



THE MEDIA EXCHANGE

Social Media Programmes
Registration and Badging
Market Research



Market Research for Events

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TME Website

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Background and Specification

The Media Exchange (TME) provides the following services.

- Market research
- International badging and registration
- Social Media

TME is based in London and Dubai. We have 30 years of experience within the market research sector. Our market research clients include: The BBC, British Department of Trade & Industry, Royal Naval Armaments Depot, British Army, M&S, BMW.

TME is also a market research supplier to a number of leading international business to business publishers, exhibition organisers. Clients include: Miller Freeman, EMAP, Reed, Brintex, Nexus, ITE, Spearhead, IIR, ITE and Daily Mail Group Mess Frankfurt Pennwell ADNEC, DWTC.

As well as working in Europe and the Middle East, TME has considerable experience operating in difficult or developing markets; e.g.: the Former Soviet Union, Central Asia and Africa.

This document focuses on the various services offered by TME to exhibition organisers and exhibition venues.



Market Research for Events:

The Media Exchange (TME) has developed specialist research analysis software, which integrates fully into our social media and registration system.

Social Media Research

With the emergence of social media, TME recognized the need for research within this new and exciting landscape, in relation to the events industry. As a consequence, TME developed an OEM relationship with a leading digital agency and a US technology company. TME has built a suite of research tools and techniques which deliver accurate analysis, real insights and understanding, specifically designed for event owners.

Services

TME's specialist event research methodology layers and integrates cutting edge social media audits with onsite and online primary data collection.

By integrating these services, new, rich and informative data is produced. This data is analysed and interpreted by our in-house specialists. TME produce a range of clear and concise management reports that are customized to the event owner's requirements.

TME Reports

- TME Exhibitor Report
- TME Visitor Report
- TME Social Media Report
- TME Combined Management Report with Recommendations
- TME Post Show Sales Report
- Bespoke Reports



Event Visitor Surveys

Visitor surveys provide detailed statistics beyond the registration card, which can be used in sales support material and PR. Such surveys are an integral part of any professional organisers' sales support material. They can in some cases also generate revenue.

Visitors to any show represent an ideal opportunity to gauge market opinion on existing concerns and future trends. It has been found that exhibitors will pay to put their own questions onto the visitor survey. Because the survey has a number of such sponsors, each receives the findings at a fraction of the costs they would expect to pay for a single survey. Reports generated independently of the organiser are generally held in higher esteem by individual companies as well as international government bodies.

Exhibitor Surveys

Face to face interviews and self-completion surveys with each exhibitor at the show.

The survey provides the organiser with feedback on attitudes within the industry towards their event, whilst the event is still fresh in their minds. This helps the organiser to identify problems and overcome them prior to the next event. This increases the percentage of repeat bookings from exhibitors.

Positive feedback from exhibitors can also be used in subsequent sales support material to attract new exhibitors to the next event.

TME works with the organiser to develop a questionnaire, which will maximise the sales story for the event. The questionnaire will also include questions that can be used to monitor the changing state of market and exhibitor needs.

Areas covered include:

- Thoughts on the show
- Likes & dislikes
- Areas for improvement
- Rating of business contacts
- Rating of quality and number of visitors
- Future perceptions of whether exhibitors would support another exhibition
- General market intelligence which can be sold in report form
- Quotes & testimonials for future sales support material
- Social media questions



Strategic Market Research

Market Sector Intelligence:

TME undertakes background research into an existing or potential market. TME are experts in gathering information, such as trade statistics and market trends. TME analyse competitive activity e.g.: calendar of events, pricing and marketing rationale of competing shows.

This type of market intelligence ensures that costly mistakes in timing or positioning of a potential event are avoided, and that opportunities are exploited to the full.

Methodology employed:

- Telephone, postal and face to face interviews
- Qualitative focus groups
- Desk Top research
- Statistics on imports/exports
- Market size & growth
- Competitive activity and market trends

TME provides the organiser with complete anonymity as it seeks to gather sensitive data on any given market.

TME provides a full statistical analysis as well as a management summary of the detailed findings. The management summary is an in-house document that highlights possible sales angles as well as focus on market trends and opportunities.



Sales Support Material

Effective sales support material looks good, reads well and most important of all, stimulates the client by demonstrating an understanding of their business and marketing objectives.

TME undertakes the creative treatment and presentation of all types of research information, from concept to production, with a strong emphasis on the marketing rationale behind a show.

TME works closely with the key personnel who are responsible for organising a particular exhibition. Their intimate knowledge, combined with TMEs' own marketing expertise, results in the creation of powerful sales support material, based on hard market intelligence and a thorough appreciation of what potential clients are looking for.

TME combine the skills and knowledge of visitor registrations and market research into one integrated service for event organisers.

