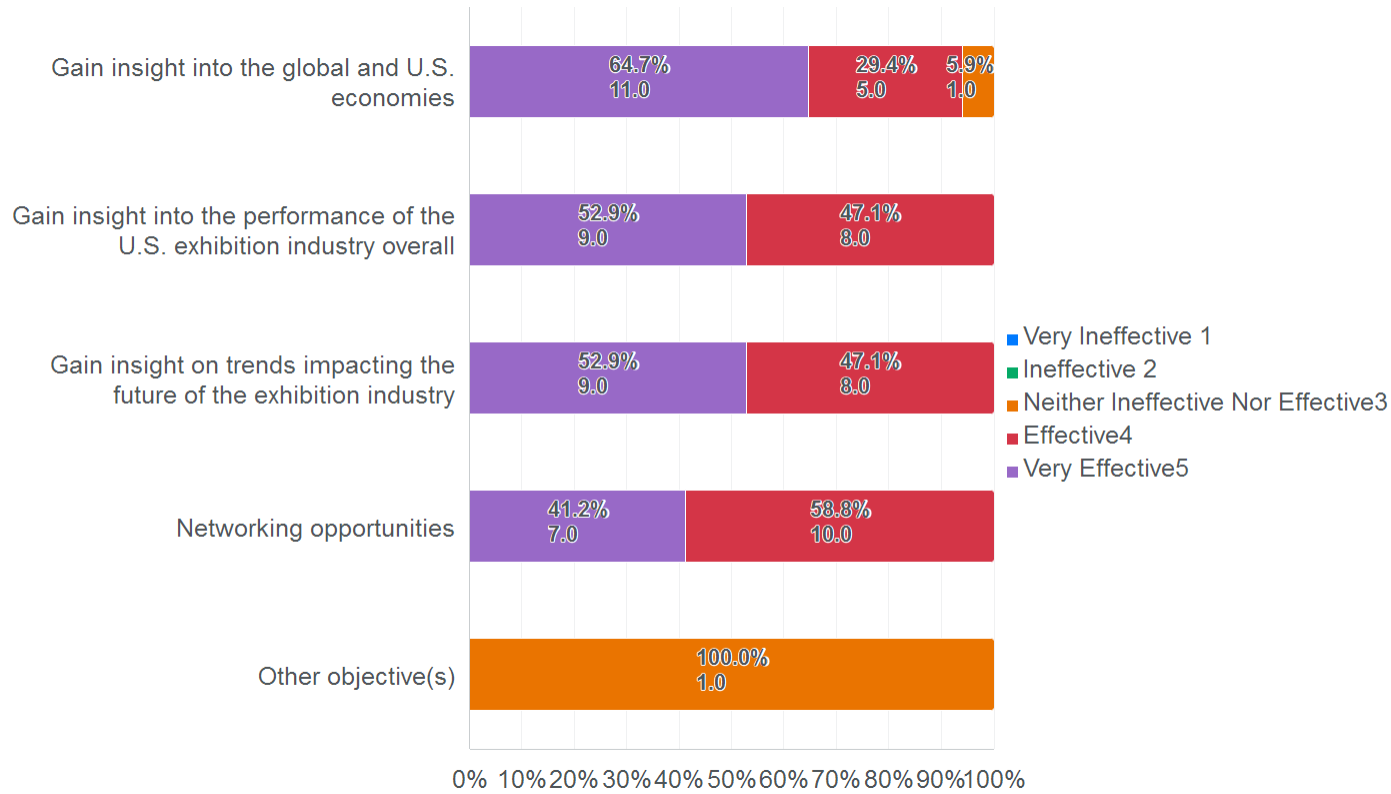
2. Please rate how effectively CEIR Predict fulfilled each of your important objectives. Check one for each item.

ORGANIZER RESULTS



2. Please rate how effectively CEIR Predict fulfilled each of your important objectives. Check one for each item.

SUPPLIER RESULTS



2a. If you rated any of the items above as 'Effective' or 'Very Effective, please tell us how they were effective in fulfilling your objective(s):

Response
Having a global perspective helps in doing my job effectively with a broader perspective.
I thought the content this year was, perhaps, the best it's ever been. I thought the timeline gave plenty of time for networking which is also essential.
speaker lineup was impressive-
I often see people at PREDICT that I don't see at other events, so it's good to catch up with them there. The timing of the event is also helpful with the elections coming up soon during election years and as I am personally about to have my largest annual event.
The sessions were engaging, interesting and informative.
Really great speakers. I wish there was a YouTube video of Sam Polticchio. I'd love to share with my peers. I look forward to him each year. Noelle was really terrific too and gave me a lot to think about and offered a vantage point that I've not heard before.
the networking was well done.
excellent overview into economy
The format was perfect to fly-in/out and only spend one night in a hotel. I appreciated the networking in person.
The content was excellent, as was the networking.
excellent speakers and presentations. Really enjoyed it.
The insights were great as was the content. I wish there was more on what the most innovative companies are doing w/ tradeshows. What is new? And what are shows doing with current tradeshows who might be shrinking?
Better understanding of current market conditions
See answer #1.
All solid, great speakers
I met new people, and was able to connect with attendees during the breaks, but I wish we had done more interacting at our tables. I like the guided conversations of years past, and I like when the facilitators encourage us to meet a new person in the room.
Great data shared...speakers are always top-notch.
see previous response. one suggestion would be to have some additional time to network with others and or identify attendees that have similar interests and challenges that they are looking for how others are addressing the challenge.

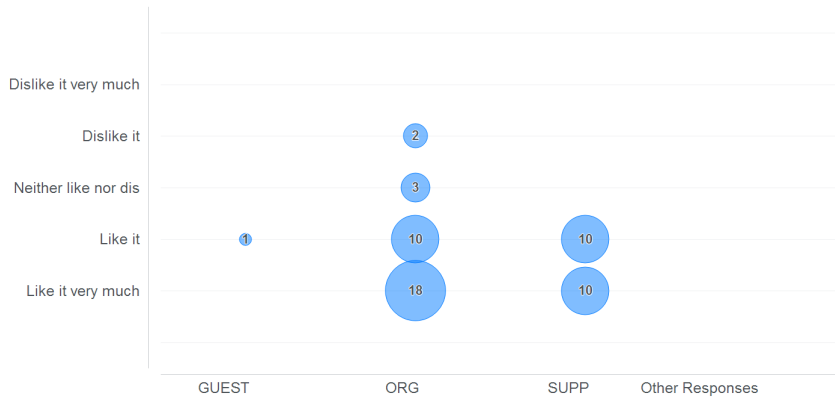
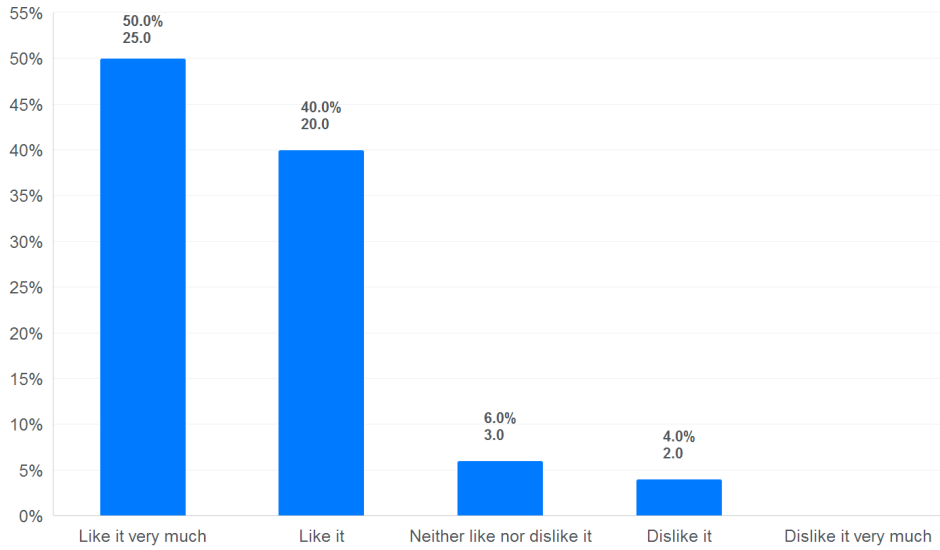
CEIR continues to deliver top notch speakers on these important topics. Kudos on another exceptional program this year.		
I found the content very relevant to our industry. Understanding the global impact and domestic of economic health and how it can impact the exhibit industry is important.		
It was good to hear the many insights of the economists, futurists and AI experts.		
Helps us defend revenue targets for budgeting purposes. Enjoyed the amount of time for networking.		
	Valid Responses	22

2b. If you rated any of the items above as 'Neither Ineffective Nor Effective,' 'Ineffective' or 'Very Ineffective,' please tell us how they did not fulfill your objective(s):

Response		
There was a lot on AI which is good, but also what other trends are out there - from designs, to structure, to participation, innovation etc. I did not take anything away on those things.		
I don't attend this event expecting strong networking activities or events. I'm really there for the content.		
I think the trends were too esoteric.		
very little tradeshow industry specific info		
There was a lot of talk about things that will impact but not enough of HOW and HOW we incorporate things (ie AI) into our events. Just that we need to...		
Not much was said about the future of the exhibition industry specifically - though the future was generally covered well.		
I wish there was more peer to peer learning / structured networking with this event. The content is amazing, but because we are sitting there listening to a speaker we don't get to meet many others.		
N/A		
I know the focus of the event is the education and there were some networking opportunities but it was hard to find people that you wanted to chat with. Maybe including the company names on the name table tents could help? Great event overall though!		
	Valid Responses	9

3. How did you like the event format and flow at this year's CEIR Predict? Check one.

TOTAL RESULTS



3a. Share any comments on event format and flow here:

Response
I don't think the lunch on the last day is necessary, it would have been a better use of time to continue the programming and skip lunch.
I would prefer hands on workshop topics for groups to try to solve challenges and or highlight new innovative ideas and share back, discuss w/ broader group. Lots of presenting at this one, which is hard to sit and just listen all day
Thought that it was really smart to kick off with the data-focused sessions and then go into the more "fun" and entertaining presenters as the afternoon wore on.
I'd love for this to be a one day event. Getting back over 2 days running especially since it's in Sept. now which is when things really kick up, i.e. my budgets were due on Friday.
I'd love a hands on workshop for AI.
I think it's a good pattern that works for many!
the presentations were too long, and often overlapped with each other; perhaps each one needs to be more focused on certain distinct items
I thought it was great to start at 1pm, have a reception, then a half-day on Friday so we could fly out that afternoon. Don't change it! :)
Liked the two half day program in order to avoid traffic.
Condensing to one-day may be beneficial to those who are local. Commuting back to the venue for the 2nd day does pose the 'what if I didn't' question.
I felt as though I was sequestered to an island, would have enjoyed a night to walk out to the entertainment area.
Again, I would a panel at the end of the Sales and Ops leader discussing now that we know this, how do we sell and operate better and more efficiently into the future.
I have a couple of thoughts I'd like to share. -- I love that CEIR brings in outside speakers so we aren't just "talking to ourselves". That is so refreshing!! -- I wish they had given more specific takeaways, however. I felt they lacked specific things that people in the room could do when they got back to their offices. How do these things translate to the tradeshow industry? What can we do differently? For example -- I loved Sean Watson, but the questions he posed about how we can incorporate AI were really key, and went by them too quickly. That would have been an amazing opportunity for people at the tables to answer those questions. I would also liked to have seen how organizers are using AI -- what's working? and What's not. -- Same for Noelle Russell. She was an amazing speaker, but I wished I had more specific takeaways and how I can apply her knowledge, instead of just hearing her story. (Although it was really compelling!!) -- I wish all the speakers would use more video and get the crowd to interact.
Great flow of events
i like that it is a day and a half. good attendance and key industry stakeholders attended. adding some additional comfortable seating up front or around the room might be nice, try and find a way to have attendees introduce themselves and or connect to know who is in the room.

continue to love the format of afternoon and evening on day one and morning session on day 2. I do think it would be worth consideration to move the last session of day two to 11:15 AM time slot and adjourn after that session, with no need to host a lunch. Certainly seemed that the final session, although a great session, is less attended due to people leaving for flights, etc..

do a traditional breakfast on day two in lieu of the lunch

I like that we started after lunch day one and ended at the same time the next day. This allowed for traveling in that morning and out the following afternoon easy.

Sam should be Friday morning opening 2nd day speaker. Too many people have to leave due to flights or commitments. He is GREAT!

Flow of the conference was great. Enjoyed the half days to allow for easy travel in and out.

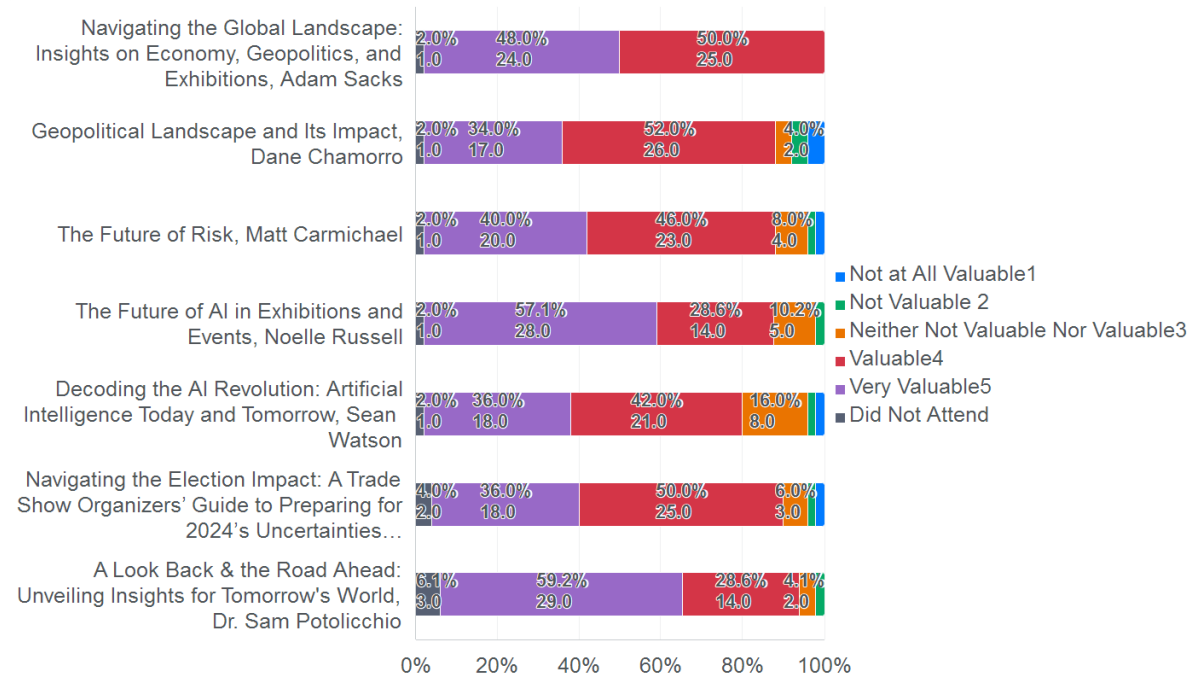
Not sure how to structure the networking a bit more to make it easier to find new clients/contacts but that would be a benefit of attending.

Valid Responses

21

4. How valuable was each presentation and/or session for your business needs? Check one for each item.

TOTAL RESULTS

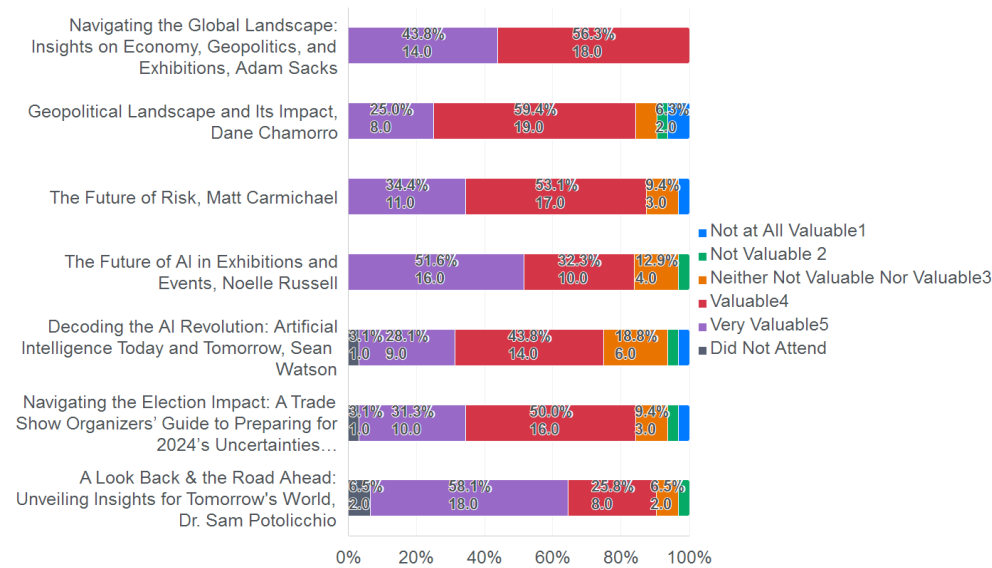


SPEAKER AVERAGE SCORES AMONG THOSE THAT ATTENDED AND GAVE A RATING

	Navigating the Global Landscape: Insights on Economy, Geopolitics, and Exhibitions, Adam Sacks	Geopolitical Landscape and Its Impact, Dane Chamorro	The Future of Risk, Matt Carmichael	The Future of AI in Exhibitions and Events, Noelle Russell	Decoding the AI Revolution: Artificial Intelligence Today and Tomorrow, Sean Watson	Navigating the Election Impact: A Trade Show Organizers' Guide to Preparing for 2024's Uncertainties, Chris Jackson	A Look Back & the Road Ahead: Unveiling Insights for Tomorrow's World, Dr. Sam Potolicchio
N	50	50	50	49	50	49	47
Mean	4.48	4.10	4.24	4.45	4.12	4.22	4.55

4. How valuable was each presentation and/or session for your business needs? Check one for each item.

ORGANIZER RESULTS

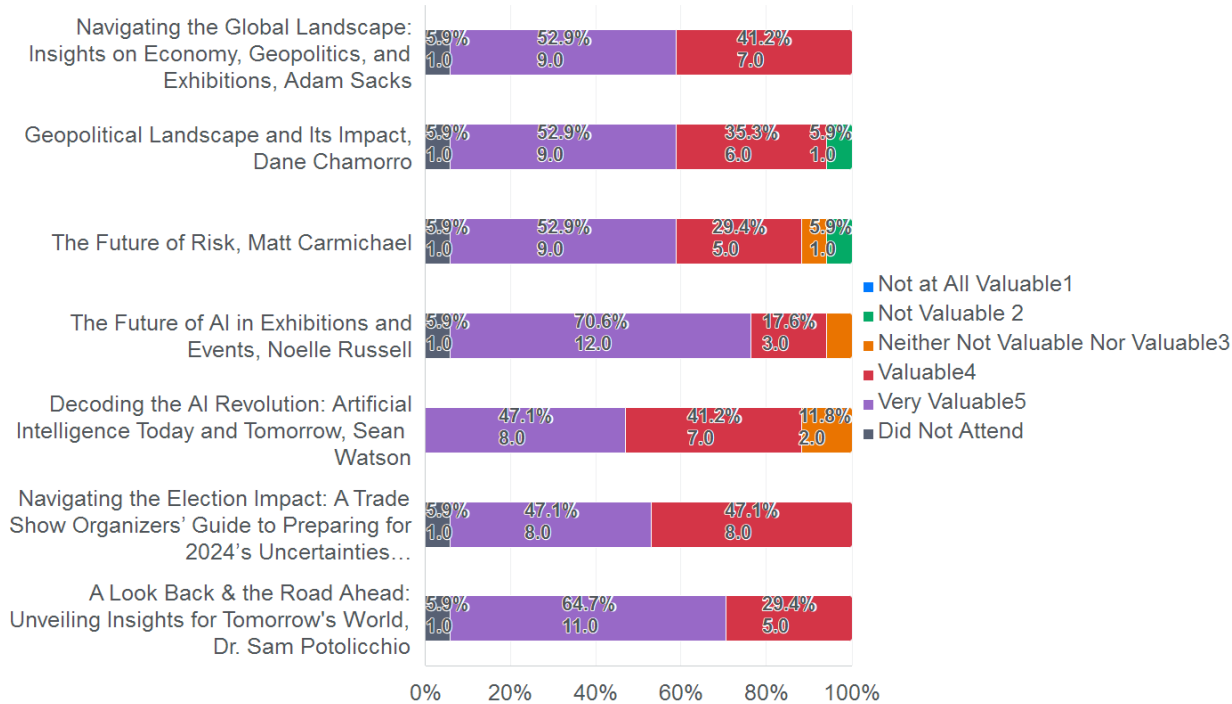


SPEAKER AVERAGE SCORES AMONG ORGANIZERS THAT ATTENDED AND GAVE A RATING

	Navigating the Global Landscape: Insights on Economy, Geopolitics, and Exhibitions, Adam Sacks	Geopolitical Landscape and Its Impact, Dane Chamorro	The Future of Risk, Matt Carmichael	The Future of AI in Exhibitions and Events, Noelle Russell	Decoding the AI Revolution: Artificial Intelligence Today and Tomorrow, Sean Watson	Navigating the Election Impact: A Trade Show Organizers' Guide to Preparing for 2024's Uncertainties, Chris Jackson	A Look Back & the Road Ahead: Unveiling Insights for Tomorrow's World, Dr. Sam Potolicchio
N	32	32	32	31	31	31	29
Mean	4.44	3.94	4.16	4.32	3.94	4.06	4.48

4. How valuable was each presentation and/or session for your business needs? Check one for each item.

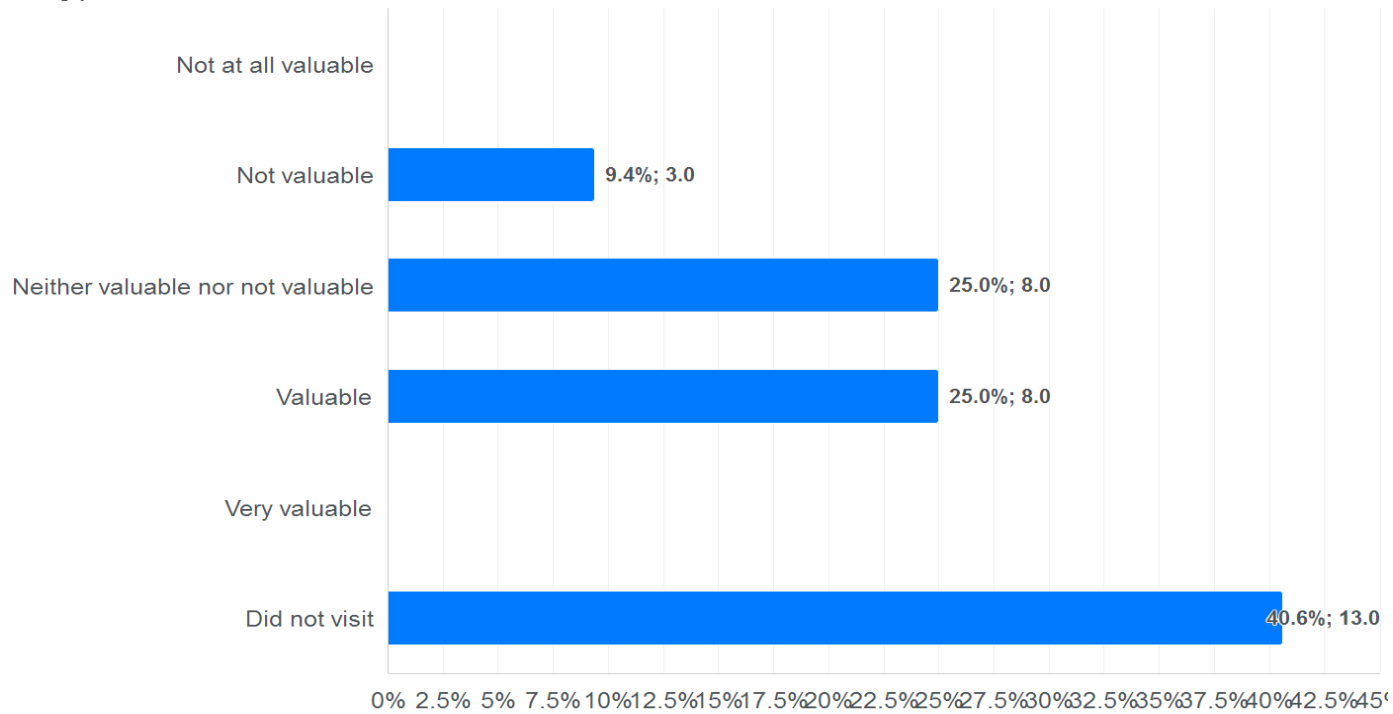
SUPPLIER RESULTS



SPEAKER AVERAGE SCORES AMONG SUPPLIERS THAT ATTENDED AND GAVE A RATING

	Navigating the Global Landscape: Insights on Economy, Geopolitics, and Exhibitions, Adam Sacks	Geopolitical Landscape and Its Impact, Dane Chamorro	The Future of Risk, Matt Carmichael	The Future of AI in Exhibitions and Events, Noelle Russell	Decoding the AI Revolution: Artificial Intelligence Today and Tomorrow, Sean Watson	Navigating the Election Impact: A Trade Show Organizers' Guide to Preparing for 2024's Uncertainties, Chris Jackson	A Look Back & the Road Ahead: Unveiling Insights for Tomorrow's World, Dr. Sam Potolicchio
N	17	17	17	17	18	17	17
Mean	4.53	4.41	4.41	4.71	4.39	4.53	4.71

4a. How valuable was visiting vendors in the Tech Demo area in meeting your business needs? (Asked to Organizers Only)

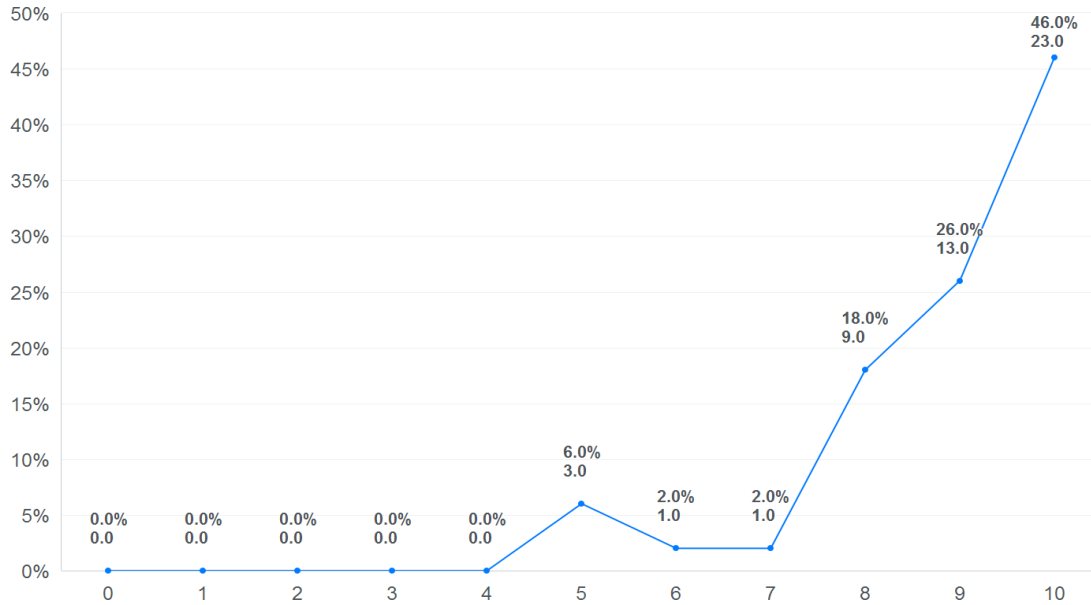


4a comments. COMMENTS:

Response	
enjoyed seeing new innovation that I am not currently using	
I think that needs to be done as a 15-minute presentation during breakfast and lunch. It's hard to gather around a 6-ft. table during a coffee break to get a true demonstration of a tech product.	
I honestly missed this.	
Time constraints	
Valid Responses	4

5. How likely is it that you would recommend CEIR Predict to a colleague? Please answer using a scale of 0 to 10, where 0 is 'Not at All Likely' and 10 is 'Extremely Likely.'

TOTAL RESULTS



Net Promoter Score

2023	64%
2023	73%
2022	73%
2021	82%
2020	75%
2019	58%
2018	35%
2017	33%
2016	59%
2015	53%
2014	42%

Calculation=% giving a 10 or 9 minus those giving a score of 6 to 0

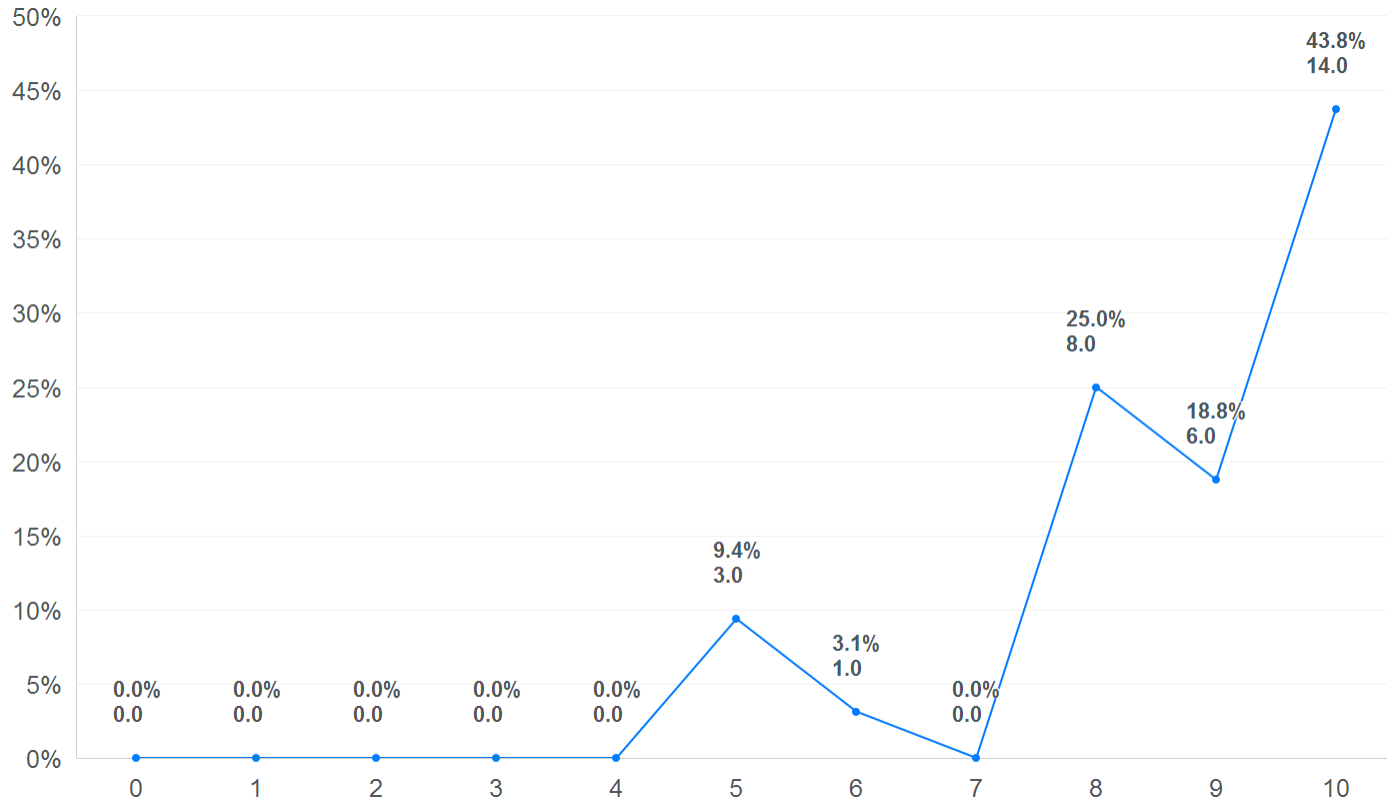
NET PROMOTER SCORES

	2017	2018	2019	2020	2021	2022	2023	2024
0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	5.8%	1.9%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	3.8%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
5	3.8%	1.9%	3.0%	0.0%	0.0%	1.8%	0.0%	6.0%
6	1.9%	0.0%	3.0%	0.0%	2.6%	1.8%	3.6%	2.0%
DETRACTORS (6-0)	17.2%	7.6%	7.6%	0.0%	2.6%	3.6%	3.6%	8.0%
7	11.5%	19.2%	5.0%	7.5%	5.3%	5.3%	3.6%	2.0%
8	21.2%	30.8%	21.0%	17.5%	7.9%	15.8%	16.1%	18.0%
PASSIVES (7, 8)	32.7%	50.0%	26.0%	25.0%	13.2%	21.1%	19.7%	20.0%
9	23.1%	19.2%	27.0%	30.0%	36.8%	21.0%	30.4%	26.0%
10	26.9%	23.1%	39.0%	45.0%	47.4%	54.4%	46.4%	46.0%
PROMOTERS (9, 10)	50.0%	42.3%	66.0%	75.0%	84.2%	75.4%	76.8%	72.0%
NPS	33%	35%	58%	75%	82%	72%	73%	64%

COMMENTARY: The NPS score for this year's event remains strong though is lower than the past four years. The lower scores are among organizers. NPS remains high very strong with suppliers. It is important to note that likelihood to attend next year among organizers is very strong. So, though the NPS score is lower this year, commentary suggests an appreciation for the high quality, unique content, suggestions for the future indicate an interest in content that is actionable, linking insights back to how to apply them in their organizations or events, or more content specific to exhibitions.

5. How likely is it that you would recommend CEIR Predict to a colleague? Please answer using a scale of 0 to 10, where 0 is 'Not at All Likely' and 10 is 'Extremely Likely.'

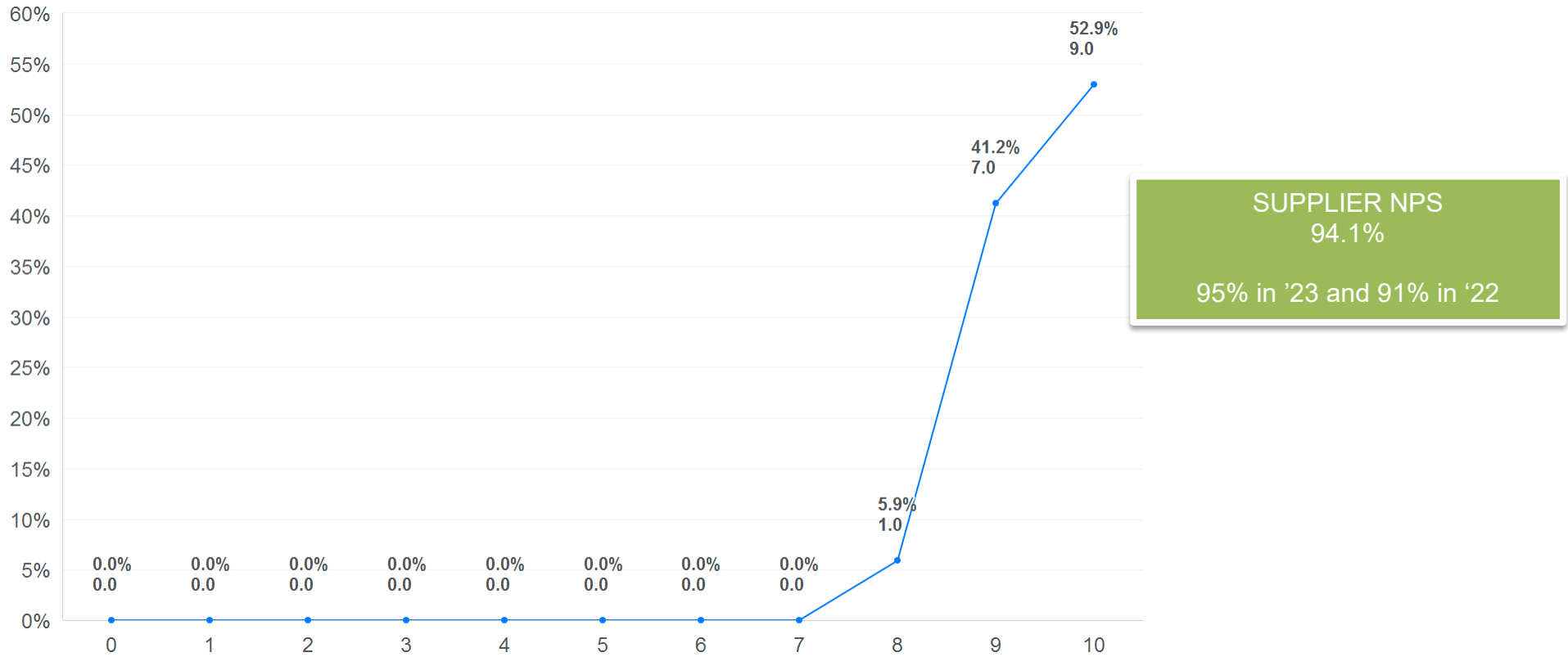
ORGANIZER RESULTS



ORGANIZER NPS
50.1%
59% in '23 and '22

5. How likely is it that you would recommend CEIR Predict to a colleague? Please answer using a scale of 0 to 10, where 0 is 'Not at All Likely' and 10 is 'Extremely Likely.'

SUPPLIER RESULTS



5a. Reasons for Giving this Score among Promoters, Those Giving a Score of 9 or 10

Response
This is one of the best conferences that shows how politics and how global happenings affect our business.
CEIR's location in National Harbor, schedule and content really makes it a "must attend" event.
Because the content here is super useful and not something I get anywhere else.
The type of information shared here is a bit different than most other events.
compelling speakers, great real time data, accurate predictions and insights
Great speakers & information.
I felt the education was superior to what I've seen at other conferences or webinars lately. I feel you hired the right speakers for the various goals and objectives.
Smart content, smart/senior level people.
Great information shared. Great networking.
The presentations and data presented are always useful and excellent.
good mix of relevent programs with networking
It was a great event as a first time attendee!
Great content and will attend and share with industry colleagues
Always great speakers. I felt that Mr. Watson while a great speaker gave a lot of examples but no real data on how these groups accomplished their goals through AI.
Solid information and networking
The size of this event makes it really valuable for networking. I also really appreciate the format. Two half days means we only have to be away for one night, which is important. The outside speakers bring a very different aspect as well.
Speakers are informative, timely and bring exactly what we need to know to the presentations
really good content, great that the content and presenters were outside the industry and viewed as key influencers and thought leaders, very relevant program. nice format, great location.
I think it is a one of a kind industry event in that while it does tie back to the how these topics/trends might impact meetings and events, it is about bigger and broader topics. Vs most industry events that focus on our industry first (and only).

Great presenters as well as great content		
The environment is very welcoming, and we come together as an industry to learn and grow together		
Love staff and speakers!!		
Can absolutely recommend to C-Suite individuals! Lots of good data shared and predictions to consider for the future of our industry.		
This is a conference that addresses information that isn't covered in any other conference that I attend. It's the reason I keep this one on the books.		
I, unfortunately, missed day one due to Hurricane Francine but I know I would have enjoyed that day of the conference. Day 2 was good and gave us a peak into the future. I would have loved to see true examples of how we could use AI. Sometimes speakers miss the opportunity to show real world examples.		
	Valid Responses	25

5a. Reasons for Giving this Score among Passives, Those Giving a Score of 7 or 8

Response		
The convention industry is the world I live in-to communicate with my colleagues and customers on this level would be great-all great topics for discussion.		
	Valid Responses	1

5a. Reasons for Giving this Score among Detractors, Those Giving a Score of 6 or lower

Response		
depends on needs of colleague		
	Valid Responses	1

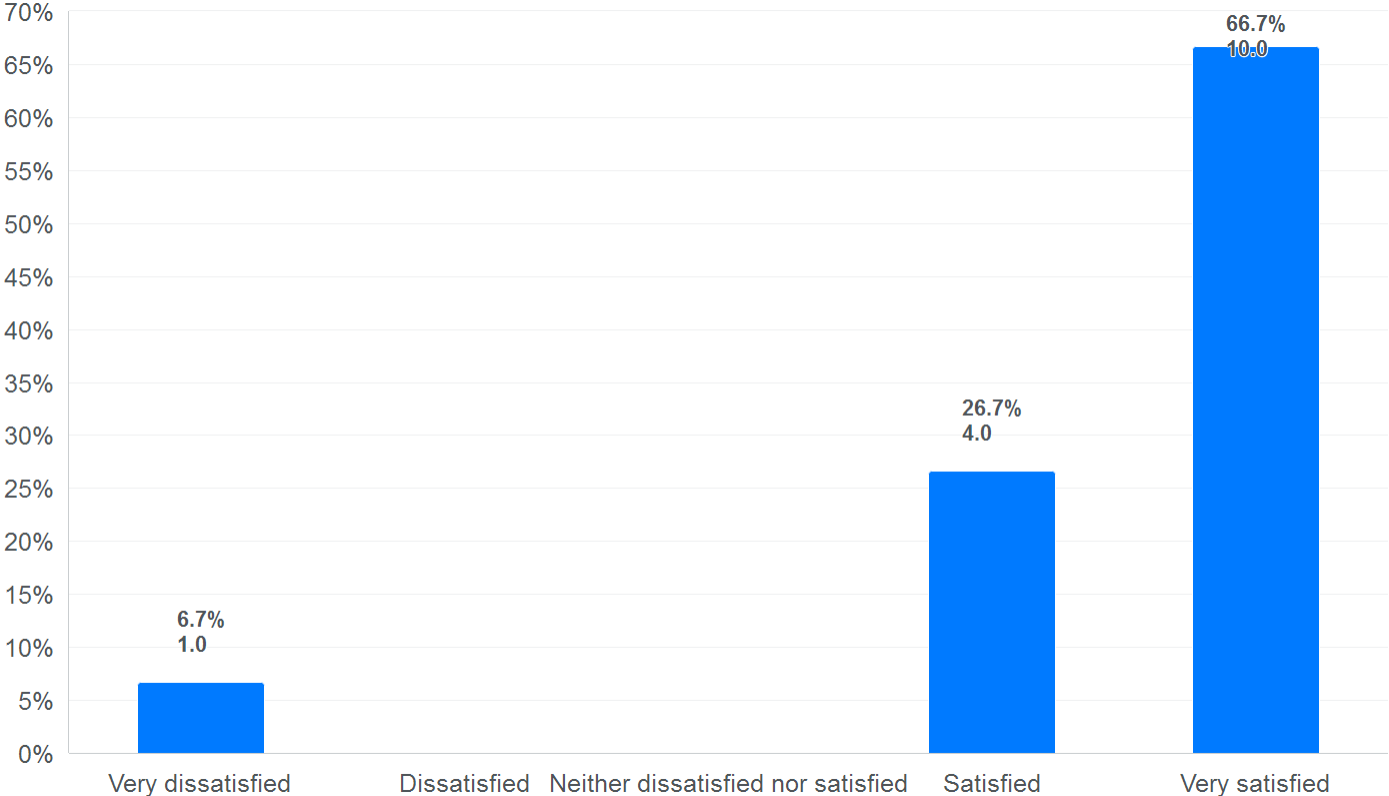
6. What is a unique value of attending Predict that you cannot find elsewhere?

ASKED TO ORGANIZERS ONLY

Response		
Great networking and what I mentioned above.		
A unique focus on global economies and their affect on our industry		
Very prescriptive and intentional view of future trends and insights not delivered at other industry conferences		
The content		
I really enjoyed the hyperfocus that this event has on bigger-picture topics, trends and forecasts. It gives the event a unique value proposition when compared against other industry events.		
This is the only industry event offering such valuable insights and access to data affecting our exhibitions and events. More people should be attending to hear this important information.		
Data was presented that I haven't been able to find elsewhere.		
high level networking		
economic and political content		
Easy to get to location with a one-night commitment. Most other conferences are in far flung cities or want me out of the office 3-4 nights each.		
Nice concentration of high quality trade show leaders.		
Non-partisan insights presented objectively and based on facts, polling, and economic data.		
Quality of information presented, curation of high-quality presenters.		
local program with good statistical information I can use.		
The data and the speakers - I don't see these at any other events!!		
Data		
Great education!		
	Valid Responses	17

6a. How satisfied are you with your partnership with Predict? Check one.

ASKED TO SUPPLIERS ONLY



6b. As a partner, what did you find most beneficial? Please share your comments below.

ASKED TO SUPPLIERS ONLY

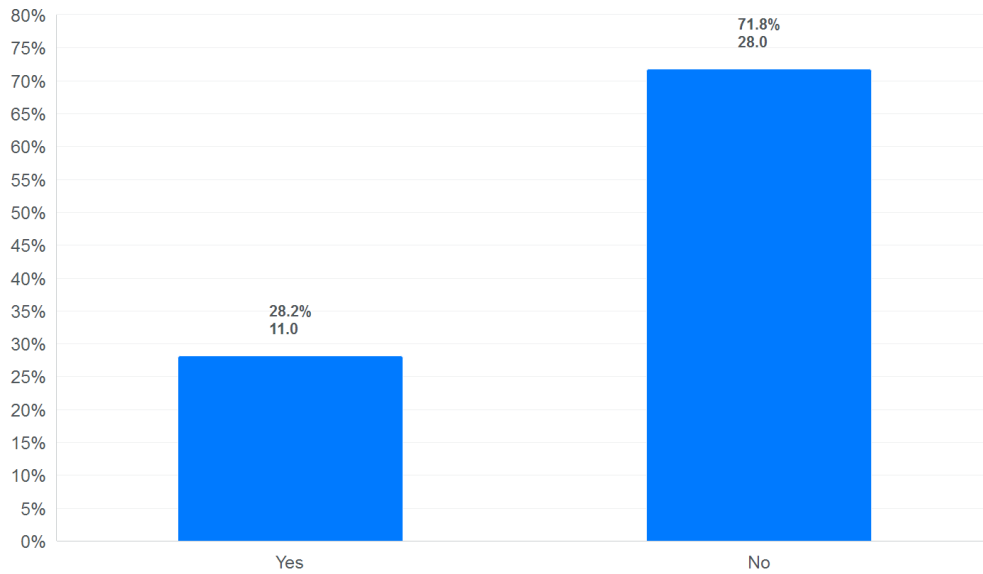
Response		
Content and quality of attendees		
global-scale information/data. Latest AI trends and developments.		
I appreciate our logo being on the screen, but our real value comes from showing attendees what we can do. We appreciate the connection, being able to interview attendees, and the importance put on having a highlight video produced.		
Ability to host 3 clients at a key industry event that they love attending due to the data shared		
independent research, key data that is shared, a lot of great resources available. major benefit of being part of IAEE.		
excellent content		
Freeman has always supported the work CEIR is doing and find the content very useful		
Networking and educational		
Data and networking		
Content of information and networking.		
With regards to the partnership, I enjoy the access that it gives to our teams. We all need to be better prepared and that is what CEIR does. Analyzes the past and present and uses that to predict the future.		
	Valid Responses	11

6c. What is a unique value of having a partnership with Predict that you cannot find elsewhere?

ASKED TO SUPPLIERS ONLY

Response		
Content		
The scope and depth of data presented, in a space with my most valued customers and contemporaries. I think we can all understand each other better when we understand the global variables that affect us all. Thanks for bringing us together.		
All company leaders, which is great networking and relationship building. Focused on the future, that is important to us.		
It's about the speakers, and the size of the group. At other events, we keep hearing the same people on stage. This event brings new ideas, and outside ideas to the table.		
Data and trends		
see above		
access to excellent speakers and content		
The level of research		
Intimate setting with intellectual and future insight in the Exhibition Industry. The best!!		
Data, Data, Data. I don't see much of this at other conferences.		
	Valid Responses	10

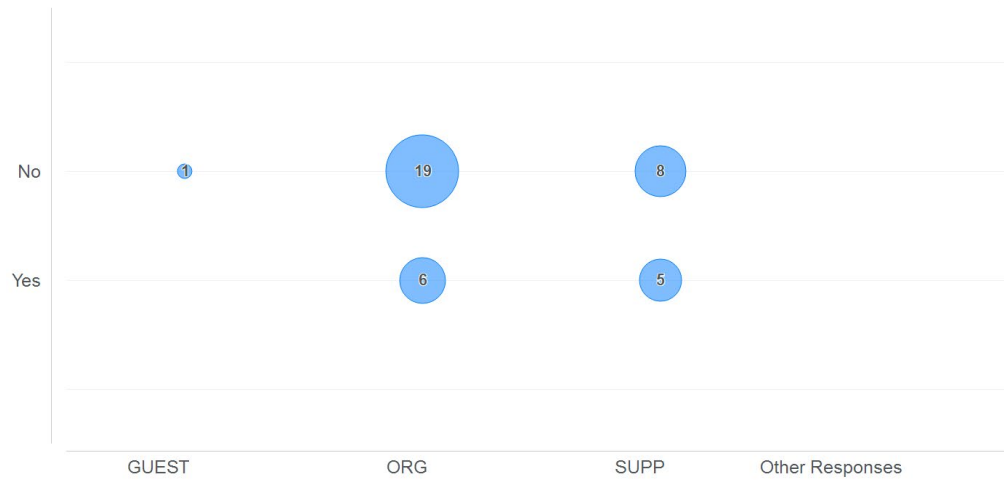
7. Can we use the comment you have written above as a testimonial in promotional materials?



NOTE: Comments by individuals giving permission to share their quote are provided in the Excel file with detailed results for this survey.

Look to column AJ, shaded in green to identify if a participant gives permission.

This question applies to organizers identifying what is unique about attending Predict and among suppliers sharing commentary on partnership benefits, unique value of the partnership.



8. Which presentation topics offering a three-to-five-year outlook are of high value in helping you gain the insights to be successful in your job and prompt you to attend CEIR Predict in 2025?

TOTAL RESULTS

Response
Sam Potolicchio , Adam Sacks
All of the economic forecasting was really interesting, and I would be persuaded to attend again in the future in order to continue to receive that information.
Since group bookings and hotel blocks play a large role in most of our events, I think having someone like Amanda Hite from STR come in and do a presentation would be really helpful.
I'd like more specific business trends - specifically how to run your tradeshow organization business .
The employee pipeline (both blue collar and white collar pipelines).
n/a
where the industry is after the pandemic and gauging our meeting.
AI with Noelle Russell and Sam Potolicchio
Trends, economic conditions, international impact and current conditions.
Continued AI trends and developments. Global economy market trends and predictions. Hospitality ebbs and flows.
AI -- what's working?? How can it be used to improve tradeshows? Sponsorships -- what's new? what do exhibitors want, and what will they pay for? Generational differences -- how is the next generation digesting information? Where are they on social media? What's the future for communication and attracting attendees?
Political climate; industry trends
Keeping up with AI and other technologies that will assist planners and exhibitors
All of them
AI and futurist predictions will help me most.
Navigating the Global Landscape: Insights on Economy, Geopolitics, and Exhibitions, Adam Sacks
Any presentation that focuses on the talent pool in our industry would be great. Hiring, Training and Keeping team members are not as easy as they used to be.

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ORGANIZER RESULTS

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The employee pipeline (both blue collar and white collar pipelines).		
n/a		
where the industry is after the pandemic and gauging our meeting.		
AI with Noelle Russell and Sam Potolicchio		
Trends, economic conditions, international impact and current conditions.		
		Valid Responses
		9

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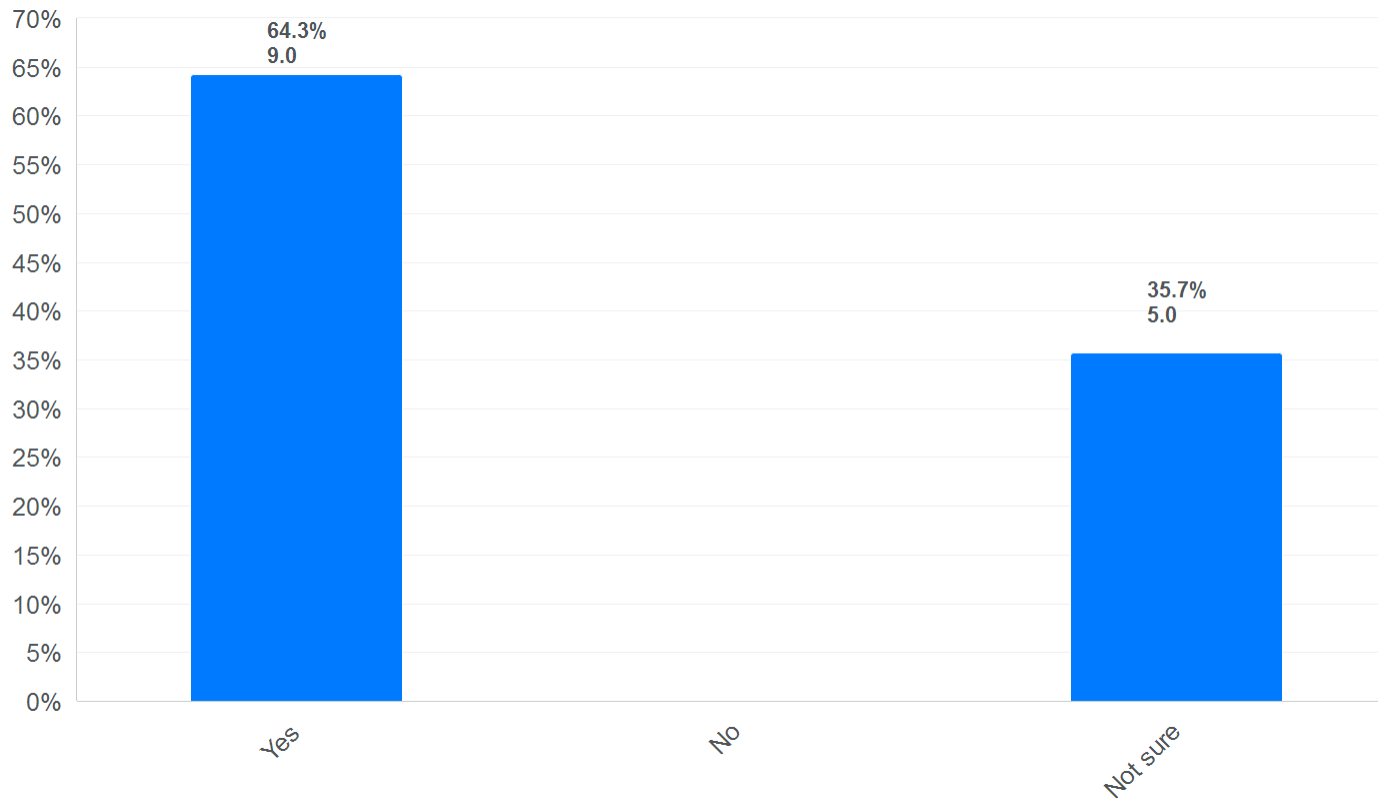
SUPPLIER RESULTS

Response	
Continued AI trends and developments. Global economy market trends and predictions. Hospitality ebbs and flows.	
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Political climate; industry trends	
Keeping up with AI and other technologies that will assist planners and exhibitors	
All of them	
AI and futurist predictions will help me most.	
Navigating the Global Landscape: Insights on Economy, Geopolitics, and Exhibitions, Adam Sacks	
Any presentation that focuses on the talent pool in our industry would be great. Hiring, Training and Keeping team members are not as easy as they used to be.	
	Valid Responses
	8

9. Are there any speakers you recommend for CEIR Predict 2025 and if so, for which topics?

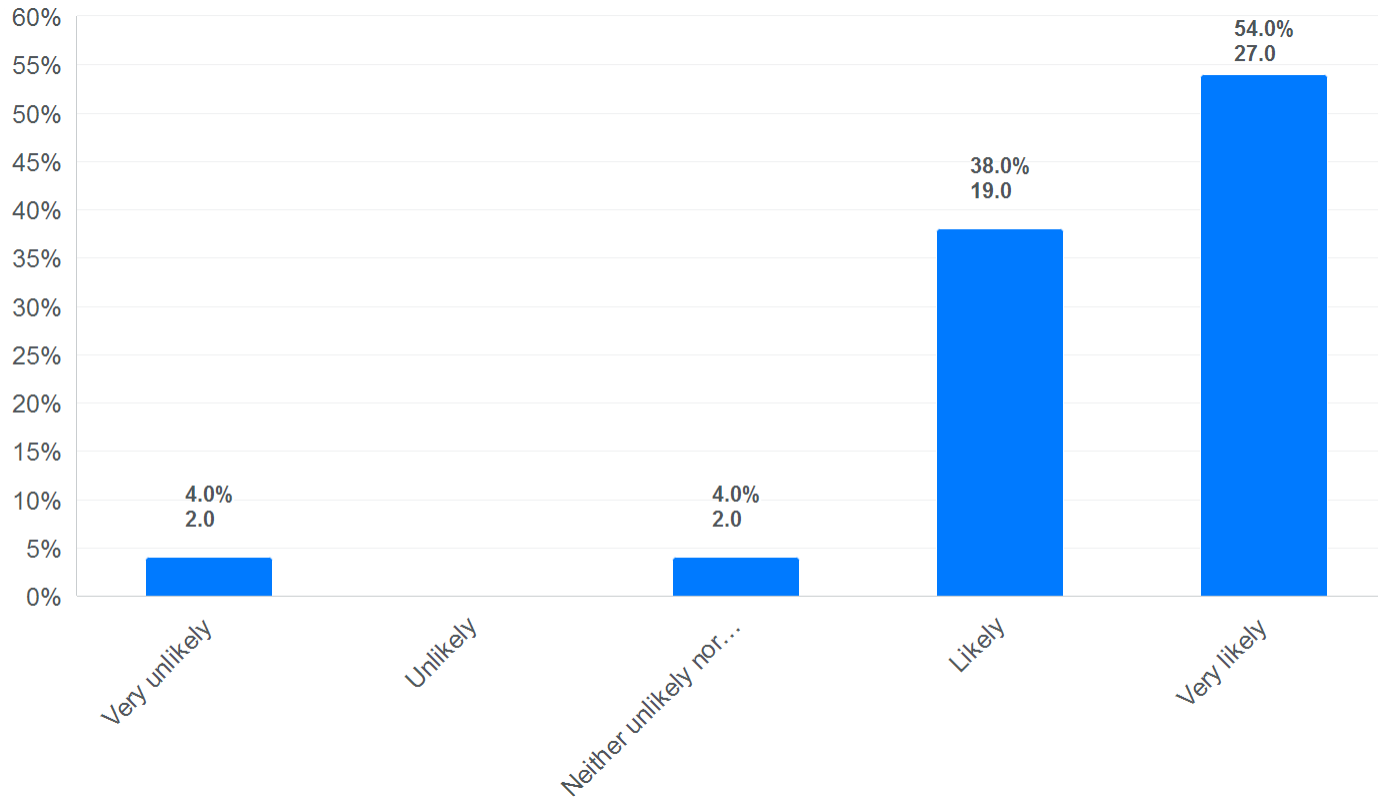
Response		
n/a		
.		
Since group bookings and hotel blocks play a large role in most of our events, I think having someone like Amanda Hite from STR come in and do a presentation would be really helpful.		
n/a		
Panel with attendee, exhibitor, non-profit, for-profit and vendors how they are managing current market conditions from an individual perspective. Select various industries.		
would need to think about that.....		
Do the Panel with sales and Ops leaders		
More AI		
keep similar topics and speakers that you had this year.		
Sam Potolicchio (future political and world predictions) and Noelle Russell (AI)		
	Valid Responses	10

10. Can CEIR contract you regarding a partnership for Predict 2025? Check one.



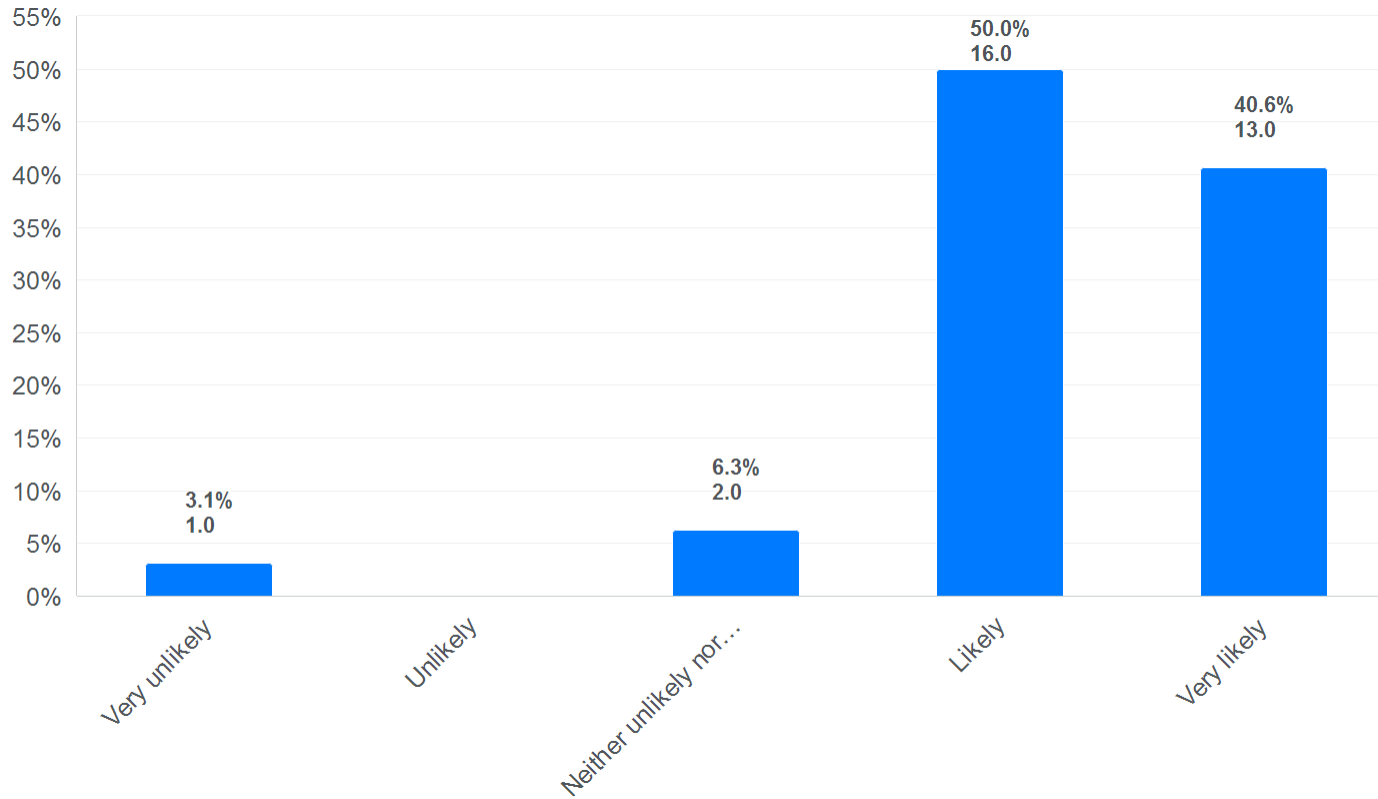
NOTE: Supplier answer to this question along with name and organization is provided in the Excel file with detailed results for this survey. Look to column AP, shaded in orange, which lists the answer to this question among suppliers.

11. CEIR 2025 will be held at the same location as this year, the MGM National Harbor in Oxon Hill, Maryland on 11-12 September. How likely is it that you will attend the event next year? Check one.



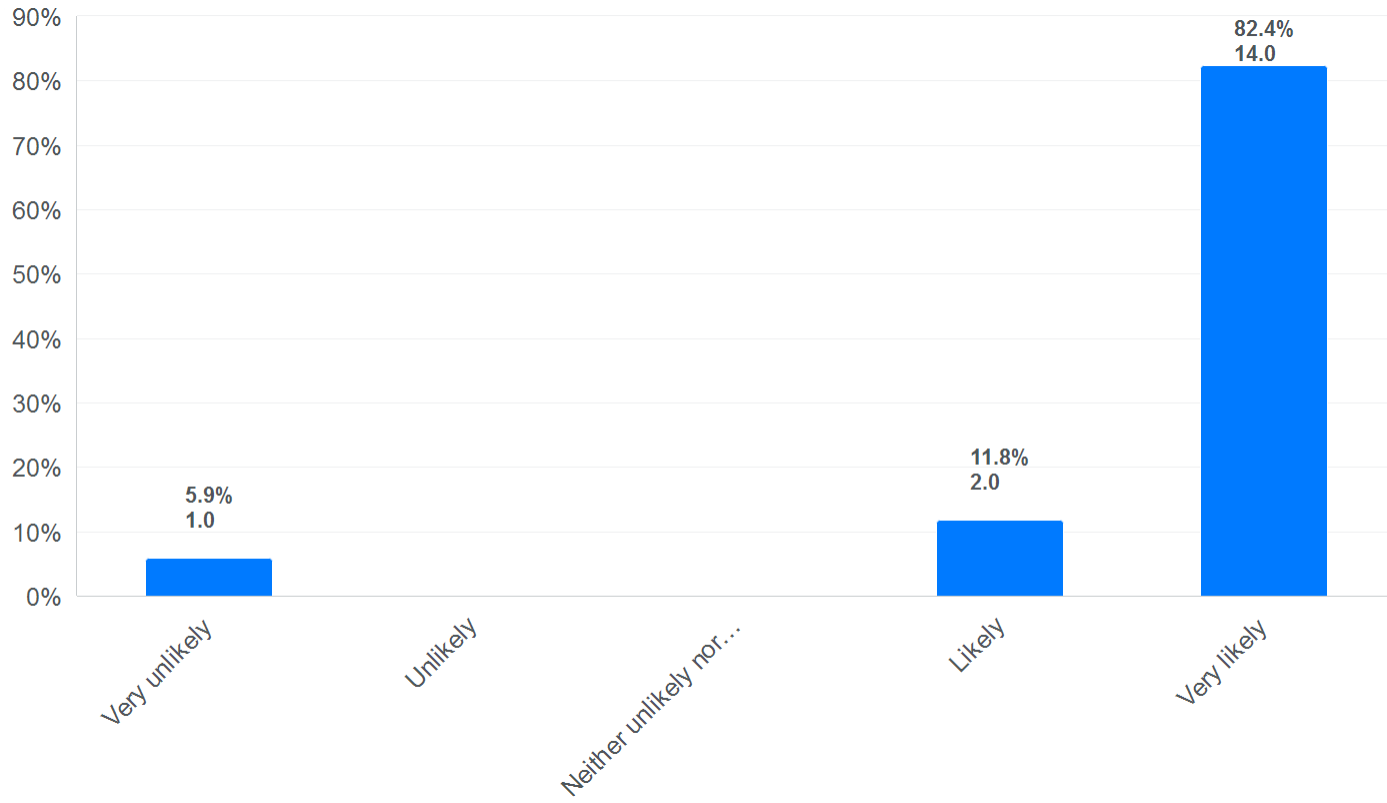
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ORGANIZER RESULTS



11. CEIR 2025 will be held at the same location as this year, the MGM National Harbor in Oxon Hill, Maryland on 11-12 September. How likely is it that you will attend the event next year? Check one.

SUPPLIER RESULTS



11a. COMMENTS:

Response		
pending format and program topics		
Very likely that I would want to attend (pending approval).		
I continue to come because the content is great, but I would like to see a location change into DC, or somewhere that's a bit more accessible than National Harbor.		
Thanks for all you do!!!		
Thanks to Marsha and the team!!! Great work!		
	Valid Responses	5

12. What suggestions can you offer for enhancing CEIR Predict for 2025?

TOTAL RESULTS

Response
Adam Sacks did a good job of incorporating the Events industry into his presentation, likely because he works for CEIR often and understands what matters and why. The other presenters did not do such a good job of this -- esp the Trend Hunter guy. He FINALLY had a few slides with questions event organizers should ask ourselves and we all thought he'd stop and let us discuss those questions but he just kept right on blathering super fast as he did through the whole presentation. I thought at the end it would be revealed that he was a Bot himself. It was not good.
flow, program, more vendors
the dates/timing are very good. I'd add sessions on: HR laws, event technology trends, insurance trends,
clearer delineation of topics as among speakers
Perhaps networking by job function or by sector at the beginning of the event, so you meet colleagues you can learn from (versus just hoping you get a good group at your table!).
I'd like to listen to something more actionable.
More actual implementation strategies
Slightly more focus on exhibitions.

would be good to have an exhibit component - convention centers, services.		
Nothing, great program.		
Thanks to all of you for a job well done!		
an evening shuttle to the entertainment district.		
More guided interaction with attendees. Table discussions. Have a way to take the outside information -- then translate it to tradeshow. Perhaps we could do that at the tables.		
TBD		
have built in time for meet the speakers during the breaks, perhaps dedicated areas in the breakout areas. perhaps have some real time pooling questions and results being shared.		
Volunteer leaders need to prioritize CEIR over their day jobs when representing CEIR on stage.		
Possible team building or icebreaker activity for small groups of 4-6 people. I think this would help attendees feel more comfortable meeting other people.		
Stay the course		
Selfishly, I would love to see more women speakers, but it is best to have the best speakers you can find!		
Structured networking opportunities and/or making it easier to find new clients on-site		
	Valid Responses	20

12. What suggestions can you offer for enhancing CEIR Predict for 2025?

ORGANIZER RESULTS

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SUPPLIER RESULTS

Response		
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Possible team building or icebreaker activity for small groups of 4-6 people. I think this would help attendees feel more comfortable meeting other people.		
Stay the course		
Selfishly, I would love to see more women speakers, but it is best to have the best speakers you can find!		
	Valid Responses	9

13. Looking forward to the next six to 12 months, what do you see as your greatest business challenges?

TOTAL RESULTS

Response
The election
Continued rise is hard costs to deliver events Quality of Event Management/Trade Show talent
Our greatest challenges right now are internal resistance to change and our inability to adapt to the changes in our market.
budgets!
Continuing to grow attendance in markets that are shrinking/ cooling.
the outcome of the election and economic trends. Right now demand is so great that I cannot even book my meetings
The US election and economy.
Increasing attendance; pricing for exhibits and sponsorships; increasing costs at venues and vendors
Inflation.
Rising organizer costs, flat to lower customer budgets.
Managing the volume of demand for our services.
managing the cost of running a meeting in today's economy.
Economy
a show that is decreasing in size, how can I change the course?
Implementing meaningful full AI components. Not rushing to market if technology doesn't fit our business objectives.
Navigating election fall out
STILL navigating fluctuating post-pandemic economic and business model changes.
The Costs to operate shows/events are still high, it is causing companies to cut other areas.

Hiring and retention. We are growing, so we are focused on defining roles/responsibilities and filling positions. Keeping employees is becoming more and more challenging because they can always be looking for their next job. (Indeed alerts, LI recruiting, headhunters, etc)		
TBD		
AI tools and practical applications for our industry.		
Just finding ways to navigate our way through a choppy election and economy		
The outcome of the Presidential Election and how this could affect different industries		
The ever changing world.		
Results of the '24 US Election		
People.		
	Valid Responses	26

13. Looking forward to the next six to 12 months, what do you see as your greatest business challenges?

ORGANIZER RESULTS

Response
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Our greatest challenges right now are internal resistance to change and our inability to adapt to the changes in our market.
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Inflation.		
Rising organizer costs, flat to lower customer budgets.		
Managing the volume of demand for our services.		
managing the cost of running a meeting in today's economy.		
Economy		
a show that is decreasing in size, how can I change the course?		
Implementing meaningful full AI components. Not rushing to market if technology doesn't fit our business objectives.		
	Valid Responses	15

13. Looking forward to the next six to 12 months, what do you see as your greatest business challenges?

SUPPLIER RESULTS

Response		
	Valid Responses	0

EPAInterest. If you find the CEIR Index useful, consider a demo of the Event Performance Analyzer Tool. This free, interactive tool visualizes your event results in charts and compares them to CEIR Index benchmarks. Charts are downloadable and easy to insert in reports. Once you set up an account, you can track your event's performance with each new Index update. Nancy provided demos at Predict. If you missed it, just provide your email and available times for a 15-minute demo. Nancy will reach out to schedule. (Your email)

Response		
	Valid Responses	8
	Total Responses	32

Note – Nancy will follow-up with these organizers to schedule demonstrations. These are in addition to the roughly 10 demonstrations she gave during the 15 minute breaks.