



CSG & CEIR

April 2025 Update



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

January-April

SEO

- Keyword research is currently being used to implement a list of optimizations on the CEIR website.

SEM

- Keyword based search ads are appearing on Google for terms relevant to CEIR's products & services. These ads include many variations that are dynamically produced.

Paid Display Ads

- Ads on Feathr and LinkedIn promoted the "Maximizing Attendee and Exhibitor Engagement on the Exhibition Floor" reports earlier in the year. We are now promoting the Event Performance Analyzer tool. Ads will again be refreshed on April 22 to drive traffic to the new Index report.

January–April

Email

- Email content has focused on quarterly Index results, the Attendee and Exhibitor Engagement reports, the Event Performance Analyzer, and content covered in the CEIR special session at Expo! Expo!

Print Ads for Trade Show Executive Magazine

- A print ad has been submitted to the magazine for the May issue that highlights the release of the 2025 Index Report. The ad will be updated for June and July.

Social Posting

- Four posts per month in multiple sizes along with copy are uploaded to CEIR's social channels with specific CTAs for top priority reports and tools.


Social Content

CEIR - Center for Exhibition Industry Research + Follow
1,894 followers
1mo • 🌐

Ryan Brown, VP of Strategic Client Development, NTP Events, and Executive Director of SpaceCom, uses the Event Performance Analyzer tool regularly to benchmark his events and gain an accurate understanding of how his shows compare to the rest of the market.

"Unless you go to every trade show in your space, it's hard to know 'how do I compare' but the Event Performance Analyzer tool makes it easy to see that."

Learn where your show stands in the market: <https://lnkd.in/gfiBwQ5q>



No Need to Attend Every Competitor Show

Gain Competitive Insights from Home →


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CEIR - Center for Exhibition Industry Research + Follow
1,894 followers
3d • 🌐

📊 The latest data shows the B2B exhibition industry continues to be on a growth trajectory!

The Q4 2024 Index Results are in, and the data is promising. The CEIR Total Index – a measure of overall exhibition performance – gained 6.5 percentage points compared to Q4 2023 and 15.6 points compared to Q4 2022. In fact, this is the highest the Index has been since 2019.

See how the economy is impacting our industry: <https://lnkd.in/gSDzzC-m>



Exhibitions on the Rise

Index data shows continued recovery.

VIEW THE LATEST INDEX RESULTS

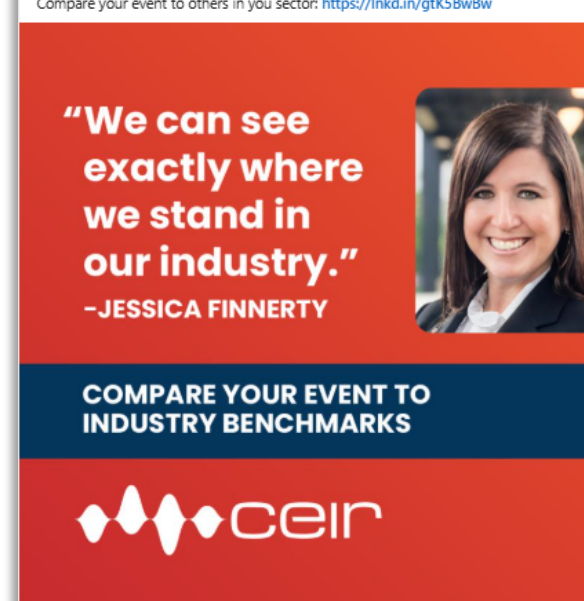
ceir **OXFORD ECONOMICS**

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2w • 🌐

The Event Performance Analyzer is a powerful tool for show organizers like Jessica Finnerty—CEM, Director, Trade Shows, Auto Care Association—who can easily compare their show to others in the automotive space.

"Having data that is broken down by category is very helpful. We can see exactly how we stand within the exhibition industry and our niche market. It is of real value to be able to show exhibitors how we stack up and the benefits of coming to our show, all of it backed by data."

Compare your event to others in your sector: <https://lnkd.in/gtK5BwBw>



"We can see exactly where we stand in our industry."

—JESSICA FINNERTY

COMPARE YOUR EVENT TO INDUSTRY BENCHMARKS

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Our engagement series is your opportunity to learn what type of networking opportunities attracts the most attendees and see the highest levels of engagement. From dedicated events to lounge areas and floorplan layout, this report highlights how you can enhance the value of attending your exhibition. Find better ways to plan networking opportunities for your attendees: <https://lnkd.in/gNGvfgzd>



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THE DATA IS IN – NETWORKING STRATEGIES THAT ACTUALLY **ENGAGE ATTENDEES**

DOWNLOAD ATTENDEE ENGAGEMENT REPORTS

NO MORE GUESSING. KNOW YOUR
**CURRENT
STANDING.**

 **ANALYZE YOUR EVENT &
GAIN INSIGHTS NOW**

**DATA-BACKED
STRATEGIES**
TO IMPROVE ENGAGEMENT

 **DOWNLOAD THE
8-PART REPORT**

**THE MOST
UP-TO-DATE DATA**
ABOUT THE EXHIBITIONS INDUSTRY

 **SEE THE Q3 2024
INDEX RESULTS**

HOW DO YOU
MEASURE SUCCESS
OF YOUR ENGAGEMENT STRATEGIES?

 **BOOST ENGAGEMENT NOW**

Benchmark Your Event Within Your Sector

Visualize Your
Event Performance →



Showcase Strengths. Identify Opportunities.

Compare Your
Event Performance →



A Picture is Worth 1,000 Words

Download Your Custom
Performance Charts →



No Need to Attend Every Competitor Show

Gain Competitive
Insights from Home →



"We can see exactly where we stand in our industry."

-JESSICA FINNERTY

**COMPARE YOUR EVENT TO
INDUSTRY BENCHMARKS**



"The intelligence we gain from the EPA enables us to drive more revenue."

-RYAN BROWN

DISCOVER ACTIONABLE INSIGHTS



**BONUS: EPA Users Receive
Industry Sector Index Report**

DOWNLOAD YOUR SECTOR DATA



**Get Custom Charts
AND Your Industry Sector Report**

INPUT YOUR EVENT DATA NOW



Coming Soon: All-New 2025 Index Report

CATCH UP ON INDIVIDUAL SECTOR REPORTS



New Data. Smarter Strategies.

Plan around key trends, revenue shifts,
and attendee behaviors based on the
latest data.



BREAKING NEWS



The 2025 CEIR Index Report is Now Available!

Essential forecasts from the most
in-depth exhibition industry research.

Exhibitions on the Rise

Index data shows continued recovery.

VIEW THE LATEST INDEX RESULTS



Feathr Ads



Feathr Ads

Compare your event to
industry benchmarks & the
competition with our

**Event Performance
Analyzer.**

Start Your Analysis



Event Performance Analyzer Tool

Start Your Analysis



BUSINESS INTELLIGENCE
FOR BETTER EVENTS

Compare your event to industry benchmarks &
the competition with our

Event Performance Analyzer.

Start Your Analysis



BUSINESS INTELLIGENCE
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Performance
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Start Your Analysis



BUSINESS INTELLIGENCE
FOR BETTER EVENTS

Social Ads

CEIR - Center for Exhibition Industry Research
1,894 followers
Promoted

Input your show data and download 13 free charts that compare performance to your competitive peer set and industry benchmarks within your vertical.

Compare your event to industry benchmarks & the competition with our Event Performance Analyzer.

Start Your Analysis

ceir BUSINESS INTELLIGENCE FOR BETTER EVENTS

Take the Guesswork Out of Understanding Your Market Position [Learn more](#)
ceir.iaee.com

5

Reactions

Like Comment Repost Send

Thanks for sharing Definitely worth reading Helpful insight The >

Add a comment...

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Show organizers will discover actionable strategies from the latest research in CEIR's 8-part series on maximizing exhibitor and attendee engagement.

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GAME-CHANGING DATA

Which engagement strategies work?

FIND OUT NOW

Quality Data is the Key to Quality Events in 2025 [Download](#)
ceir.org

22

Reactions

Like Comment Repost Send

Add a comment...

May Trade Show Executive Magazine Print Ad



37% of 2024 events surpassed pre-pandemic levels of the CEIR Index, 8% higher than 2023.

- The CEIR Total Index – a measure of overall exhibition performance – surged 6% from a year ago.
- The CEIR Total Index is forecasted to increase 2.5% year-over-year in 2025.



**2025 INDEX
JUST RELEASED**
Plan your exhibition
strategy with confidence



POWERED BY:
 OXFORD
ECONOMICS

Email Content Creation

Date	Event/Product Promotion	Topic
November	Exhibitor/Attendee Engagement Reports	Highlight parts 1-8.
December	Expo Expo Session	Recap the session with key highlights. Link to the exhibitor/attendee engagement reports.
January	Index	Announce that 2024 Q3 results have been released. Highlight specific trends. Link to the results.
February	Event Performance Analyzer Tool	What you get when you use the EPA – 13 charts. Knowing how you compare. Include testimonials.
March	Index	2024 Q4 results. Include highlights from results and webinar about results.
April	Event Performance Analyzer Tool / Index	The Index report is a trusted tool. How to use the EPA to have your data included in the Index. Receive charts AND a sector report. Include testimonials.
April	Index	CEIR Index 2025 Now Available - use testimonial from past user.

SEM Keyword Research and Ads

Expert Event Consulting Now | Discover Event Industry Trends | ...

Ad ceir.iaee.com

Stay ahead of event industry trends with data-driven insights and solutions. Gain valuable insights with event industry analysis from trusted experts.

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Your Event Insights Partner | Unlock Trade Show Insights | A Top ...

Ad ceir.iaee.com

Gain valuable event marketing insights to maximize ROI and drive engagement with CEIR. Work with an expert event market insights company to grow your event success.

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Master Event Marketing KPIs | Boost Event Management ROI | K...

Ad ceir.iaee.com

Track event marketing KPIs and achieve measurable results for your campaigns with CEIR. Track trade show ROI metrics and turn insights into actionable strategies.

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SEO Audit & Recommendations

Title Tag				Meta Descriptions			
Current Title	Length	New Title	Length	Current Meta Description	Length	New Meta Description	Length
Global Virtual Event Trends - Center for Exhibition Industry Research	69	Global Virtual Event Trends Exhibition-Related Research CEIR	64	This three-part series provides a comprehensive overview of virtual event trends on a global level.	99	This global study is ambitious in scope. It provides a snapshot of the extent of virtual event activity among organizers that typically run or manage B2B exhibitions or corporate events.	186
Exhibit & Sponsorship Sales Approaches Driving Revenue Growth	61	Exhibit & Sponsorship Sales Approaches CEIR	45	This series delves into how exhibit and sponsorship sales approaches are evolving at B2B exhibitions in this fast-paced changing environment.	141	N/A	3
Event Performance Analyzer - Center for Exhibition Industry Research	68	Event Performance Analyzer Exhibition-Related Research CEIR	63		0	Do you understand how your event is performing? Performance is an integral metric in strategic planning and it reveals your event's strengths and weaknesses.	157



thank you

