# 2009 Motivation Show

## Building the Business Case

**Summary of Results and Action Plan**
**Part One of Two Parts**

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# Executive Summary of Results

The purpose of this results measurement analysis is to help The Motivation Show demonstrate the value it provides to participants and exhibitors and identify the best ways to achieve its goals.

**The Motivation Show is designed to:**

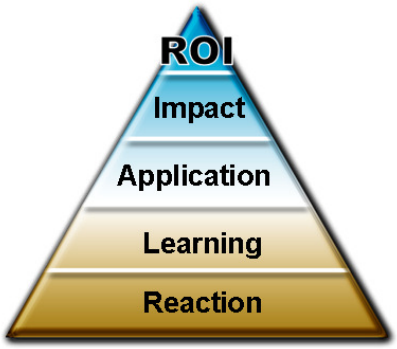
1) Enable attendees to effectively purchase rewards, recognition, and motivational travel programs for their organizations and to increase their knowledge related to the design, fulfillment and results measurement of effective incentive, promotion, recognition and loyalty programs.

2) Enable suppliers of rewards, recognition, loyalty and motivational travel programs to generate leads, have quality time with key buyers, and introduce new products.

The ROI of Engagement team was employed to measure the results of The Motivation Show, both from the point of view of attendees and that of exhibitors. The Motivation Show knows that it can improve its business, and those of its customers, by helping attendees and exhibitors generate a greater return-on-investment from the show. In between the ultimate return-on-investment measures for attendees and exhibitors lay an analysis of each of the components of the event and the participants' evaluation of their respective value. To understand this in a manner that would allow The Motivation Show to make the best possible decisions about its event, ROI of Engagement employed the ROI Methodology ™ to capture participants' attitudes, learning, behaviors, and actual outcomes following the event.

**Who Attends**

The attendees consist primarily of middle-level management at organizations that use incentive, promotion, and recognition programs, as well as general, sales, marketing, and purchasing management of companies that sell such products, services, and programs. The majority of respondents were Baby-Boomers or older with a little more than one-third in Generation X, and only a small number of Millennials, some of whom may have been students.




## ROI Methodology™

The ROI of Engagement team utilized The ROI Methodology™ to measure the results of this program. Used in thousands of cases in more than 50 countries, the methodology prescribes five evaluation levels and a disciplined process that provides a step-by-step approach to collecting data, summarizing and processing data, isolating the effects of programs, converting data to monetary value and calculating the ROI. For more detailed description, visit www.ROIofEngagement.com.

## Attendee Results

The Motivation Show in 2009 consisted of three days of exhibits and conferences that overlapped throughout the period.

### Level One Results – Satisfaction and Reaction

A post-event evaluation asked attendees about the respective value of exhibits and conferences. Attendees rate the overall event high in terms of its ability to help them find vendors, view products and services, and have meaningful conversations, and most plan to come back or would refer a colleague. Attendees gave Good to Very Good ratings in response to the questions: would they follow up with the suppliers encountered at the show (84.6% yes); was the information obtained from the exhibits relevant to their jobs (84.1% yes); was there sufficient networking time at the show (80.8%). Three-quarters said they planned to attend the event next year, and 73% said they would recommend the show to others.

### Why they attend?

As for why they attend, 88% ranked making contacts most important; 85% ranked learning about new products important, 79% ranked getting general industry information important, 70% ranked gathering information for purchases important, and 56% ranked finding new technology important. About 30% spent seven or more hours on the floor, and 25% five to seven hours.

For those who registered for the show and did not attend, the overwhelming reason was a scheduling conflict (52%) or workload (17%), and to a lesser extent personal issues (9%) and travel budget, 5%.

### Common Themes

Recurring comments in written responses about the event related to a perception that the number, quality, and diversity of exhibitors (and attendees) had dropped in recent years, and the show would have a greater value to them if the show could increase the variety of exhibits. There were also recurring comments about the time required to obtain a badge and about exhibitors who were absent from their booths, unprepared, or who did not keep appointments.

### Level Two Results – Learning and Understanding

On the conference side, 26% of respondents ranked the education program important. Of those who attended the education sessions, 60% attended three hours of classes or less over the three-day course of the show. (On the other hand, nearly 50% of attendees attended one of the show's "networking events.") The conference gained an Acceptable rating as it related to helping people develop "networking contacts for follow up" and unacceptable ratings related to helping attendees:

- More effectively select program rewards such as merchandise, travel, or gift cards;
- Gain new insight into program design;
- Create a competitive advantage;
- Design programs to produce better ROI;
- Focus and inspire people during challenging times;
- Learn new strategies for fostering loyalty.

Based on the reasons attendees gave for coming to the show, and the outcomes they experienced, the Motivation Show provided an Acceptable or better rating for the majority of attendees.

## Action Plan

The primary benefit of measuring results is to gain insight that can fuel evidence-based continuous improvement. The following recommendations have been developed by the ROI of Engagement Team in collaboration with The Motivation Show leadership. They are based on evaluation results as well as observations made during execution of the event.

**Conference Content and Development**

1. Create a Conference Advisory Board to provide guidance on conference content. Involve end users and resellers.
2. Share evaluation results with Conference Advisory Board prior to meetings.
3. Concentrate on bringing new content and ideas to participants by carefully screening presentation proposals.
4. Consolidate the number of sessions to improve focus and assure a good number of participants.
5. Identify sessions based on level of sophistication using levels I, II and III to represent beginner, intermediate and advanced content or similar nomenclature.
6. Provide in-depth learning opportunities on conference day one and by offering back to back session 1 and 2 combinations on days two and three.
7. Enhance Continued Education offerings through increased collaboration with other industry associations and trade groups. Collaborate with these partners to identify quality educators. Possible partners include MPI, PCMA, SITE, Loyalty 360, IRF, The Forum, BMA, IMA, RPI, PPAI, CIC, and NBTA.
8. Deploy a pre-conference survey to potential conference participants that asks them specifically what expectations are for education and what topics they wish to see on the schedule. As an alternative, send a list of selected topics with a request to rate the importance of each session. This will enable an informed selection of topics and presenters.
9. Implement a quality control initiative for sessions to ensure quality of presentations, filter out blatant commercialism, assure quality of visuals, assure preparedness of presenters and assure that what is communicated in the promotional materials is actualized in a speaker's presentation and handouts. Gain participation from Advisory Board to assist.
10. Improve quality of presentations by offering training to presenters by a professional trainer. Format pending but a half day web meeting may be the best means. Consider making this mandatory for first time presenters. Training may include techniques to improve interactivity and other enhanced training techniques.
11. Complete SWOT Analysis with Conference Advisory Board. Capitalize on strengths, shore up weaknesses, fully understand threats and refine strategy to maximize opportunities. Develop an action plan and communicate action plan to Motivation Show audience.

**Positioning/Marketing**

1. Add clarity to participants understanding of show vision and mission and include positioning information on home page of www.motivationshow.com.
2. Segment participants by their diverse interests and needs and refine offerings in a way that allows the Motivation Show experience to be highly configurable by participants that are interested in 1.) Networking, 2.) Education and 3.) Exhibit Floor.
3. Utilize a targeted approach to marketing with printed collateral, e-mail promotion, website content and website navigation that reflects the three offerings mentioned above.
4. Highlight networking and development of contacts as these are virtually universally sought after and a highly valued benefit of attending the show. Networking will be emphasized on the www.motivationshow.com home page and featured in collateral and email pieces.
5. Maintain a meaningful dialog with participants throughout the year collaborating with other developers of content. Consider all possible means throughout the year including regional conferences, active LinkedIn Group, active Facebook page, active Twitter stream, web portal, webinars, additional strategic partnerships with entities that are creating, distributing and/or aggregating content, etc.
6. Publish evaluation findings and planned action highlighting the fact that the Motivation Show asked, participants told us, we listened and are implementing improvements as a result. A link to an executive summary will be included at www.motivationshow.com home page and will be published with media partner(s.)

**Miscellaneous**

1. Simplify show floor layout and create a more intuitive flow. New venue will assist with this. Consider placing booth numbers on carpet for easy identification.
2. Enhance the Hosted Buyer Program through collaborative effort with exhibitors, associations and third parties to identify and register qualified buyers. Exhibitors will be able to invite buyers and send them directly to registration on the Motivation Show website.
3. Improve name badge production and distribution by mailing exhibitor badges prior to show to expedite on-site distribution of badges to buyer attendees at show time.
4. Improve quality of exhibitor activity and offer discounted training at EXHIBITOR2010 conference. Consider exhibitor awards for excellence.
5. Enhance the participant show floor experience and use leading edge experiential event strategies to make the show more impactful. Create a committee to develop and implement ideas for interactive show floor events, speed networking sessions, Tweetups, etc. Consider ways to improve the diversity of exhibitors that participate in the show.

**END OF REPORT**

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