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Case Study - Carpet Recycling Association Trade Show Services

- Experiential Architecture analysis and recommendations
- Event planning and logistics

Challenges

1. Conference attendance:

While the member retention rate has remained consistent, attendance at the annual meeting has declined. Attendees express that program content is stale and the event is not engaging.

2. Sponsorship and exhibits:

Participation in the tradeshow has also steadily declined because they see no tangible value for their businesses.

From a buyer perspective, there was not enough interaction or “face time” with the exhibitors to be beneficial for either party.

Solutions

1. A strategic approach

Experiential Architecture offers a strategic “look” into the organization, its members, and potential risk factors. There are a number of ways to uncover obstacles to success and find ways to overcome them, as well as creating new opportunities for growth:

- Evaluate the reasons for shrinking attendance
- Assess specific values attendees place on the current program layout
- Determine the potential financial risk involved with all possible options for change
- Implement a plan with clear goals, key tasks, allocation of resources, including milestones and benchmarks
- Uncover additional revenue streams
- Gain more flexibility for the future, revealing opportunities or obstacles not identified before

2. Implement recommendations based on findings:

- Create a formal process for establishing initial and secondary list of desired speakers
- Fewer panel discussions and individual speaker sessions
- Shorter, more interactive, peer-to-peer sessions
- Physically set the meeting rooms and meal functions to facilitate interaction with buyers and sellers
- Re-evaluate both the sponsorship levels and booth pricing, as well as the benefits for each
- Create an exhibit space that was interactive with fewer barriers and allowed for informal discussions and one-on-one interaction
- Reallocated funds within the conference budget to offer more value-added opportunities for networking

Result

Applying our strategic approach to the organization's challenges, we were a true partner with our client as we used Experiential Architecture to revamp their meeting for success and implement a set of working tools immediately as we moved forward on the planning and execution of their annual meeting.

We developed a program that featured content on a diverse range of topics and delivery methods using the data gathered during the strategic phase of our engagement. As project managers of this time-consuming process, we played a key role in driving change to include:

- Offering compelling content creation and delivery
- Providing robust feedback methods for members related to their conference experience to be used at the conference, and in the future
- Showing value and ROI to retain previous exhibitors and sponsors, and attract new companies
- Increasing revenue and bottom line profits for the association
- Achieving highest rated results ever from post conference survey