



BUSINESS INTELLIGENCE
FOR BETTER EVENTS

**CEIR Board of Directors Meeting
Monday, 16 December 2024: 8:30 AM PT
Los Angeles Convention Center, Room 518
Los Angeles, California**

MINUTES

PRESENT: Chairperson Chuck Grouzard; Secretary-Treasurer Mary Bender; Member-At-Large Brian Pagel; Immediate Past Chairperson Marie Browne, MBA; Director Eric Blanc Sr., CMP; Director Mark Bogdanský; Director Paige Cardwell; Research Council Chairperson Jennifer Hoff, CEM; Director John Jaworski; CEM Director Ian Sequeira

APOLOGIES: Director Michelle Edmonson, CEM

GUESTS: IAEE Board Director, Mary Pat Heftman; IAEE Board Director, Dennis Smith, MBA; 2025 Research Council Chairperson Rich Vallaster III, MBA, CEM, DES

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

1. WELCOME AND CALL TO ORDER: The meeting was called to order at 8:30 AM PT.

A. Quorum: A quorum was confirmed.

B. Anti-trust, Conflict of Interest, Confidentiality/Data Privacy and

Protection/GDPR: A reminder was provided to keep the noted guidelines in mind during discussion.

2. APPROVAL OF CEIR BOARD MINUTES:

A. Approve 07 August 2024 Meeting Minutes: A MOTION to approve the minutes of the 07 August 2024 Board meeting was made, seconded, and unanimously APPROVED.

B. Approve 25 October 2024 Meeting Minutes: A MOTION to approve the minutes of the 25 October 2024 Board meeting was made, seconded, and unanimously APPROVED.

3. APPROVAL OF AGENDA: Chairperson Chuck Grouzard noted there was an update to the agenda (number seven). Research Council Chairperson Jennifer Hoff, instead of Vice President of Research, Nancy Drapeau would provide a research update. There will be an addition to the agenda, a discussion, and a motion to amend the procedure for releasing funds from the investment account to manage CEIR operations as item 9B3.

A MOTION was made to approve the agenda with the noted revisions. The motion was seconded and unanimously APPROVED.

The meeting PPT is attached in Exhibit A.

4. YEARLY RECAP – CHAIRPERSON’S REPORT: Chairperson Grouzard reviewed the 2024 structure and goals. Here are the notable highlights.

- The Marketing Task Force recommended CEIR/CSG partnership to help increase and enhance brand awareness.
- Oxford Economics has provided many resources and synergies to CEIR.
- The new Junior Market Researcher, Natali Tsalikis will allow Vice President of Research Drapeau to do more consulting work.

5. YEARLY RECAP – IAEE PRESIDENT AND CEO REPORT: IAEE President and CEO Marsha Flanagan presented her update since August 2024 and noted the following items.

- Research and privacy policies are updated and online. Only the CEIR Research Team has access to the data.
- The expanded consulting services aim to leverage CEIR research capabilities to offer tailored solutions for industry-specific challenges

6. MARKETING UPDATE: Director Paige Cardwell provided a recap on CSG marketing initiatives for FY2024 and a marketing plan overview and new tactics for FY2025.

- The plans are to increase report downloads, drive traffic, and boost engagement in FY2025
- There was a discussion about transforming the Executive Experience into a Predict Session. This concept will be brought to the IAEE strategy team meeting

in January. IAEE President and CEO Flanagan will follow-up with a plan for 2025 and beyond to the board.

7. RESEARCH UPDATE: Research Council Chairperson Hoff delivered an update on research.

- For quick polls, a board member can send any hot button issue to Vice President of Research Drapeau at NDrapeau@ceir.org

8. FUNDRAISING UPDATE: Chairperson Grouzard offered an update on fundraising and remarked on the following items.

- Silent auction is live on the website. Over 55 packages identified through members and, 50+ packages were sourced from Expo auctions
- The CEIR Silent Auction area has expanded on the show floor to include consulting services.
- There was a suggestion to have a dedicated chairperson for fundraising and early recruitment of committee members to ensure effectiveness.

9. BUSINESS:

A. Approval of Consent Agenda – Staff Report: A MOTION to accept the consent agenda – staff report. The motion was seconded and unanimously APPROVED.

B. Financial Presentation:

1) Financial Committee Report –30 September 2024 Financials: CFO Scott Stanton presented the end of fiscal year financials. Capital campaign had \$380,908 in pledges for FY2024. CEIR posted an operating income of \$89,239 versus a budgeted income of \$13,585 with a positive variance of \$75,264 or 556.89%. There is a net income loss of \$84,420. The investments funds gained 16.52% through ten months. Funds available to CEIR are about \$1.4 million, of which \$1,400,960 is unrestricted.

2) Preliminary Audit Report: The report is almost completed. No adjustments should be needed. There should be an unqualified opinion when the report is issued.

3) Amending Procedure to Release Investment Funds to Manage Operations:

- CFO Stanton led the discussion with the board. The board wants to maintain the current policy regarding financial withdrawals and to further consult with the full board on the issue of reaching the \$200,000 cap for transfers. Requests for fund transfers will be communicated via email, requiring timely responses from board members to avoid delays.

- The board wants profit and loss review and statement to be identified on any new program.
- CFO Stanton will provide a plan to the board for their oversight on depleting the funds by 30 September or 31 December 2025.
- The goal is to assimilate CEIR into IAEE by 01 January 2026.

10. RECOGNITION OF OUTGOING CHAIRPERSON: IAEE President and CEO Flanagan recognized Jennifer Hoff, outgoing 2024 Research Council Chairperson, and Rich Vallaster, incoming 2025 Research Council Chairperson. Chairperson Grouzard was thanked for his leadership and service to CEIR.

11. 2025 BOARD CHAIRPERSON REMARKS: Incoming Chairperson Brian Pagel made the following remarks.

- The board made a commitment to shepherd CEIR through this merger process with IAEE.
- There will continue to be a strong emphasis on research, so it can help the team drive revenue.

12. NEW BUSINESS: Chairperson Grouzard noted these new business items.

- There is a dedicated area for board members to sit at the front for the General Session for Expo! Expo!.
- A board member can get their badge for Expo! Expo! at registration.
- Committee/Council/Board meet-up will be this afternoon from 4:30 to 5:00 pm PT in Concourse Hall 152.
- CEIR Board members are invited to join the IAEE Board Meeting this afternoon.

Adam Burke, President and CEO, Los Angeles Tourism and Convention Board will welcome both boards to Los Angeles during lunch.

13. ADJOURNMENT: MOTION: A motion to adjourn was made, seconded, and unanimously APPROVED. The meeting was adjourned at 11:09 AM PT.



Board of Directors Meeting

16 December, 2024

Los Angeles, California

Welcome

- ▶ Call to Order
- ▶ Quorum
- ▶ Anti-Trust ,Conflict of Interest, & Confidentiality/Data Privacy & Protection-GDPR Policies
- ▶ Approval of 07 and 25 October 2024 Meeting Minutes
- ▶ Approval of Meeting Agenda

Chairperson's Report

Chuck Grouzard
Executive Vice President
Business Development
Chuck Grouzard





CEIR Year End Review

CEIR Board of Directors Meeting – December 2023 – Dallas, TX

2024 Structure

- In addition to in person board meetings, the CEIR board will have quarterly conference calls.
- Each board member to assist with capital campaign outreach – updates on our quarterly calls.
- Each board member to assist with input and support of the Research Council – CEIR Predict – CEIR Fundraising Task Force.

2024 Goals

- Evaluate the current structure of CEIR and work with staff to determine best path forward.
- Look to establish a marketing taskforce to identify ways to enhance the CEIR brand within the industry.
- Evaluate the value proposition of CEIR to our members and other industry associations.
- How do we leverage our new research arm – Oxford Economics?
- What is the short term and long-term relevance of CEIR?
- Determine and commit to 3-year revenue goal & plan.



CEIR Highlights Since May Board Meeting

- ▶ Capital Fundraising Campaign – \$396K PLUS raised towards goal of \$800K (over three years)
- ▶ CEIR Board of Directors Touch Base Meetings continued!!!
- ▶ CEIR Marketing Task Force Committee meets regularly and adds a new strategic approach to enhancing the CEIR brand within the industry
- ▶ Marketing Campaigns & Assets go live for the Index, Predict & AI Masterclass
- ▶ CEIR Research Council Orientations
- ▶ CEIR Research Council – Remains active and consistently meets
- ▶ Recommendations for 2025 CEIR Research Topics reviewed by Committee and prioritized
- ▶ Nancy Drapeau continues to be active in promoting the great work of CEIR at Industry Events
- ▶ CEIR Reports and Webinars continue
- ▶ CEIR Silent Auction gains momentum and launches auction site with great prizes – KUDOS to Jason Ware!
- ▶ Introduced Trendhunter AI Masterclass prior to CEIR Predict
- ▶ CEIR Predict – 9/12 & 9/13 – GREAT SUCCESS
- ▶ Board Approval of CEIR merger into IAEE
- ▶ CEIR Major Donors One-on-One calls completed – ALL very positive: “Why did it take you so long to make this happen?” or “Hmm...I thought CEIR was part of IAEE.”
- ▶ CEIR /IAEE presentations in DC & CHI highlighting CEIR Research
- ▶ The Value of CEIR being promoted at IAEE Expo Expo to include CEIR Specialty Session
- ▶ Successful transition to Oxford Economics
- ▶ Hired Full Time Research Assistant
- ▶ CEIR expanding Consulting Services



CEIR Quarterly Newsletter



Message from the Chairperson of the Board

Dear Chuck,

I am delighted to extend my warmest greetings to each of you and hope you are having a productive and enjoyable summer! I hope you will enjoy this edition of the CEIR quarterly newsletter, where we bring you the latest insights and updates from the vibrant world of the exhibitions and business events industry. In this issue, we are excited to share with you some of the groundbreaking developments and upcoming events that are sure to pique your interest.

Have you registered for the CEIR AI Masterclass and CEIR Predict? Registration is pacing ahead of 2023, and you don't want to miss out on this opportunity to share time with other thought leaders and innovators who are shaping the future of the exhibitions industry.

Our industry plays a pivotal role in driving economic growth, fostering innovation and facilitating global connections. As we navigate through transformative times, it will become increasingly essential to harness the power of data and technology to propel our industry forward.

CEIR Predict and the AI Innovation Masterclass are designed precisely with this purpose in mind. They both provide a unique platform for our industry's professionals to explore cutting-edge advancements, share insights and forge collaborations that will define our trajectory in the coming years. The AI Innovation Masterclass will be led by Jeremy Gutsche from Trend Hunter on 11 September followed by Predict on 12-13 September. Read on for more details.

Reports

New Research: 2024 Maximizing Attendee and Exhibitor Engagement on the Exhibition Floor

With trade shows making a comeback, the big question is: which tactics work best for engaging with attendees today? CEIR's latest report series dives into what organizers and exhibitors can do to maximize engagement on the exhibition floor by identifying approaches that resonate with attendees, backed by their high usage.



Part one, Exhibitor In-Booth Tactics: People, Product, Learning and Other Strategies, focuses on in-booth activities and outlines effective strategies for engaging attendees with booth staff, peers, and showcased products. This report covers settings that support attendee learning needs, digital tactics that enhance engagement, emotional strategies, and explores sustainability and diversity considerations and takes a close look at exhibitor in-booth strategies, including exhibitor commentary on key trends.

Upcoming Events

AI Innovation Masterclass with Trend Hunter's Jeremy Gutsche | 11 September 2024

Are you ready to propel your organization into the future? CEIR introduces its AI Innovation Masterclass, a dynamic full-day program designed to empower you and your team to harness the transformative power of Artificial Intelligence (AI) effectively.

Led by renowned futurist Jeremy Gutsche and powered by Trend Hunter GPT, this program promises an immersive learning experience tailored to fuel your journey towards AI-driven success. At the core of this masterclass is the aim to demystify AI and equip participants with strategic insights to accelerate innovation in alignment with organizational objectives.

This masterclass is ideal for forward-thinking leaders, innovators, and decision-makers seeking to leverage AI to drive organizational growth and success. Whether you are embarking on an AI program or looking to enhance existing initiatives, this masterclass will provide the strategic framework and practical tools needed to thrive in the AI era.

Register for the AI Innovation Masterclass

\$599 USD per person. Space is limited to 50 attendees.

CEIR Predict Conference | 12-13 September 2024

Predict, CEIR's Annual Exhibition Industry Outlook Conference brings together executives in the B2B exhibitions industry to learn about and discuss emerging trends likely to impact trade shows and trade fairs three to five years out. The conference is designed with an outward looking approach, bringing in perspectives from forward-thinking experts to stretch one's thinking.

The Predict program is focused on supporting the viability and resiliency of the B2B exhibitions industry through insights on market and economic trends presented by experts outside of the industry.



Get Your Data Fix Now

CEIR Blog

Here are the latest posts that explore topics of interest to all members of the exhibition industry. Stay current by subscribing to the bi-weekly CEIR Blog!

[5 Ways to Master AI for Business Growth Without Technical Overwhelm](#)

CEIR Predict Conference Speaker Noelle Russell shares how companies can integrate AI into their business practices for a smooth transition into today's most on-demand technology.

[The Top 10 Cities in 2024 by Economic Power](#)

Oxford Economics examines the economic performance of the top 10 cities across the world based on its most recent Global Cities Index.

[Value Based Selling and CEIR Research: A Key Combination](#)

Dan Cole reflects on shifts within the sales environment since the pandemic, strategies that lead to successful exhibit and sponsorship sales, and how data from CEIR's Exhibit and Sponsorship Sales Approaches Driving Revenue Growth study can help fine-tune sales strategies.

Discover More Blogs



[CEIR Quarterly Update for Q2 2024](#)

2024 Maximizing Attendee and Exhibitor Engagement on the Exhibition Floor

Exhibitor In-booth
Tactics: People,
Product, Learning
and Other
Strategies



A hand holding a glowing orb against a sunset background. The hand is dark and silhouetted, with the thumb and index finger forming a circle around a bright, glowing orb. The background is a vibrant sunset with orange, yellow, and purple hues. The text "It's a Brand New Day" is written in a white, cursive font across the middle of the image.

*It's a Brand
New Day*



Thank You!
I Appreciate You!

IAEE President & CEO Report

Marsha Flanagan, M.Ed.,
CEM



What's Been Going On? Since August

- ▶ **CEIR / IAEE Relationship Status - Agreement**
- ▶ **Donor Calls – Announcement during General Session**
- ▶ **Strategic Integration of CEIR as an official research division within IAEE**
- ▶ **Privacy Policy Update**
- ▶ **Silent Auction Update**
- ▶ **AMS Finalized**
- ▶ **Renewed Tourism Economics Contract**
 - Event Performance Analyzer Symphony BI - May
- ▶ **Quarterly Webinar Series – tie with Index**
- ▶ **Interviews/Press Releases**
 - USA Today article
 - Podcast Interviews – The Trade Show Podcast
 - Yahoo News
 - Colorado Sun
 - IAEE
 - Trade Show Executive
 - ECA

Looking to 2025

- ▶ Continue with Integration of Companies
- ▶ Organizer Benchmarking Study
- ▶ Implement Symphony BI Tool

Marketing Update

Paige Cardwell
President
CSG Creative





CEIR Marketing Initiatives



FY 2024

Performance Metrics (Website)

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%**

CEIR Index

KPI: Index Report Downloads

Fiscal Year 2024 Results

- **June–September, 6 full reports, 2 sector reports**
- **October, 3 Full Reports, 1 sector report**

Campaign Performance:

- 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**



CEIR Predict

KPI: Attendee Registrations

PREDICT

1. 2nd Highest attendance onsite; 167
2. 27 paid attendees, up 23% over 2023 paid
3. Total revenue up over 2023

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



CEIR AI Masterclass

KPI: Attendees

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%)



FY 2025 Marketing Plan Overview

2025 CEIR Index Goals

KPI: Index Report Downloads

2025 Goals (FY24 vs FY25)

- Increase downloads (paid purchases) by 20%
- Increase views to landing page YOY by 20%
- Increase engaged sessions YOY by 20%

2025 CEIR Predict Goals

KPI: Attendee Registrations

2025 goals

- Grow total attendance to 180 (+8%)
- Grow paid attendees to 35 (+30%)
- Increase views to landing page YOY by 20%
- Increase engaged sessions YOY by 20%

2025 CEIR Research/Tools Goals

KPI: Page Traffic, Report Downloads

2025 goals (FY24 vs FY25)

- Increase report downloads by 10% YOY
- Increase views to landing page YOY by 20%
- Increase engaged sessions YOY by 20%

Tactics Overview by Month

Tactic	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sep
PREDICT											
Email						X	X	X	X	X	X
Organic Social						X			X	X	X
Paid Digital											
Feathr								X	X	X	X
Geofence										X	
LinkedIn								X	X	X	X
INDEX											
Email						X	X	X	X	X	
Organic Social						X	X	X			
Paid Digital											
Feathr						X	X	X			
Geofence							X	X			
LinkedIn						X	X	X			
OTHER CEIR RESEARCH/REPORTS/TOOLS											
SEO	X	X									
Email	X	X	X	X	X						X
Organic Social	X	X	X	X	X				X	X	X
Paid Digital											
SEM		X	X	X	X	X	X	X	X	X	X
Feathr		X	X	X	X						
LinkedIn			X	X	X						

2025 New Tactics

SEO

- An SEO audit has reviewed the top 10 pages of the site and provided content, tagging, and other recommendations to improve SEO.

SEM

- Paid ads based around relevant keyword research will help place CEIR in front of new people searching for the solutions CEIR offers.

Digital Lead Gen Ads

- We will run specialty ads through LinkedIn that are designed to collect email addresses and build our database.

Extend Reach through Board Members & Sponsors

- We will provide board members and sponsors with e-cards and other digital graphics to share with their own networks on social media and through email.



campaigns in market

THINK YOU KNOW WHAT YOUR
**EXHIBITORS
WANT?**

Exhibitor
engagement
reports
available now.



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**GAME-CHANGING DATA
& INSIGHTS!**

 **ceir** FREE for IAEE members.

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FUTURE-PROOF YOUR EVENT'S
RELEVANCE

Learn How to Engage Attendees and Exhibitors Like Never Before
During the CEIR Special Session at **Expo! Expo! on 17 Dec.**



LEARN MORE

ATTENDEE ENGAGEMENT REPORTS
START NOW!

 **ceir** Find out what's working
and what isn't.

DOWNLOAD THE REPORT

WILL ATTENDEES PARTICIPATE IN YOUR PLANNED

LEARNING ACTIVITIES?



LEARN THE MOST EFFECTIVE STRATEGIES

SPECIAL SESSION: STRATEGIES FOR

EXHIBITOR ENGAGEMENT

Skip this and risk losing your edge in B2B exhibitions.



iaee expo!
annual meeting & exhibition 2024

LEARN MORE

THE DATA IS IN – NETWORKING STRATEGIES THAT ACTUALLY

ENGAGE ATTENDEES



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WHAT ARE THE BEST WAYS TO ENGAGE ATTENDEES WITH PRODUCTS ON THE

SHOW FLOOR?



SEE THE DATA FOR YOURSELF



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GAME-CHANGING DATA

Which engagement strategies work?

FIND OUT NOW



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GAME-CHANGING DATA

Which engagement strategies work?



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Which engagement strategies work? **FIND OUT NOW**



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Which engagement strategies work?

FIND OUT NOW



thank you



Research Update

Jen Hoff

Research Council Chair

President

Trifecta Collective



Research Report



Excited to have Natali Tsalikis – Junior Marketing Researcher – she brings expertise in marketing research and analytics. **Visit her at Booth 105.**



Maximizing Attendee and Exhibitor Engagement Series

Parts One through Eight now published – see consent agenda for titles – provides insights for organizers and exhibitors on tactics that work today.



Consulting – three projects to-date – insights supporting strategic planning for: IPPE, CA Dental Association, Car Wash Show.



Research – what's coming next:

Organizer Performance Benchmarking Study – to launch mid to late January. Nancy will reach out to board members who are on the board for their input, keep a watch.

Quick Polls –

- AI, Trump Administration Impact on Trade Show Participation, among other topics.
- If there is a hot button issue you think would be good to address, let us know.

BREAK



BUSINESS

- Approval of Consent Agenda
- Financial Presentation
 - Financial Committee Report
 - Preliminary Audit Report



Thank you!



A Very Special
Thank You!



Brian Pagel

2025 Chairperson's Remarks



Meeting Adjourned