



CEIR CONSENT AGENDA (Reported as of 12.9.2024)

This update is on activities from the August 2024 CEIR Board of Directors Meeting

Research

- New Report Series from Attendee Engagement Research: Maximizing Attendee and Exhibitor Engagement on the Exhibition Floor – published reports 3 through 6. Reports 7 and 8 to be released on 12.9.2024.
 - Part Three: How Exhibitors Evaluate Outcomes
 - Part Four: Exhibitor Future Outlook – Areas to Improve and Interest in New Models
 - Part Five: Exhibition Floor Networking Opportunities Outside Exhibit Booths
 - Part Six: Exhibition Floor Product Opportunities Outside Exhibit Booths
 - Part Seven: Exhibition Learning Activities Outside Exhibit Booths
 - Part Eight: How Organizers Evaluate Outcomes and Future Outlook
- **Report downloads to-date from this series:**
 - **817** since release of first report July 1 to December 5 am, before the release of Parts 7 and 8.
 - **Total report downloads from July 1 to December 5 am: 1,138**
- CEIR Index quarterly results were released for both Q2 and Q3 FY 2024.
- Organizer Benchmarking Study – activated
 - Input from the Research Council – consensus is to poll organizers in North America – US, Canada and Mexico. Future versions can deploy to other, international markets.
 - Draft survey instrument has been developed, will solicit more input from the Research Council and will intercept organizers at Expo! Expo!, including organizer board members.
 - Outreach to prospective sample providers is in play, in addition to IAEE, will solicit participation from: SISO, CAEM, AMPROFEC, ASAE, PCMA, MPI, trade media – TSE, Northstar, TSNN.
 - Target launch of survey, mid-January 2025.
- Other research slated for 2025 –
 - Quick Poll Series – at least one quick poll per remaining quarters in 2025 will deploy, aimed at capturing insights on hotter topics, such as AI, monitoring impacts of trade policies of the incoming Trump Administration on trade show participation and other topics that may surface. Goal is to enhance the reputation of IAEE/CEIR as the go to resource to keep pace with trends impacting the industry.
 - Insights on Next Generation Buyer Preferences when attending trade shows.
 - Other research may be deployed, contingent on sponsorship funding.

- Nancy Drapeau conducted CEIR webinar on 25 September on Exhibitor Training along with Kevin Archibald, Associate Director, World of Concrete, Informa Markets; Kim Vinciguerra, Chief Experience Officer, International Carwash Association; and Ed Nichols, Director, ISSA Show North America.
- CEIR team met with the CEIR Research Council to discuss projects for 2025 including a the Organizer Benchmarking Study survey, as summarized above.
- Nancy will present and moderate a session Future Proofing Relevance: Strategies for Attendee and Exhibitor Engagement at B2B Exhibitions at Expo! Expo! IAEE's Annual Meeting & Exhibition 2024 to be held 16-19 December in Los Angeles, Calif. This session will draw from CEIR's Maximizing Attendee and Exhibitor Engagement on the Exhibition Floor study and include case studies from two top B2B exhibition organizers on future-proofing strategies for events – Amanda Gochee, Group Vice President of Marketing Strategy, Clarion Events North America and Tom Gattuso, Vice President of Events, SEMA.

Consulting

- Hunden Partners project scoping happens on Dec 12.
- Conducted custom project with Car Wash Association, insights for the event's Exhibitor Advisory Meeting.
- IPPE Update on state of the industry in key insights on latest research, kick off for their strategic planning session August.
- CA Dental Presentation – overview of the event's performance relative to Index benchmarks, insights on future outlook for medical sector events and trends to consider for planning the next edition of their event.
- AEM Major Donor 30 minute presentation – identified key findings from the Maximizing Attendee and Exhibitor Engagement research, considerations for how to position exhibit/sponsorship sales to align with what will help exhibitors maximize success of their investment in AEM events.
- Have met with prospective customers for other possible custom project work.

Operations

- Nancy Drapeau attended CEIR Predict and conducted Event Performance Analyzer demonstrations. She conducts demonstrations on an ongoing basis, online.
- Conducted overall survey of the CEIR Predict event.
- Finalized the IAEE/CEIR management agreement.
- Finalized all data privacy and research data policies. New policies are available on the CEIR website.
- Finalized agreement between CEIR and Tourism Economics regarding both the Index and the new Symphony BI tool that will enhance the current Event Performance Analyzer tool.
- Natali Tsalikis Joined CEIR as Junior Market Researcher.
- Conducted staff reviews.
- Approximately 50 gifts have been donated to the 2024 CEIR Silent Auction.