



Harnessing
Audience
Insight

Event Industry Global Market Research

January 2013

Survey commissioned by IML Worldwide and conducted during November and December 2012.

Survey questionnaire distributed to database of existing IML Worldwide clients and partners as well as to a number of relevant LinkedIn groups.

- Input from over 300 event companies and event stakeholders worldwide
- What are the key trends in the use of technology to harvest audience response and interaction globally and in local markets?
- How is the event industry adapting to accommodate the role of Interactive Event Technology?
- What value do event owners place on the gathering of data and information at events and meetings?
- What key features do event owners value most from Interactive Event Technology?



INTRODUCTION

Over recent years our industry has evolved as technology advancements occur and philosophies on shared intelligence develop. IML Worldwide's global reach and 20 years experience means we have a unique perspective on these changes; many of which we have led or significantly contributed to.

We are always interested in listening to our clients and industry colleagues to understand their perspectives about the direction of our industry and gaining more insight about what is important to them; it is this ethos that led to the commissioning of the survey.

There have been a number of interesting findings and a summary of the research can be

found on page 15 of this document. One thing is clear - our industry continues to change at pace as do the opportunities represented by the new technologies available within it. This is a major opportunity for our industry, coming at a time when 'Return on Investment' is becoming a prerequisite.

Moving forward, the informed meeting stakeholder will need to recognize the merits of the different opportunities available; selecting and incorporating them into their events accordingly.

Please enjoy the findings and if you would like to discuss any of them in more detail with either myself or my team please get in touch.

Regards

Richard Fisher

CEO, IML Worldwide

richard.fisher@imlworldwide.com

IML WORLDWIDE

Bohunt Manor

Portsmouth Road

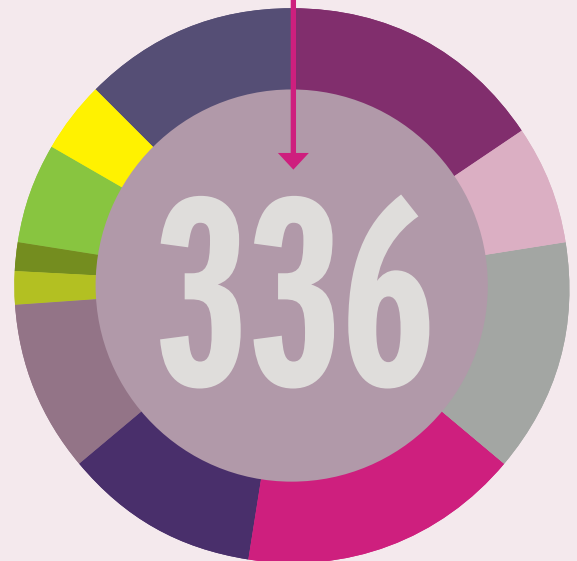
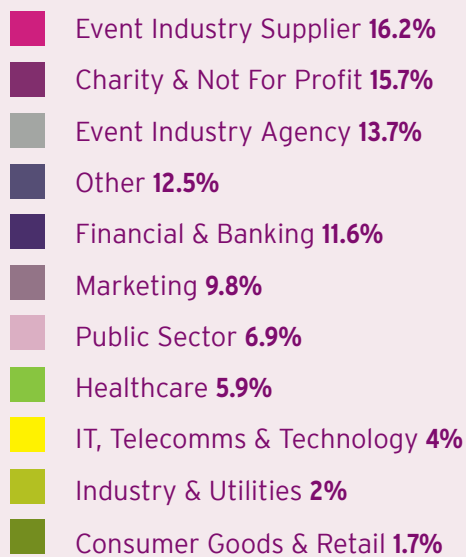
Liphook, Hampshire, GU30 7DL

Phone: +44 1428 721 000

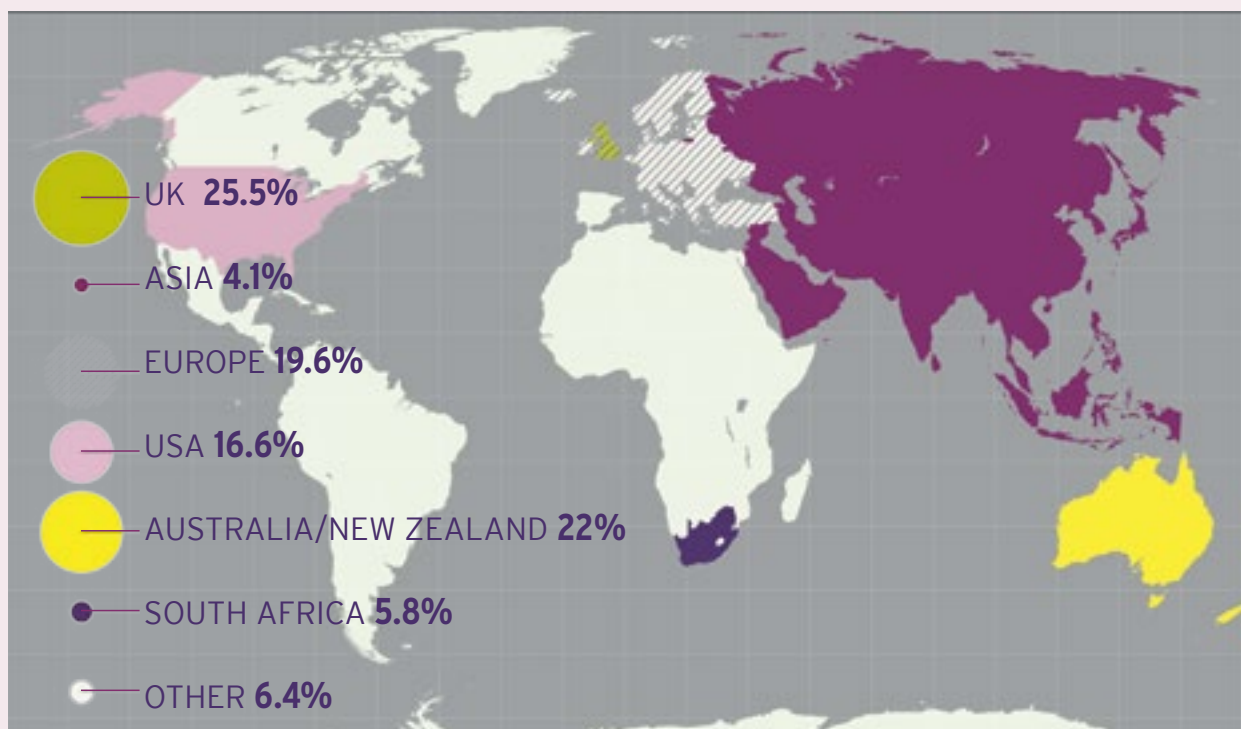
ABOUT THE SURVEY

Total number of responses

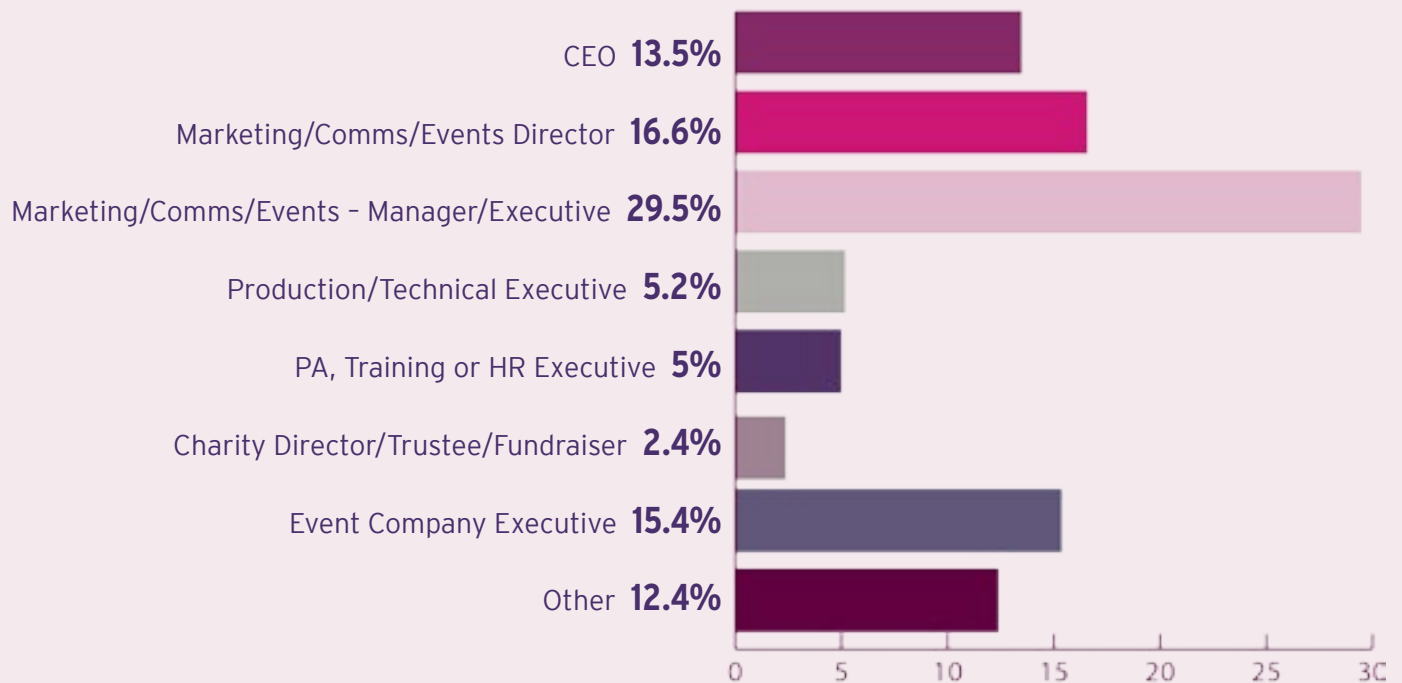
Types of business and organizations taking part



Geographical split

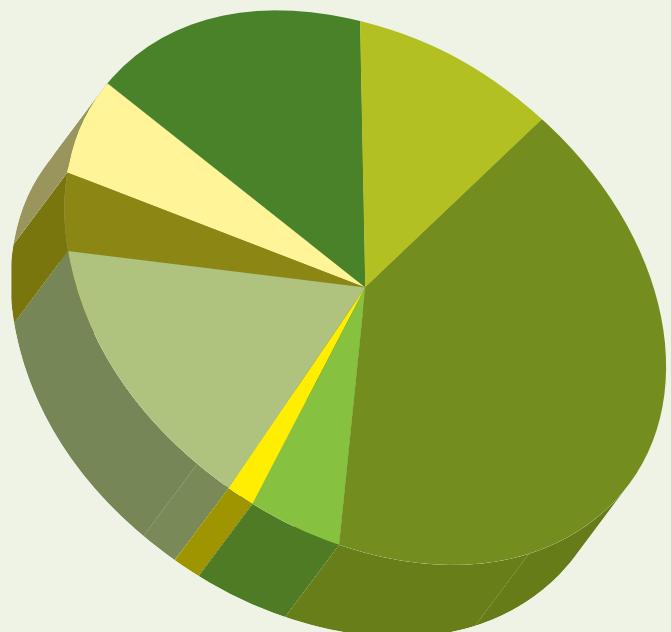
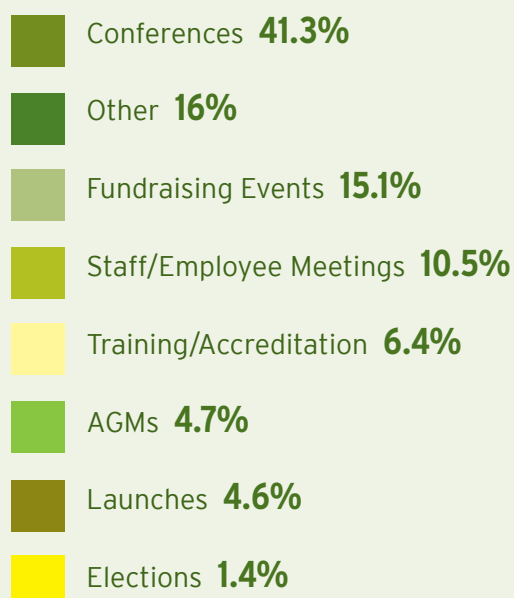


Job Title

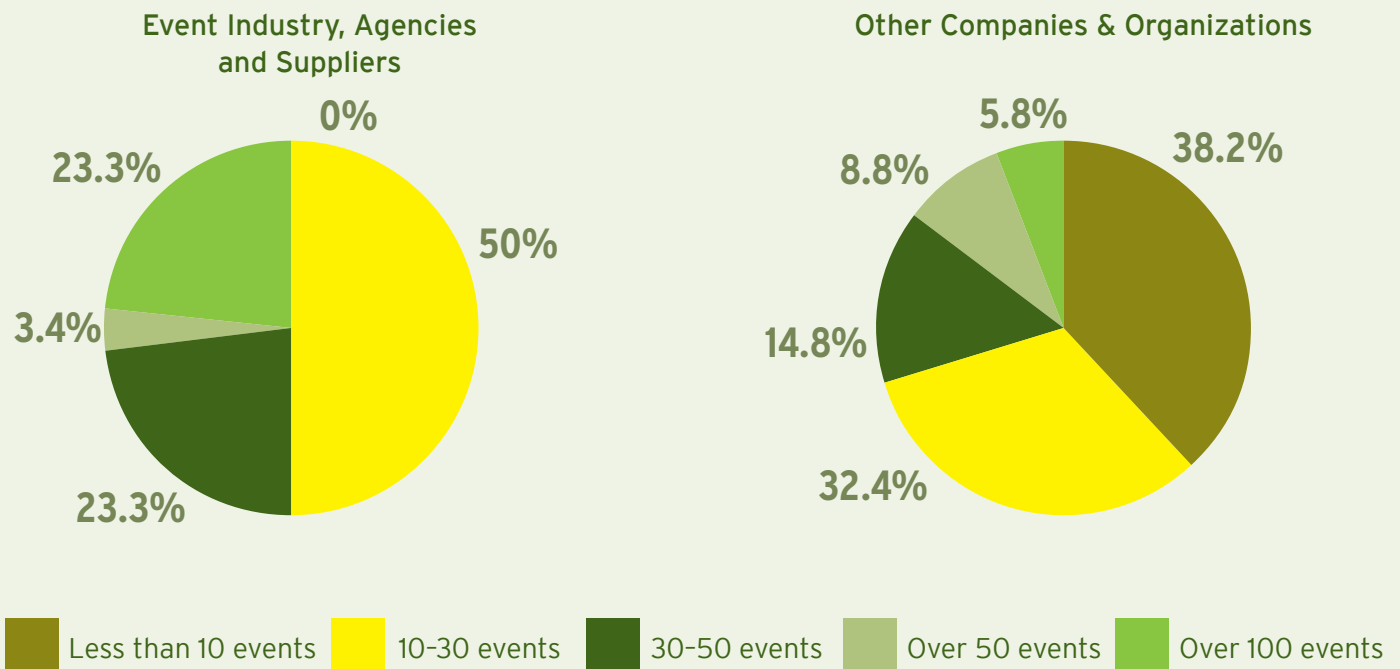


ABOUT THE EVENTS

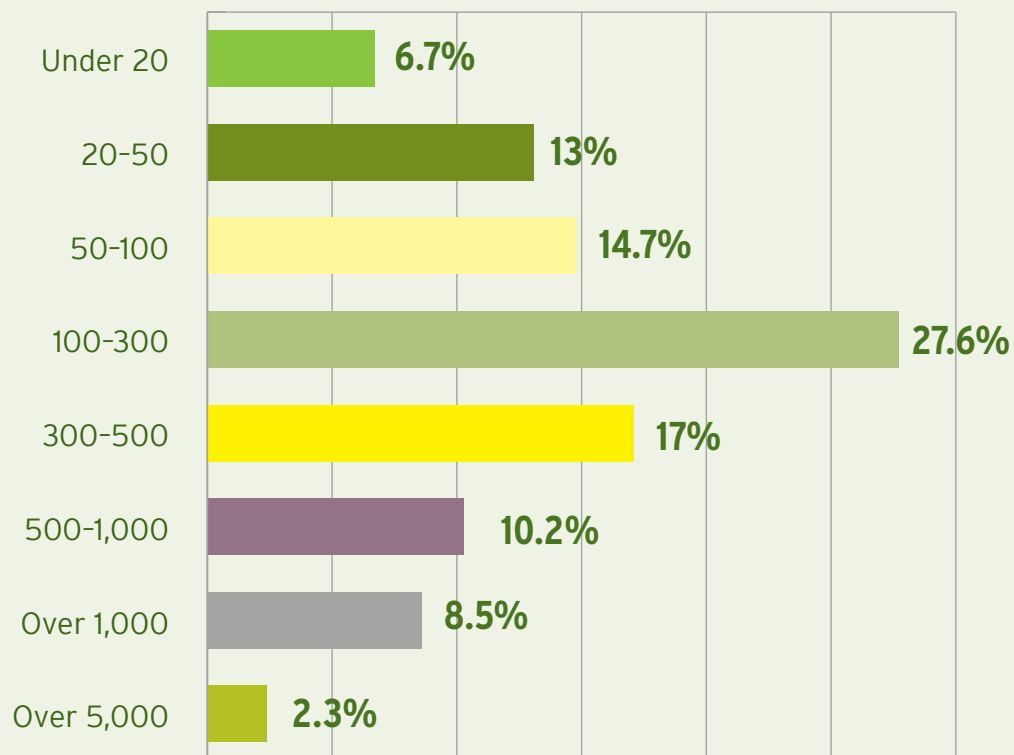
Types of event



Number of events hosted per year by each company/organization



Average number of people attending each event

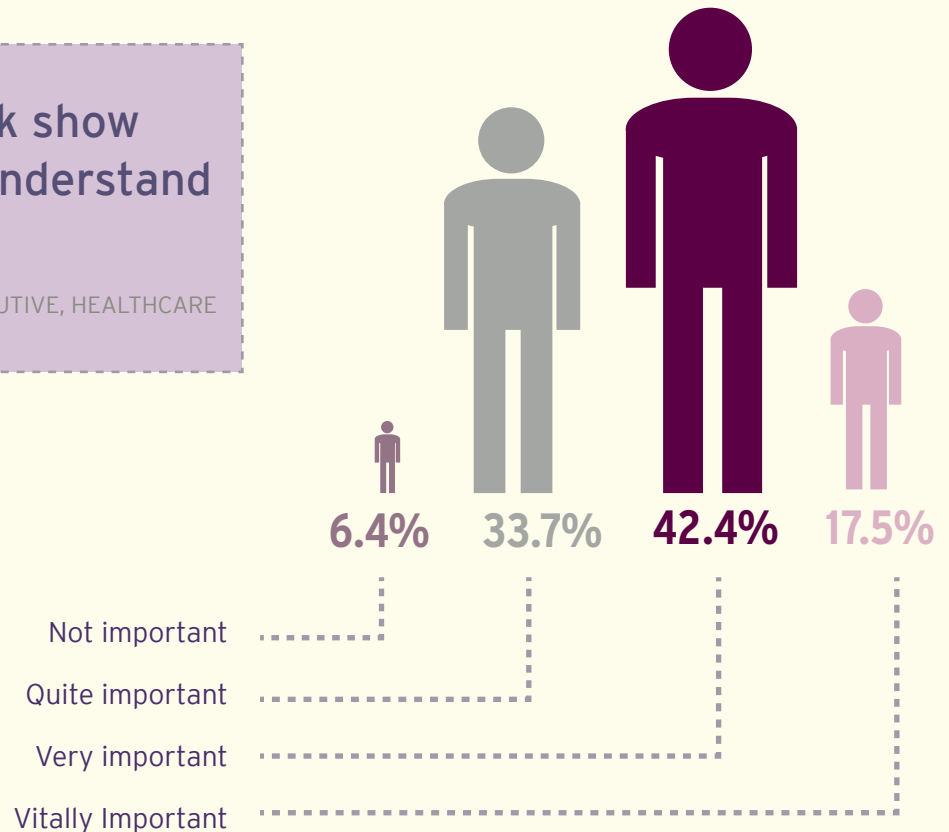


GATHERING INFORMATION AT EVENTS

How important is it to gather information and insight from the audience at your events?

“Metrics and feedback show that the attendees understand the event content.”

PRODUCTION EXECUTIVE, HEALTHCARE



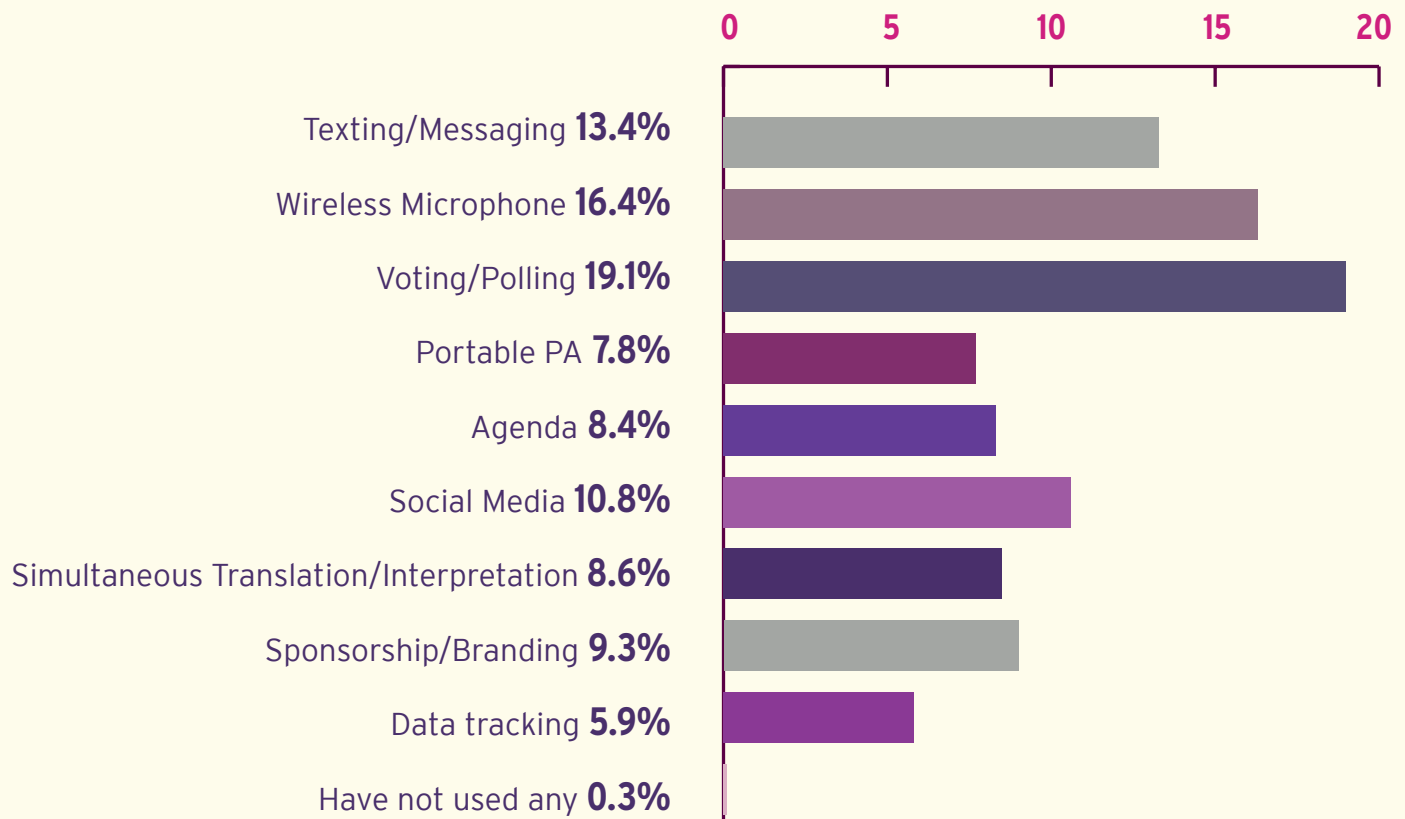
KEY FINDING

59.9% OF THOSE SURVEYED BELIEVE IT IS EITHER VERY IMPORTANT OR VITALLY IMPORTANT TO GATHER INSIGHT FROM THEIR EVENT AUDIENCES

“We need to ensure we are presenting at the right level to the audience, to enable us to tailor the topics, ask questions and establish general patterns in the crowd.”

MARKETING EXECUTIVE, LAW FIRM IN RELATION TO LEGAL SEMINARS

What technologies do you use at events to gather audience insight?



KEY FINDINGS

“It is becoming easier to get delegates using their own equipment (phones/tablets) to interact - in-meeting tweeting is quite common and you need to be part of that conversation, not just an observer.”

MARKETING DIRECTOR, UTILITIES

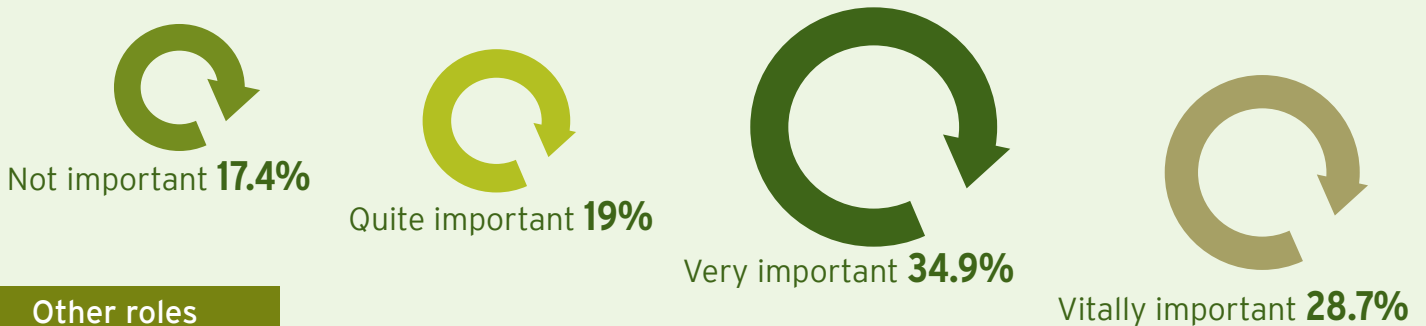
USING TECHNOLOGY AT EVENTS IS NOW THE NORM. ONLY 0.3% OF RESPONDENTS SAY THEY HAVE NEVER USED SOME FORM OF TECHNOLOGY.

VOTING/POLLING REMAINS THE MOST COMMONLY USED FEATURE, BUT THE BREADTH OF RESPONSES DEMONSTRATED THE INCREASINGLY WIDE USE OF AUDIENCE INSIGHT TECHNOLOGY.

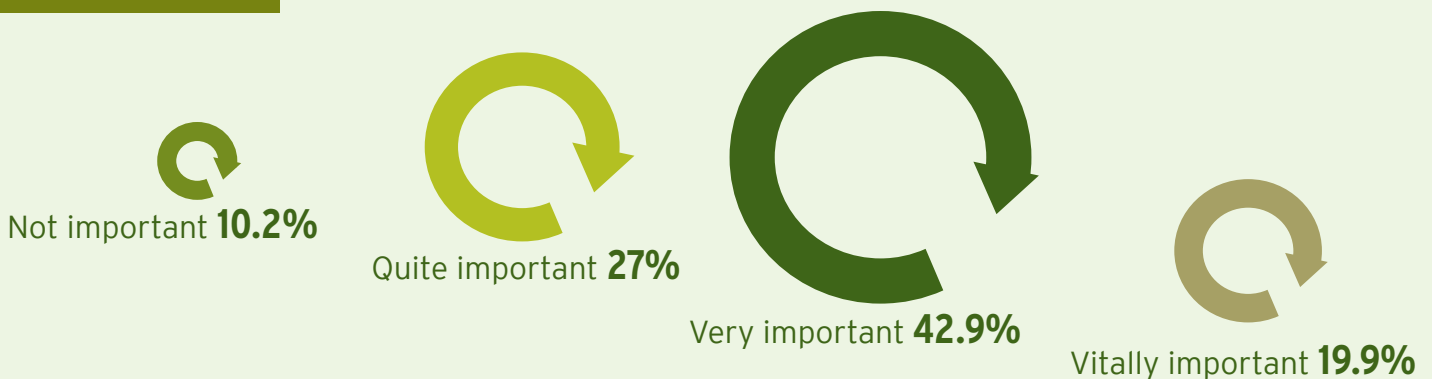
EVENT PLANNING

How important is considering return on investment when planning your events?

CEOs



Other roles

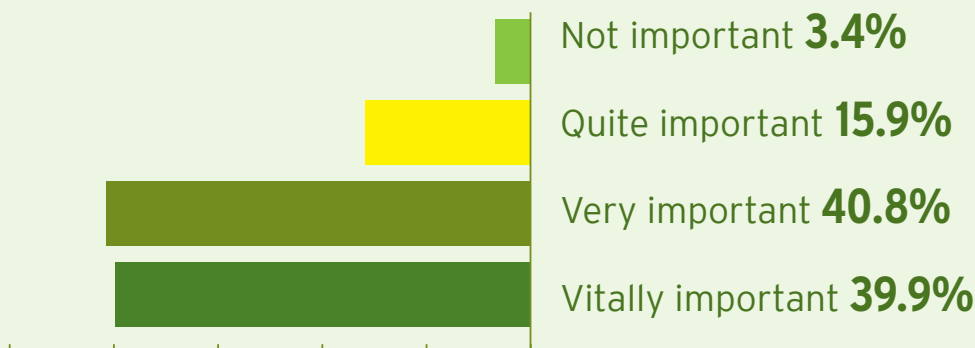


KEY FINDINGS

RETURN ON INVESTMENT MATTERS FOR THE EVENT STAKEHOLDER, ESPECIALLY THE CEOs

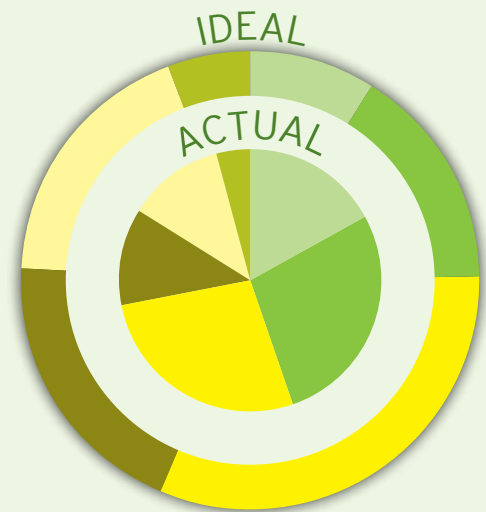
OVER 60% BELIEVE THAT ROI IS EITHER VERY IMPORTANT OR VITALLY IMPORTANT

To maximize the success of an event, how important is it to plan early?



Ideal versus actual time taken to plan an event

	ACTUAL	IDEAL
1-4 weeks	17%	9%
1-2 months	28%	15.8%
3-4 months	27%	31.7%
5-6 months	11.9%	19.5%
6-12 months	12.2%	18.4%
More than 12 months	3.9%	5.6%



KEY FINDINGS

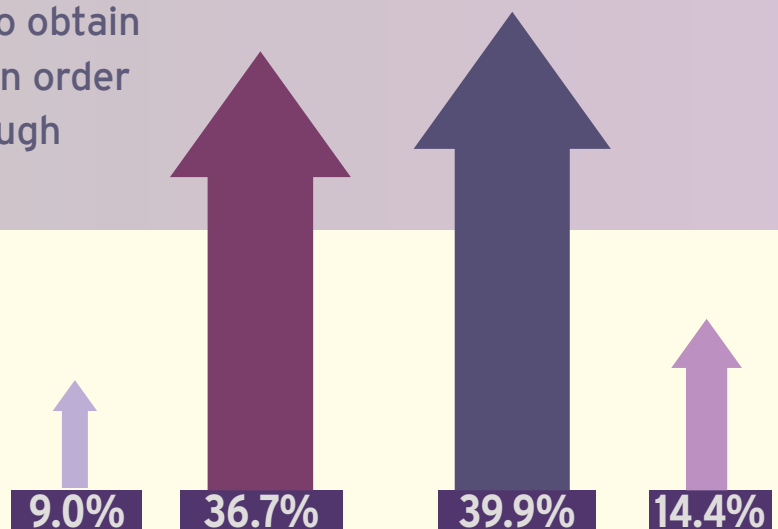
THERE IS AN AVERAGE VARIANCE OF 40.7% BETWEEN THE IDEAL TIME EVENT STAKEHOLDERS REQUIRE TO PLAN AN EVENT AND THE ACTUAL TIME THEY GET TO PLAN AN EVENT. THIS COULD BE A DIFFERENCE OF UP TO 6 MONTHS!

MOST EVENT STAKEHOLDERS 51.2% BELIEVE THEY NEED 3-6 MONTHS TO PLAN AN EVENT BUT 45% OF EVENTS ARE ACTUALLY PLANNED IN 1 WEEK - 2 MONTHS

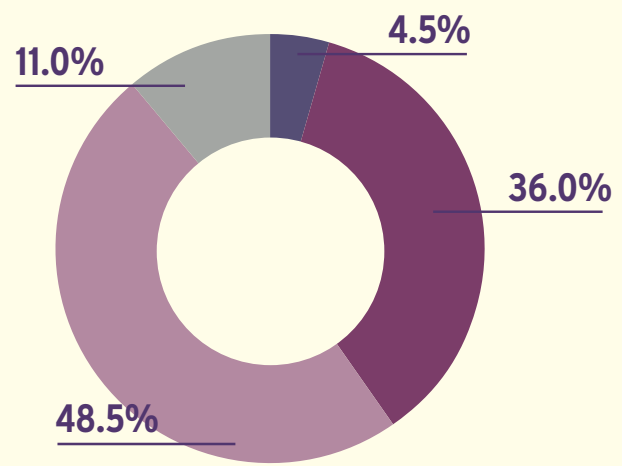
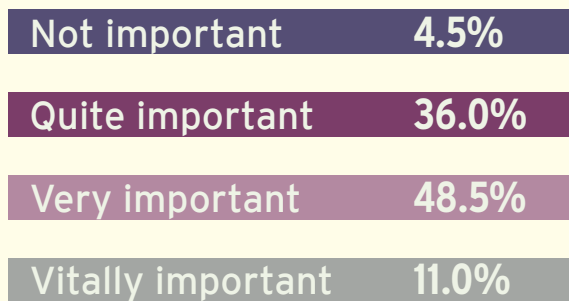
INTERACTIVE EVENT TECHNOLOGY

How important do you believe it is to obtain specialist advice prior to the event in order to maximize the insight gained through interactive event technology?

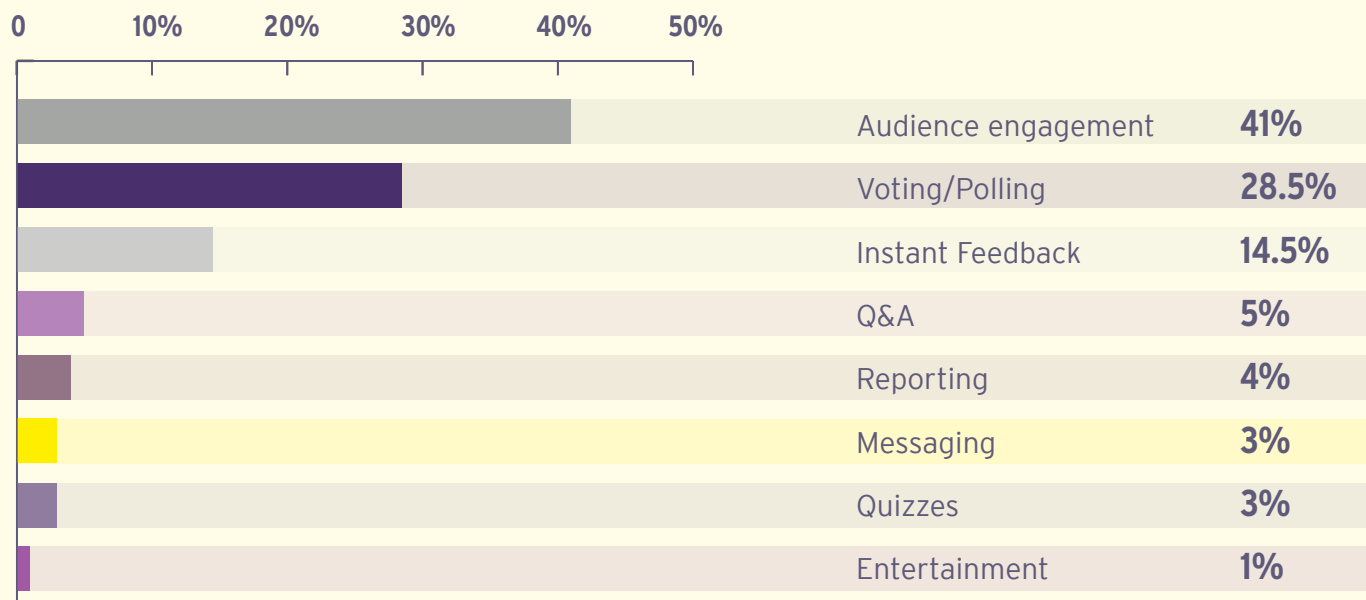
Not important	9.0%
Quite important	36.7%
Very important	39.9%
Vitally important	14.4%



How important can the use of interactive event technology be in maximizing an event's overall success?



In what particular areas of an event can interactive event technology prove most useful?

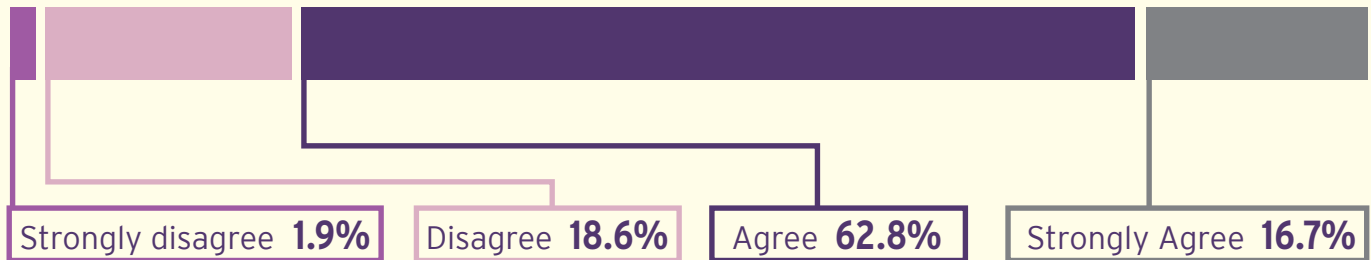


KEY FINDINGS

AUDIENCE ENGAGEMENT IS BY FAR THE MOST POPULAR USE OF INTERACTIVE EVENT TECHNOLOGY AT EVENTS

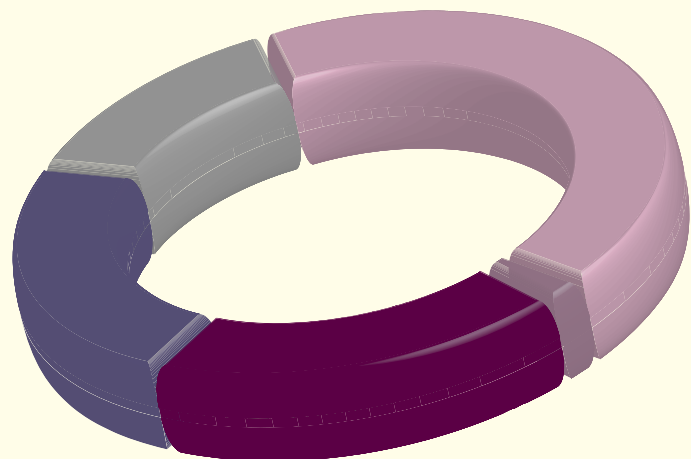
EVENTS ARE VERY MUCH BUSINESS BIASED - WITH ONLY 1% OF SURVEY RESPONDENTS USING TECHNOLOGY PRIMARILY TO ENTERTAIN AUDIENCES

To what extent do you agree with the following statement.
 “Without interactive event technology a significant amount of insight and knowledge is not captured at an event.”



What are the most important selection criteria when choosing interactive event technology?

- Ease of use **41.3%**
- Looks/style **1.9%**
- Reliability/Security **20.6%**
- Functionality **22.3%**
- Price **13.9%**



KEY FINDINGS

79% BELIEVE AUDIENCE INSIGHT IS LOST WITHOUT THE USE OF INTERACTIVE EVENT TECHNOLOGY.

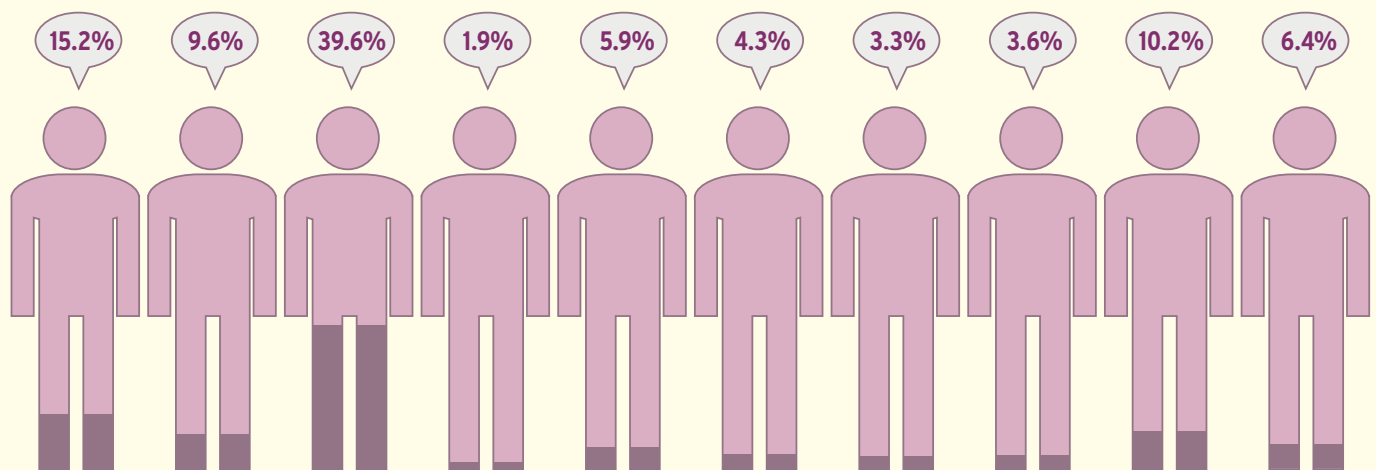
“The events we do require capture of the rich content that is created during the sessions so it is important when doing these sorts of events to have the right medium to capture that richness on.”

EVENT MANAGER, EVENT INDUSTRY AGENCY

KEY FINDINGS

WHILST PRICE IS A FACTOR, EASE OF USE IS THE KEY SELECTION CRITERIA WHEN IT COMES TO THE UTILIZATION OF INTERACTIVE EVENT TECHNOLOGY FOLLOWED BY RELIABILITY AND FUNCTIONALITY - TECHNOLOGY MUST FIT THE EVENT NOT VICE VERSA

What do you believe are the most important features of interactive event technology?



Texting/Messaging **15.2%**

Wireless Microphone **9.6%**

Voting/Polling **39.6%**

Portable PA **1.9%**

Agenda **5.9%**

Social media **4.3%**

Simultaneous translation/interpretation **3.3%**

Sponsorship/Branding **3.6%**

Data tracking **10.2%**

Networking **6.4%**

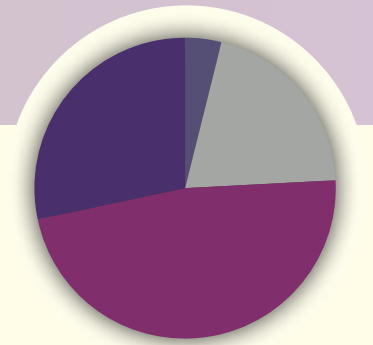
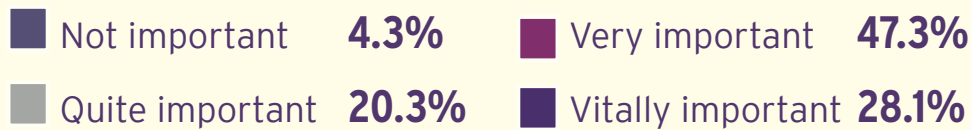
“The major problem is often getting the people running a conference to focus on an event far enough in advance to make full use of the features of technology features.”

MARKETING DIRECTOR, BANKING

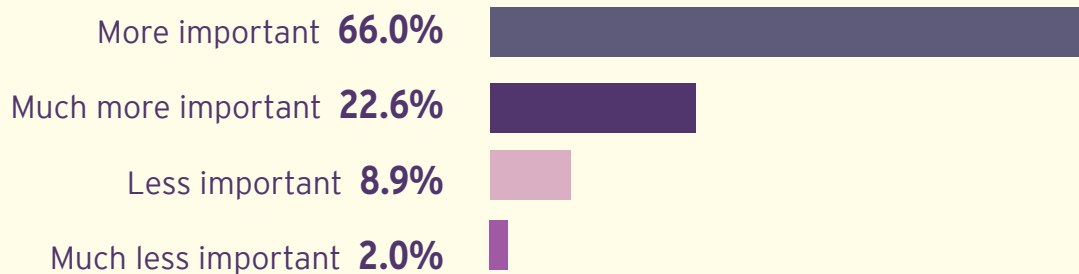
“With the economy and limited budgets you want to make sure you’re gleaning as much from meetings/events as possible including realtime feedback & insights from your audience. Get the most bang for the buck.”

EVENT MANAGER, EVENT AGENCY

How important is post event analysis and feedback on the data/insight captured at the event?



Is post event feedback becoming more or less important?



How important is the insight gathered with interactive event technology at events in driving business decisions/strategy?



“We get feedback from delegates on the speakers, as well as the general organization of the event, amongst other things. We find it better to get the information onsite, instead of expecting the delegates to complete questionnaires afterwards, which they then don’t do.”

EVENT MANAGER, EVENT INDUSTRY SUPPLIER

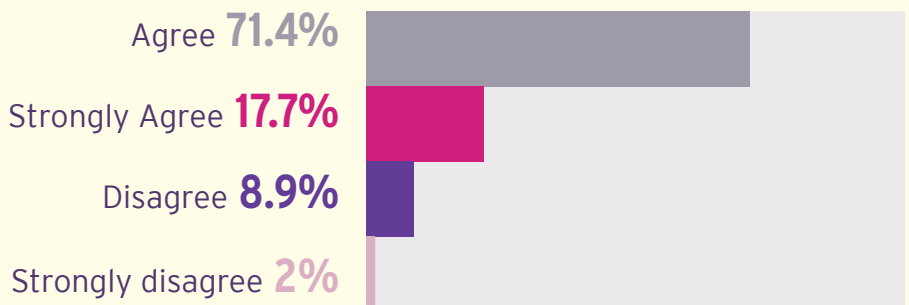
“Gathering insight ensures we are presenting at the right audience level and enables us to tailor the topics, ask questions and establish general patterns in the crowd.”

MARKETING MANAGER, LEGAL COMPANY

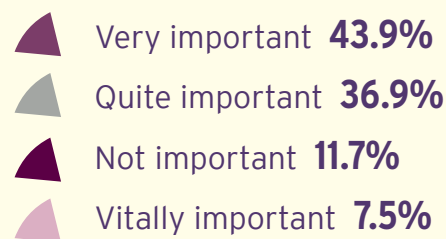
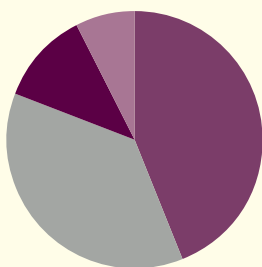
KEY FINDINGS

89.1%
BELIEVE THEIR ORGANIZATIONS COULD DO MORE TO MAXIMIZE THEIR INSIGHT

Do you believe that your organization could do more to maximize the insight gained via interactive event technology at events?



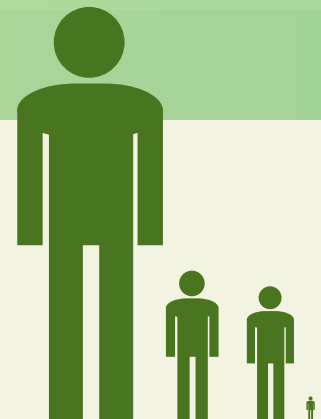
How important is interactive event technology in contributing to a measurable return on investment for an event?



THE FUTURE OF INTERACTIVE EVENT TECHNOLOGY

Do you believe interactive event technology will become more important in the future of events?

- Yes, much more important **58.1%**
- Yes, a bit more important **21.0%**
- Yes, it will become one of the most important aspects of an event **18.8%**
- No **2.1%**



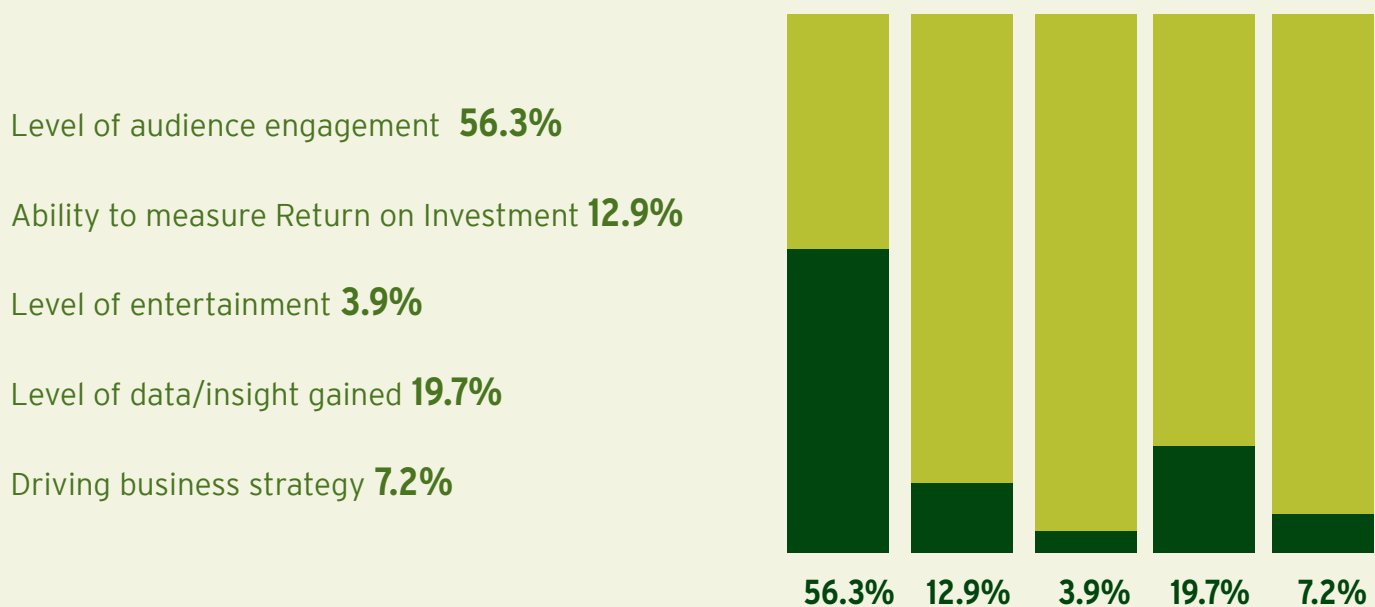
“Use of this technology to invite audience participation requires engaged and capable meeting facilitators/chairmen to make sure the interaction is being taken full advantage of.”

PUBLICATIONS DIRECTOR, COMMUNICATIONS AGENCY

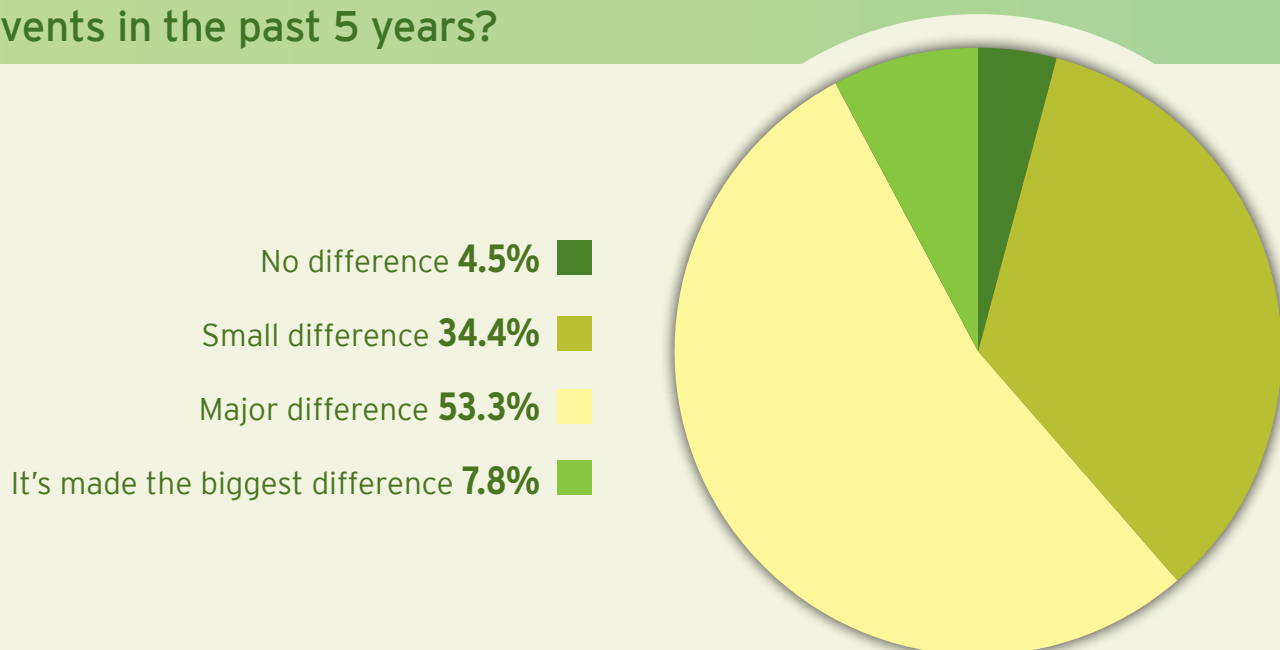
“Having attended events where interactive event technology is used, the benefits are almost self explanatory, such as instant reactions, gauging audience participation and a general sense of a slick well run event.”

CEO, NOT FOR PROFIT

In what particular areas of events will it become more important?



How much of a difference has interactive event technology made to events in the past 5 years?



RESEARCH SUMMARY

- Data gathering from delegates at events and conferences is important for event stakeholders (over 90% agree).
- Event stakeholders already utilize a variety of technologies to gather audience insight (including texting, social media and data tracking) and over 60% believe that interactive event technology has made a major or the biggest difference to events in the past five years. What's more over 75% also believe that interactive event technology will become either much more or one of the most important components of events in the future.
- There are two main ways in which event stakeholders believe interactive event technology will become more important in the future - to increase audience engagement at events (56%) and to facilitate data and insight gathering (20%) - both these factors point to the stakeholder wishing to maximize the input of delegates - getting the most from each whilst they are a captive audience at an event. As for post event feedback, over 85% believe this is becoming more important.
- Whilst cost is a factor when selecting interactive event technology - it is not the main factor - more stakeholders are concerned with Ease of Use (41%), Functionality (22%) and Reliability and Stability (20%). However, return on investment is an important factor for 90% of survey respondents.
- With the increasing use of technology within events so grows the belief that it is important to obtain specialist advice to assist in the maximization of insight 'harvesting' at events. 95% of survey respondents believe specialist advice is important and 95% believe interactive event technology is important in terms of maximizing an event's overall success. Given the wealth of technology options and delivery platforms available it is not surprising that event stakeholders believe they need specialist guidance and consultancy in this area of event management.
- The missed opportunity - Currently nearly 90% of event stakeholders believe they could do more to maximize the insight they gather via technology at events. An important statistic considering 95% also believe the insight gathered at events is important in driving business decisions and strategy.

For further information contact Richard Fisher CEO IML Worldwide via
richard.fisher@imlworldwide.com