FREEMAN®

event research

OPTIMIZING EXHIBIT PERFORMANCE

welcome

SHERRY GENDEL
RSNA
MANAGER, EXHIBTION SERVICES

agenda

OCTOBER 14, 2020

1 EXAMINING DIGITAL BEHAVIORS AND SENTIMENT

2 DIGITAL OPTIMIZATION FRAMEWORK

3 DRIVING QUANTIFIABLE RESULTS AND BUSINESS IMPACT

4 CLOSING

examining digital behaviors and sentiment

PARUL SHAH
SENIOR DIRECTOR, DATA SOLUTIONS

Our Sources

FOR OUR INSIGHTS

FREEMAN'S SENTIMENT RESEARCH

Attendee Pulse Survey
- 4 waves executed
- 5,433 respondents
- Margin of error ±1.3%

Exhibitor Pulse Survey
- 3 waves executed
- 1,574 respondents
- Margin of error ±2.5%

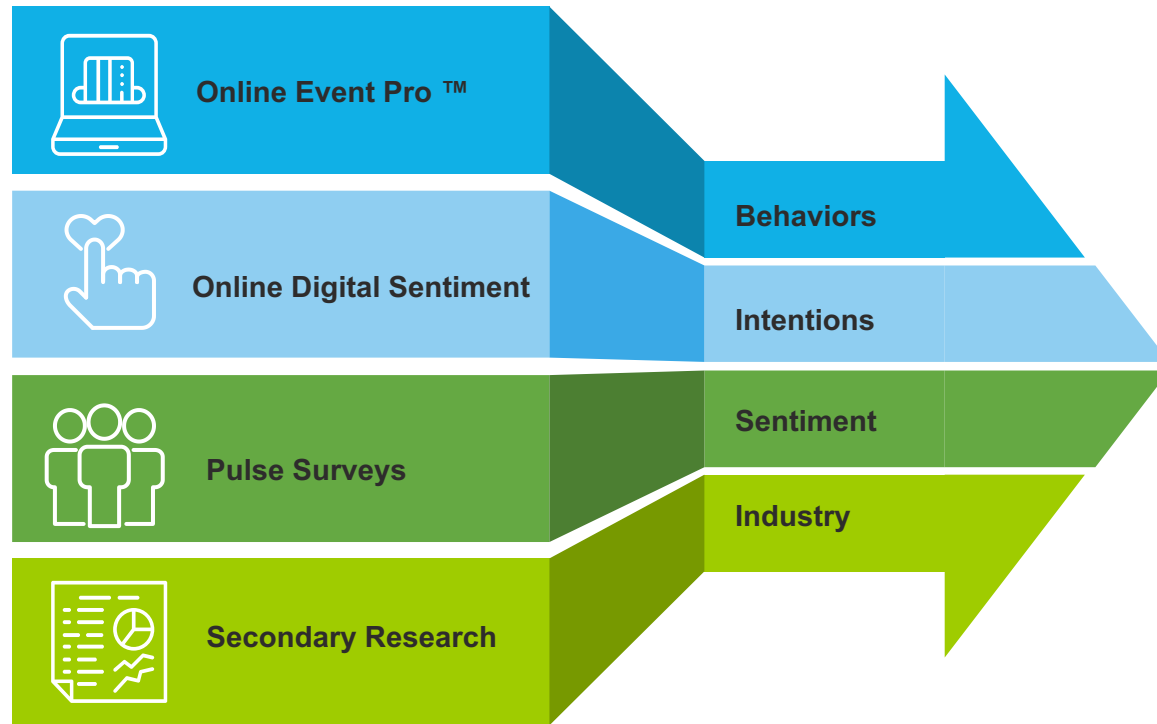**Brand Marketer and Organizer Pulse Survey**
- 3 waves executed

ONLINE EVENT PRO® PLATFORM

DIGITAL EVENT MEASUREMENT
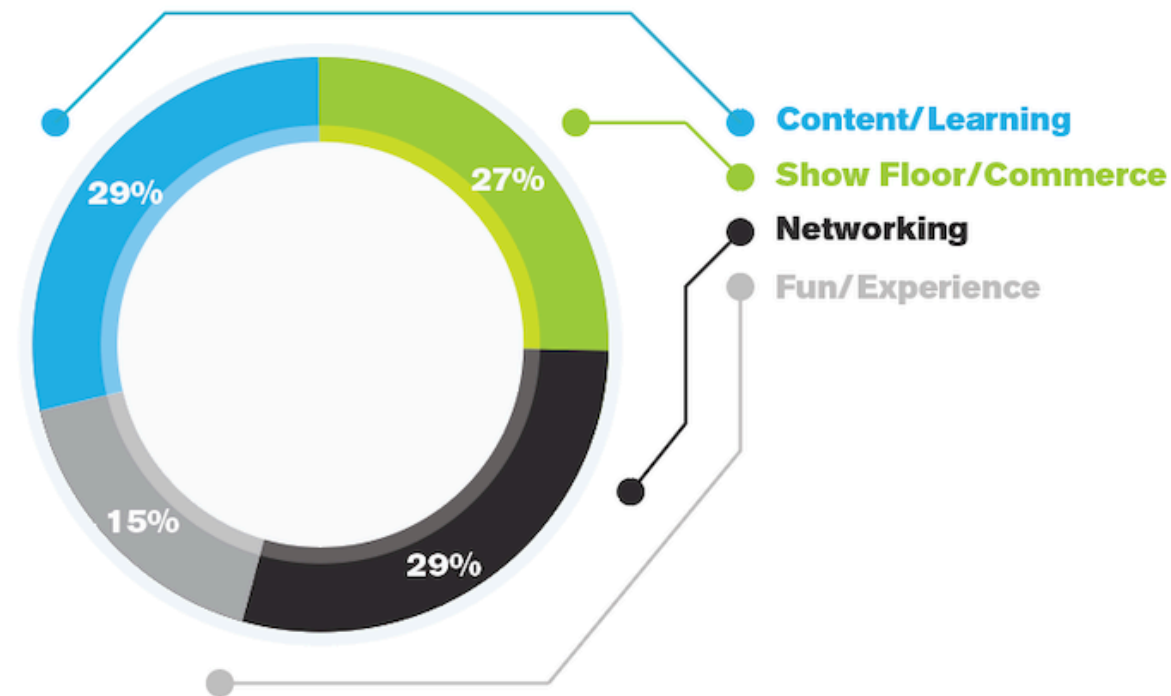
integrated approach to measurement

- Online Event Pro ™
- Online Digital Sentiment
- Pulse Surveys
- Secondary Research

Behaviors

Intentions

Sentiment

Industry

Behaviors

Sentiment   Intentions

The Context

UNDERSTANDING MOTIVATIONS

motivators for attending **in-person**

REASONS FOR ATTENDING IN-PERSON EVENTS

29% — Content/Learning
27% — Show Floor/Commerce
29% — Networking
15% — Fun/Experience

Q Please divide 100 points among the following broad categories such that it reflects their relative importance for your visit to a B2B in-person and digital/online event.

REASONS FOR ATTENDING DIGITAL/ONLINE EVENTS
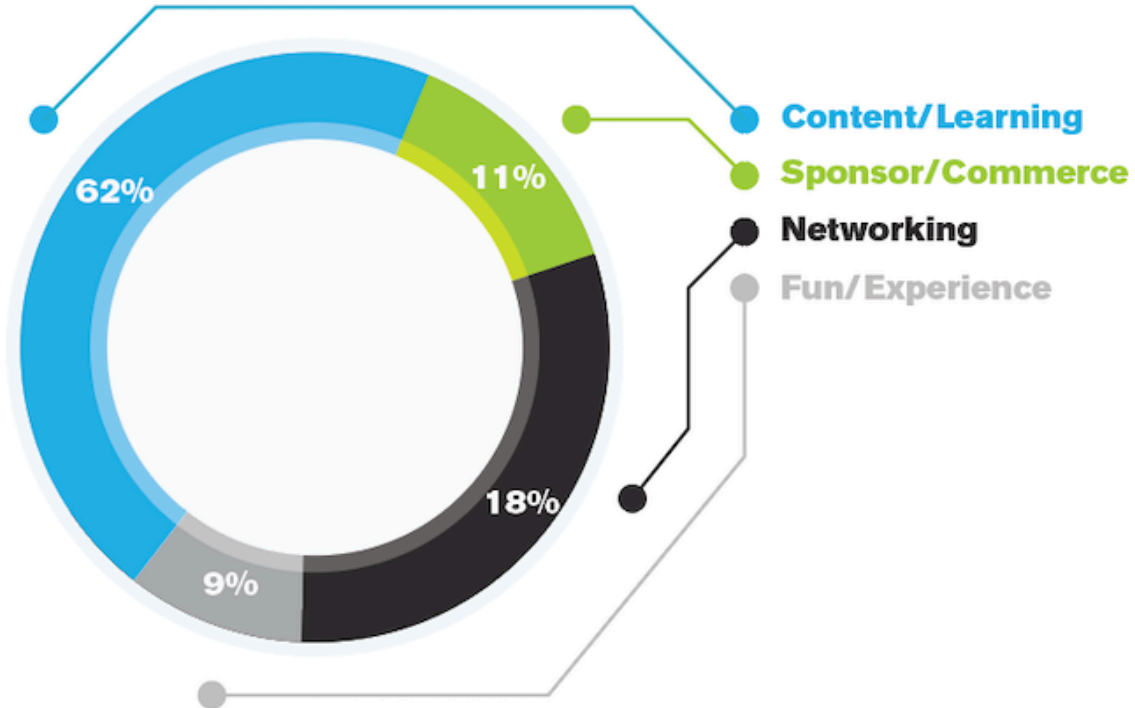
- **Content/Learning** — 62%
- **Sponsor/Commerce** — 11%
- **Networking** — 18%
- **Fun/Experience** — 9%

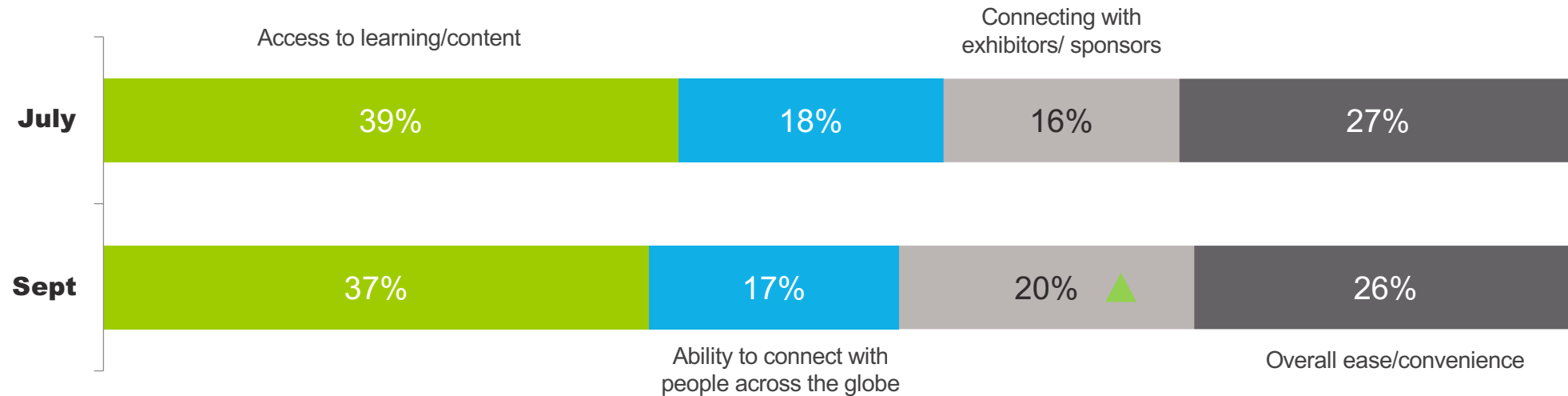**motivators for attending online**

Q Please divide 100 points among the following broad categories such that it reflects their relative importance for your visit to a B2B in-person and digital/online event.

content continues to be the main driver of value

VALUE RECEIVED FROM DIGITAL EVENT ELEMENTS

Access to learning/content   Connecting with exhibitors/ sponsors

July 39%	18%	16%	27%
Sept 37%	17%	20% ▲	26%

Ability to connect with people across the globe   Overall ease/convenience

Q Thinking about the value you received from attending digital/online events (not in comparison to in-person events), please allocate 100 points.

Statistically significant difference from last month ▲ ▼
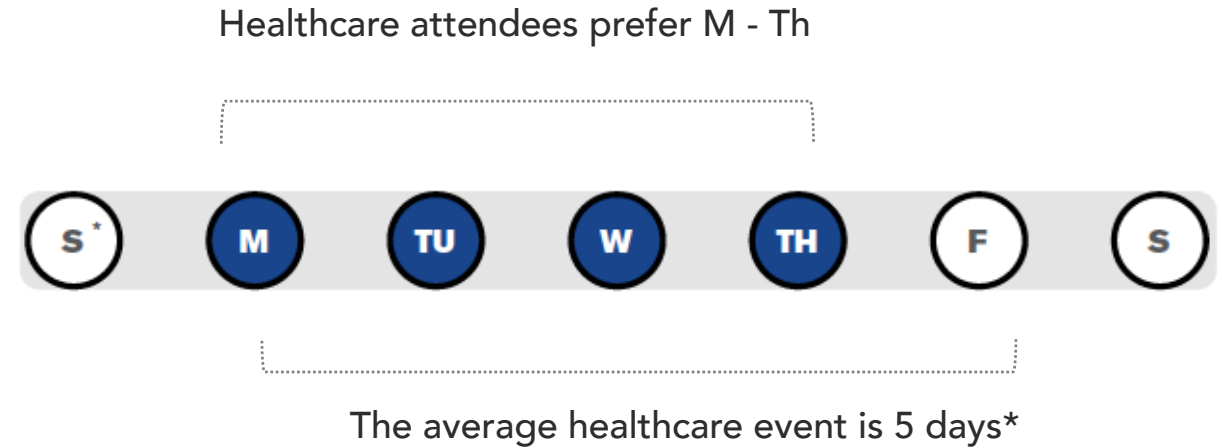
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Diving into the Data

WHAT WE ARE SEEING

days of the week

KEY STATS

- 86% of attendees participate for 4 or fewer distinct days

- Healthcare attendees do not prefer attending on a weekend and would prefer to attend an online event Monday – Thursday

Healthcare attendees prefer M - Th

S* M TU W TH F S

The average healthcare event is 5 days*

*RSNA will span 7 days

overall time spent

TOTAL BASED ON OEP DATA

TOTAL BASED ON SURVEY DATA

347
minutes

average time attendees spend across all activities during the entire event

~ 6 hrs. total
87 mins/day

306
minutes

average time attendees spend across all activities during the entire event

5 hrs. total
77 mins/day

Q Thinking about the last digital/online event you have attended, how much total time did you spend?

total time spent across key activities

September values

LIVE SESSIONS

65%
of attendees participate in live/simulive sessions

128 minutes
spent by those participating

4.35 sessions
average number of unique sessions visited

45% participate in live q&a

ON-DEMAND SESSIONS

28%
of attendees watched an on-demand session

194 minutes
spent by those participating

5.81 sessions
average number of unique sessions visited

EXHIBITS

Sept Values   **July Values**

38%
of attendees visit exhibitors

20%
of attendees visit exhibitors

33 minutes
spent by those participating

9.63 minutes
spent by those participating

5.76 sessions
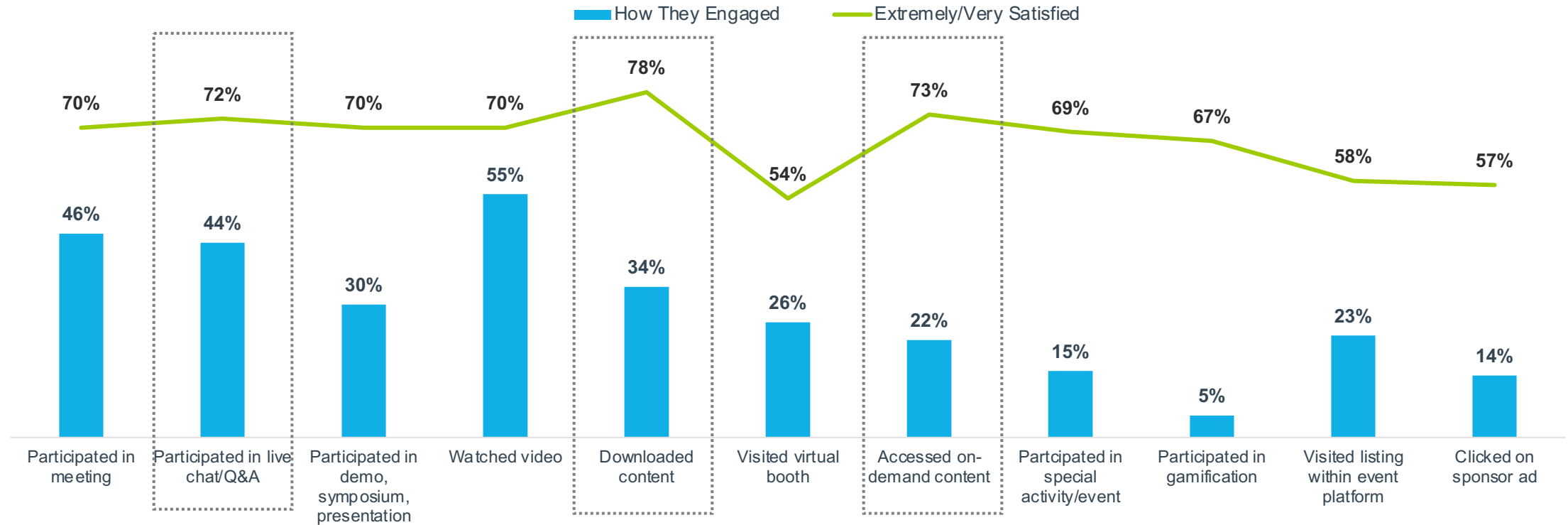average number of unique sessions visited

3.57 sessions
average number of unique sessions visited

how attendees engage with exhibitors

**METHODS OF ENGAGING WITH
EXHIBITORS/SPONSORS**

Legend: ■ How They Engaged — Extremely/Very Satisfied

Satisfaction line values: 70%, 72%, 70%, 70%, 78%, 54%, 73%, 69%, 67%, 58%, 57%

Engagement bar values:
- Participated in meeting: 46%
- Participated in live chat/Q&A: 44%
- Participated in demo, symposium, presentation: 30%
- Watched video: 55%
- Downloaded content: 34%
- Visited virtual booth: 26%
- Accessed on-demand content: 22%
- Partcipated in special activity/event: 15%
- Participated in gamification: 5%
- Visited listing within event platform: 23%
- Clicked on sponsor ad: 14%

High touchpoints (active engagement) ← → **Low touchpoints** (passive engagement)
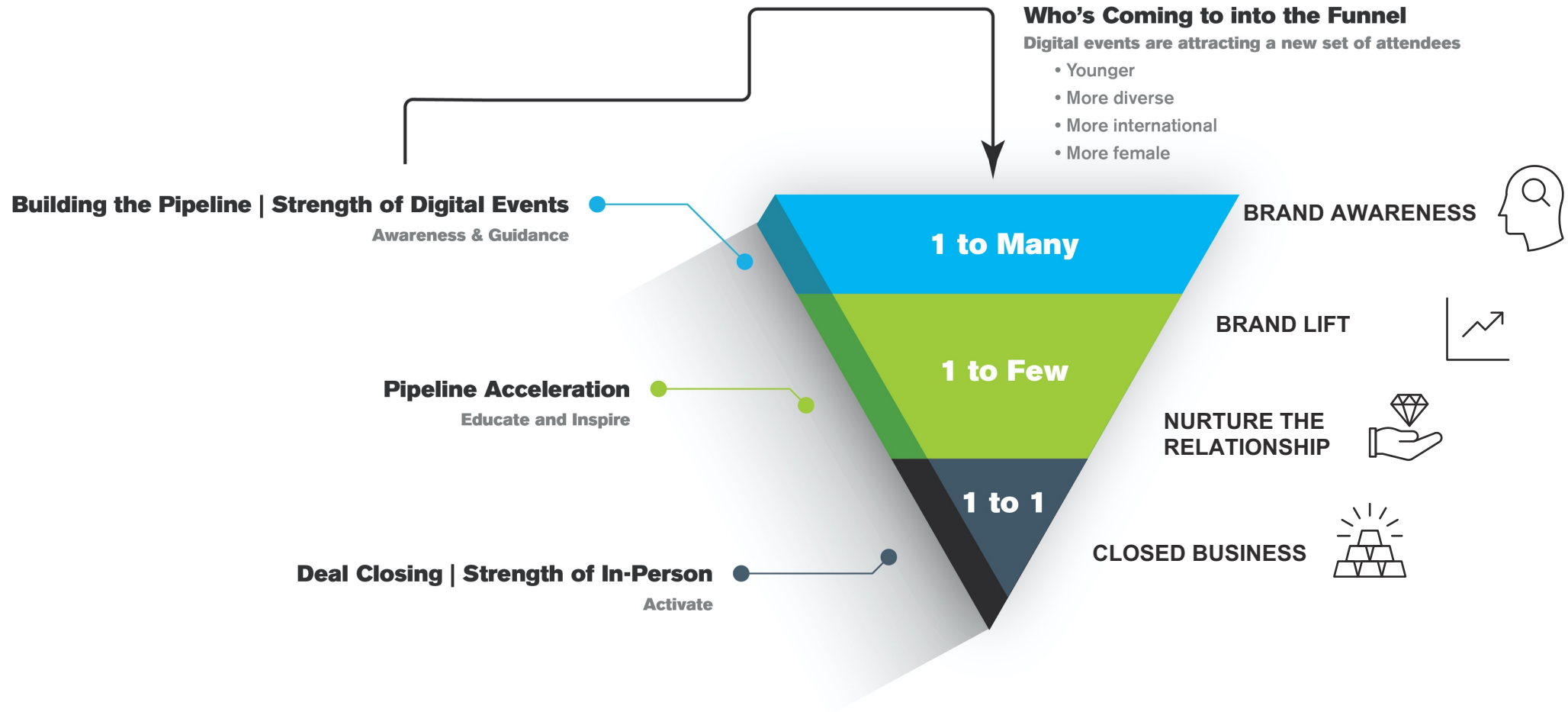
Q In what ways did you engage with specific exhibitors/sponsors at digital/online events?
How satisfied were you with the activities in helping you learn more and connect with exhibitors/sponsors and their companies?

The Opportunity

TO EDUCATE AND INNOVATE

assessing the funnel

Who's Coming to into the Funnel
Digital events are attracting a new set of attendees
- Younger
- More diverse
- More international
- More female

Building the Pipeline | Strength of Digital Events
Awareness & Guidance

Pipeline Acceleration
Educate and Inspire

Deal Closing | Strength of In-Person
Activate

1 to Many

1 to Few

1 to 1

BRAND AWARENESS

BRAND LIFT

NURTURE THE RELATIONSHIP

CLOSED BUSINESS

digital optimization framework

SKIP COX
SVP, DATA SOLUTIONS

digital optimization framework

WHO ARE WE REACHING

- Set objectives
- Understand your target audience needs and priorities
- Quantify event value to right-size investment

HOW TO ENGAGE

- Tailor content to match target audience personas
- Deliver the right message, across the right medium, at the right moment
- Focus on Brand Awareness and Brand Lift
- Promote heavily & selectively to attract target

DEFINE YOUR TARGET AUDIENCE

DRIVE QUANTIFIABLE RESULTS

DESIGN MARKETING STRATEGIES
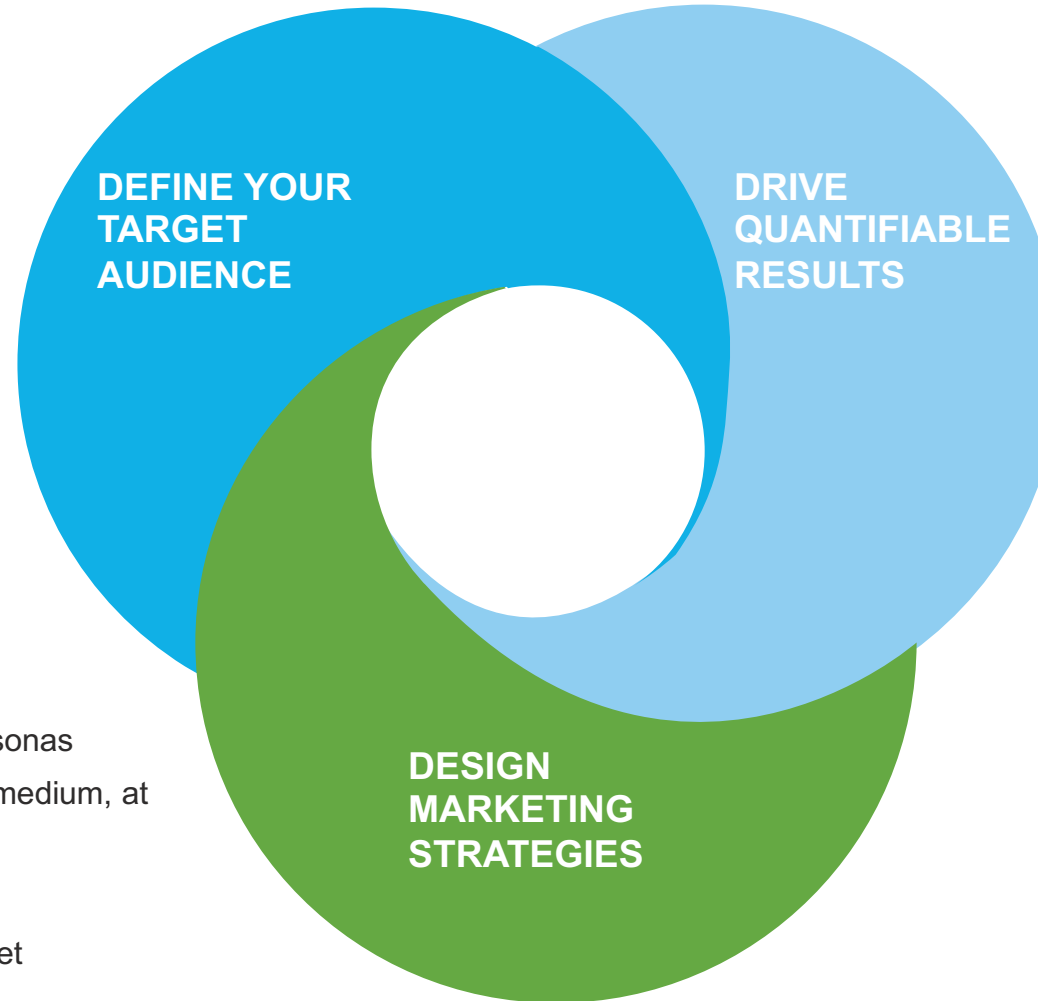
WHAT TO MEASURE

- Total reach and engagement
- Achievement of event and business objectives
  - Brand Impact and ROO
  - Change in Brand Awareness
  - Sales Acceleration and Purchase Intent
  - Demand Gen and ROI
- Competitive performance
- Virtual vs. Live performance

professional demographics

JOB TITLE

	Total Audience
Radiologist	35%
Director/Manager/Supervisor	12%
Radiology administrator	9%
Radiology physicist or engineer	9%
Radiologic technologist	9%
Academician/Researcher	7%

SPECIALTY

	Total Audience
Diagnostic Radiology	32%
CT Scanning	31%
Magnetic Resonance Imaging	28%
Body Imaging	25%
General Radiology	23%
Ultrasound	22%
Mammography	18%
Neuroradiology	15%
Musculoskeletal	15%
Gastrointestinal	13%
Genitourinary	12%
Head and Neck	12%
Interventional Radiology	12%
Cardiovascular Radiology	12%
Pediatric Radiology	11%
Molecular/Nuclear Medicine	11%
Orthopedic	10%
Radiation Physics	9%

TYPE OF FACILITY

	Total Audience
Hospital – Academic/Research	37%
Hospital – Community	34%
Private Practice	11%
Imaging Center	8%

RSNA meeting audience profile

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	2018	2019	Healthcare Benchmark	Digital Observations
Average age	46	48	46	Younger audiences
Male/Female	70/30	65/35	61/39	Closer to 50/50
International Attendees	51%	47%	21%	More international audiences
1st time attendees	36%	31%	30%	Increase in 1st time attendees

product interest

	INTERESTED
Artificial Intelligence/Machine Learning	62%
MRI	48%
Computed Tomography	45%
Advanced Visualization	40%
Ultrasound	38%
PACs	35%
3D Printing & Image Printing Systems & Software	34%
Machine Learning/Computer-Aided Diagnosis Systems	29%
DICOM	28%
X-ray	28%
Information Systems (RIS & HIS)	27%
Educational Products & Services	27%

	INTERESTED
Interventional Radiology	25%
Augmented Mixed/Virtual Reality	24%
PET	24%
Data Storage	23%
Mammography	23%
Software/IT Services	22%
Contract Agents/Pharmaceuticals	22%
Angiography Cardiac & Vascular Biopsy	22%
Radiography	22%
Electronic Health Records	20%
Imaging Services	20%
Nuclear Medicine	19%

	INTERESTED
Teleradiology	18%
Monitors/Viewing Systems	18%
Enterprise Imaging	18%
Cybersecurity	17%
Fluoroscopy	15%
Bone Densitometry	14%
Consulting Services	14%
Quality Assurance/Safety Control	14%
Therapeutic Radiology	14%
Career Services	13%
Robotics	13%

buying plans

	PLAN TO BUY
Artificial Intelligence/Machine Learning	25%
MRI	34%
Computed Tomography	42%
Advanced Visualization	13%
Ultrasound	30%
PACs	16%
3D Printing & Image Printing Systems & Software	10%
Machine Learning/Computer-Aided Diagnosis Systems	13%
DICOM	5%
X-ray	21%
Information Systems (RIS & HIS)	13%
Educational Products & Services	13%

	PLAN TO BUY
Interventional Radiology	18%
Augmented Mixed/Virtual Reality	6%
PET	11%
Data Storage	10%
Mammography	19%
Software/IT Services	9%
Contract Agents/Pharmaceuticals	19%
Angiography Cardiac & Vascular Biopsy	16%
Radiography	14%
Electronic Health Records	13%
Imaging Services	7%
Nuclear Medicine	11%

	PLAN TO BUY
Teleradiology	7%
Monitors/Viewing Systems	12%
Enterprise Imaging	10%
Cybersecurity	3%
Fluoroscopy	14%
Bone Densitometry	12%
Consulting Services	5%
Quality Assurance/Safety Control	6%
Therapeutic Radiology	4%
Career Services	5%
Robotics	4%

total buying plans

TOTAL BUYING PLANS

47%

RSNA 2019

43%

Healthcare
Benchmark
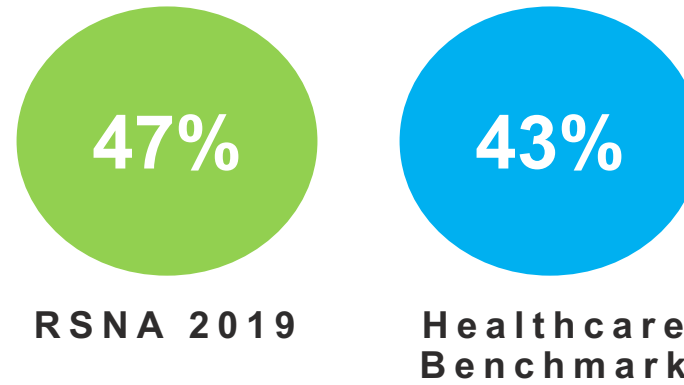
shopping channels

SHOPPING METHODS WITHOUT IN-PERSON EVENTS

Work with existing sales reps via phone/email	49%
Web searches	45%
Utilize company websites	34%
Ask for referrals from colleagues	22%
Meet in-person with existing sales reps	18%
Rely on digital events	17%
Marketing emails received	13%
Not involved in purchasing process	13%
Not shopping due to budget restrictions	9%

Q In the absence of in-person trade shows and events, how are you now shopping for new products, services, and technologies? *(Select all that apply)*
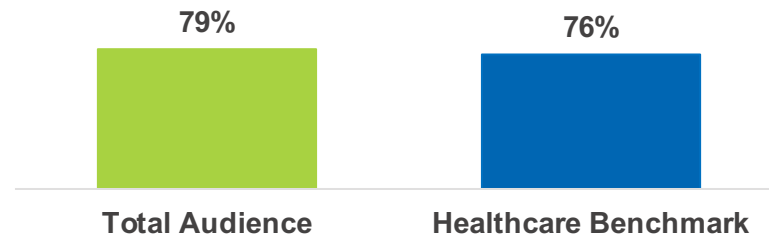
stalled sales cycles

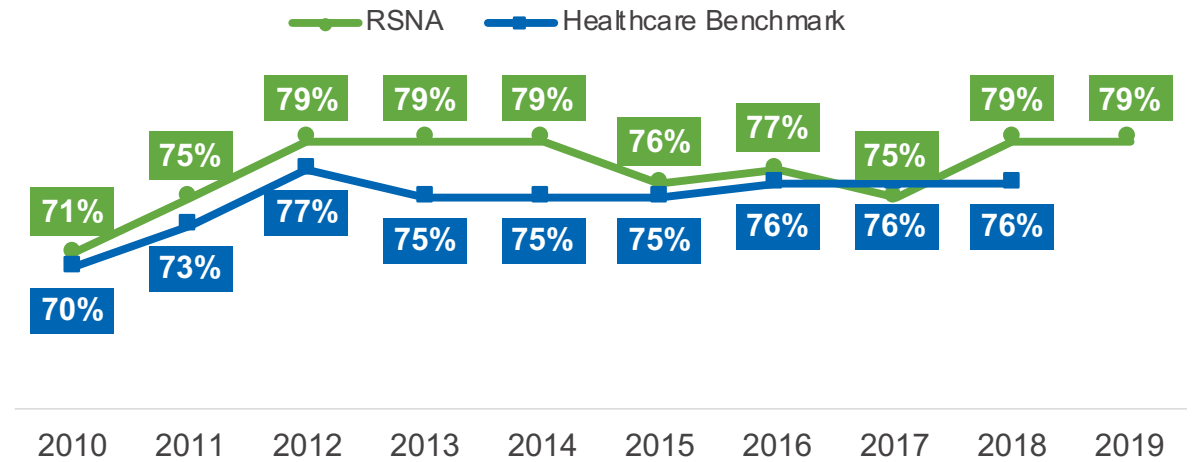**CHANGE IN BUDGETS FOR PRODUCTS/SERVICES**

Increased, 9%

Not sure, 14%

Stayed the same, 42%

Decreased, 35%
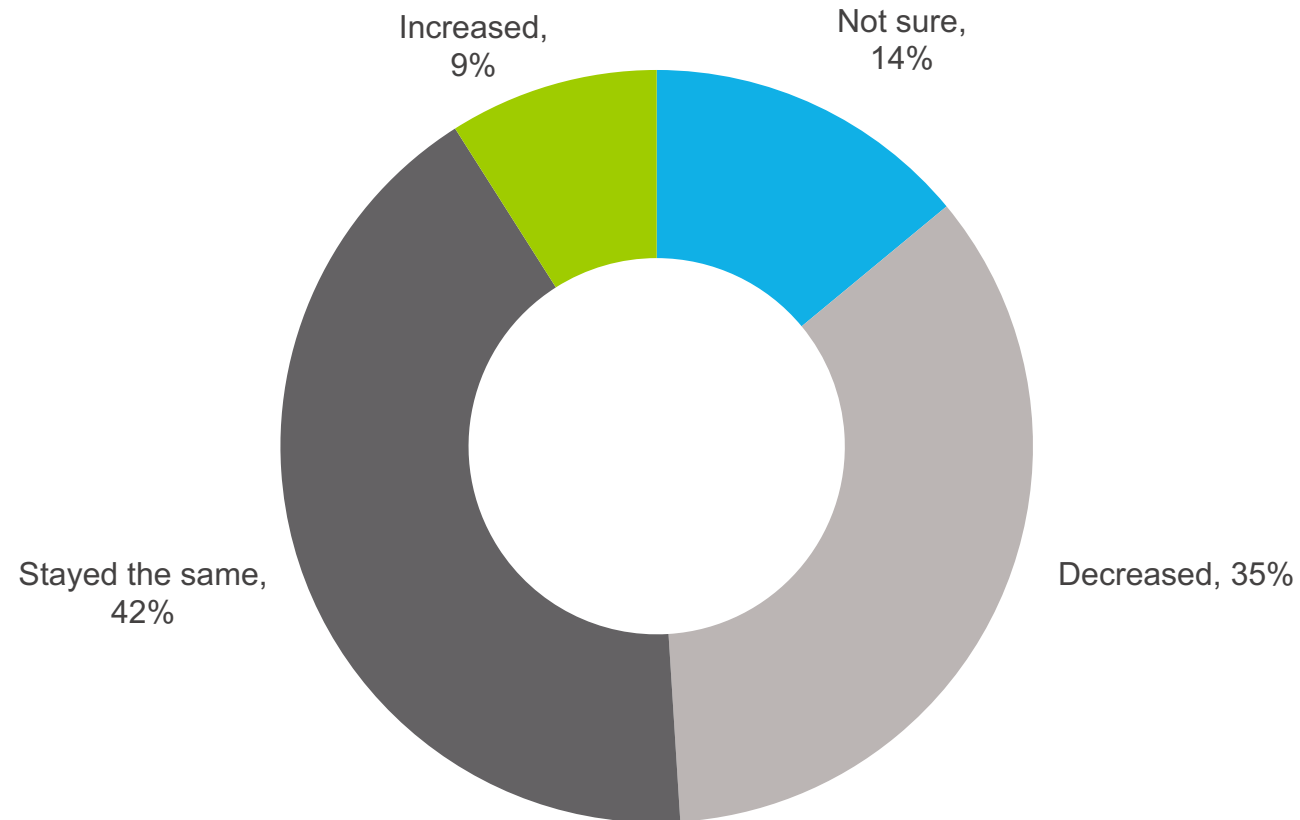
Q Since April 1, 2020 how has your budget for products and services in 2020-2021 changed?

net buying influences

79% Total Audience

76% Healthcare Benchmark

	Total Audience	Healthcare Benchmark
Final Say	14%	**18%**
Specify Supplier	13%	**16%**
Recommend	64%	**54%**

RSNA — Healthcare Benchmark

RSNA: 71% 75% 79% 79% 79% 76% 77% 75% 79% 79%

Healthcare Benchmark: 70% 73% 77% 75% 75% 75% 76% 76% 76%

2010 2011 2012 2013 2014 2015 2016 2017 2018 2019

RSNA
Radiological Society
of North America

10-YR AVERAGE

77%

driving quantifiable results and business impact

JEFF STANLEY
EXECUTIVE DIRECTOR, DATA SOLUTIONS

reach

Leads

SET A LEAD GOAL

34%

REACH LEAD TARGET

74%

DEMOGRAPHICS
- Reg ID
- Last Name
- First Name
- Address
- Address 2
- City
- State
- Country
- Zip
- Address Type
- Phone
- Extension
- Company
- Email
- Reg Type
- Reg Description
- Title
- Degree 1
- Degree 1 Other
- Degree 2
- Degree 2 Other
- Category
- Profession
- Subspecialty
- Interests
- Practice Setting

platform metrics: reach / usage

OEP METRICS

- **UNIQUE USERS**
- **TOTAL INTERACTIONS**
- **CONTENT URL**
- **VIDEO VIEWS**
- **SCHEDULE A MEETING**
- **COMPANY WEBSITE CLICKS**
- **DETAILED GRID**

VIRTUAL BOOTH METRICS (if used)

- Understand usage of specific areas of the virtual booth
- Possible pop-up surveys to visitors that gauge interest and satisfaction

beyond reach and usage

Follow-up measurement depending on objective and investment.

Lead survey vs. Survey of all attendees

EXHIBIT EXPERIENCE

- Quality of virtual exhibit staff interactions
- Availability, helpfulness, knowledge, understanding business need
- Value of information
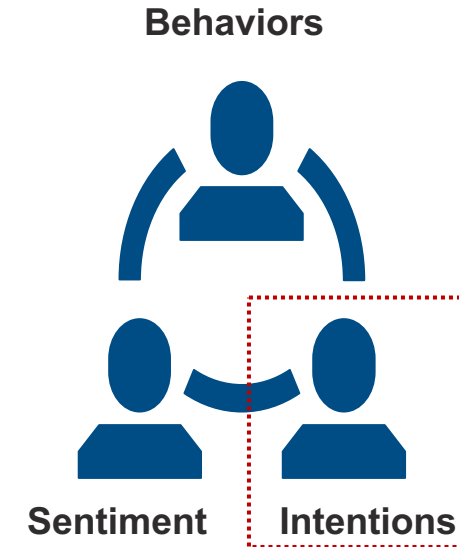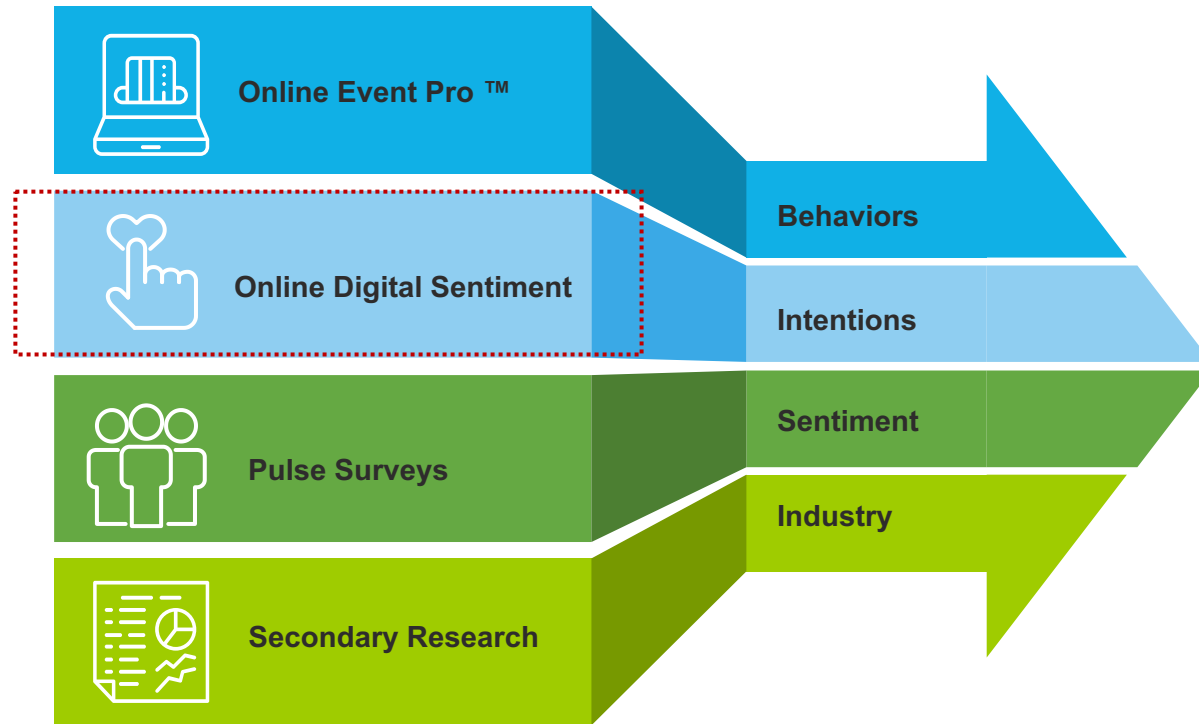- Value of demos & videos

IMPACT ON BRAND

- Impact of exhibits on visitor's purchase plans
- Product, brand, messaging awareness and association
- Brand NPS score
- Brand attributes, positioning and leadership

COMPETITIVE ANALYSIS

- Your performance versus your competitors
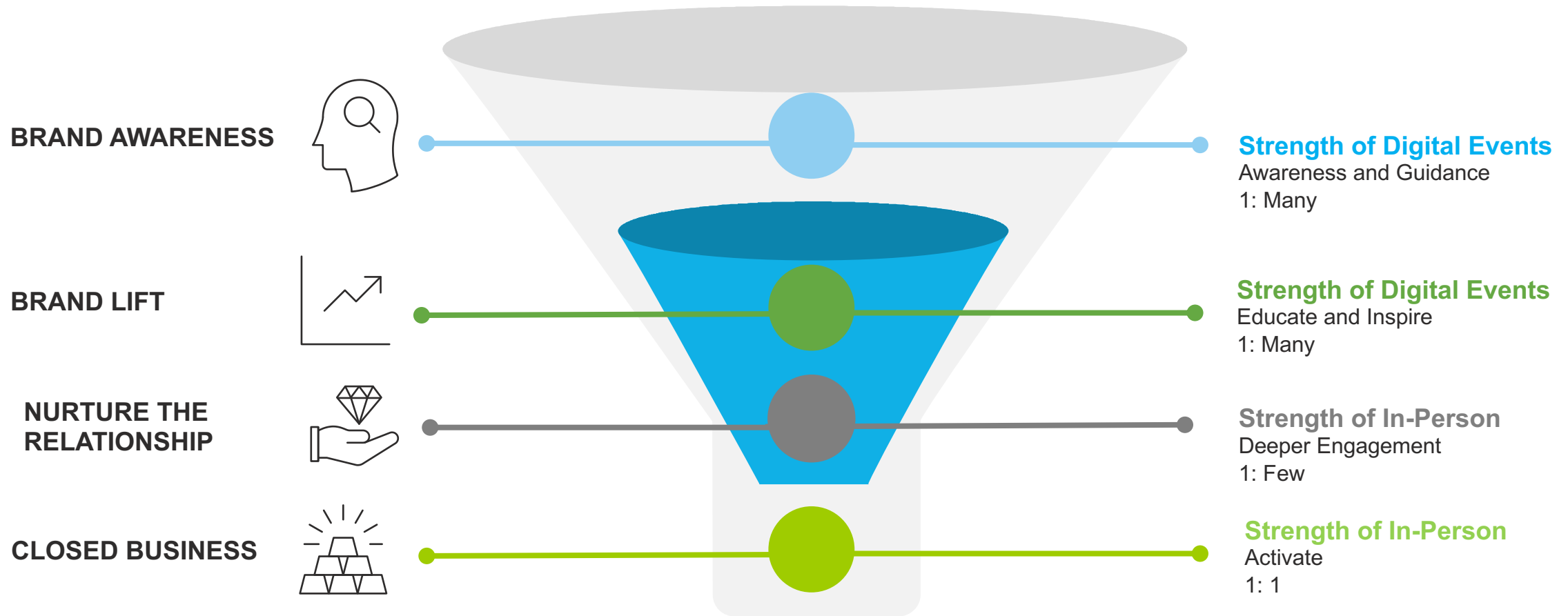- Most remembered exhibit and reasons why

Intentions for business impact

Online Event Pro ™	Behaviors
Online Digital Sentiment	Intentions
Pulse Surveys	Sentiment
Secondary Research	Industry

Behaviors

Sentiment   **Intentions**

closing

SUCCEEDING IN DIGITAL

start at the top with digital events

BRAND AWARENESS

Strength of Digital Events
Awareness and Guidance
1: Many

BRAND LIFT

Strength of Digital Events
Educate and Inspire
1: Many

NURTURE THE RELATIONSHIP

Strength of In-Person
Deeper Engagement
1: Few

CLOSED BUSINESS

Strength of In-Person
Activate
1: 1

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exhibitor success will come from

1 Clearly defined goals and objectives

2 Robust pre/post communications and content strategies that engage and inform

3 Transitioning from sales to thought leadership that inspire and elevate

4 Shifting from evergreen content to content that is unique and latest/greatest

5 Understanding new audience profiles to drive business results

6 Quantify usage and impact on your brand to understand your exhibit's performance

upcoming RSNA exhibitor webinar sessions

How to Promote Your RSNA Exhibit: Tools and Strategies for Event Marketing and Media Relations

Presented by VPO/Cision PR Newswire
Wednesday, October 21, 2020 @ 10:00 am CT

The habits of conference attendees and the media are changing. With higher workloads and less resources, event audiences are strapped for time, making pre-show marketing crucial. In this webinar, Virtual Press Office/Cision PR Newswire will provide tips for creating quality event content and information about the tools available to help accomplish important event goals, such as increasing brand awareness, booth traffic and earned media.

Effective Virtual Trade Show Strategy Part 2: Quick Tips to Increase Engagement and Quantify Your Results

Presented by Robyn Davis, Exhibitors WINH
Wednesday, October 28, 2020 @ 10:00 am CT

Part 2 of our Q+A webinar series with Robyn Davis will cover some of the strategic actions you'll need to take during and after RSNA 2020 to increase engagement and quantify your results (improving your during-show interactions, follow up plan, etc.)

Registration for all webinars is free for RSNA exhibitors
All webinars will be recorded and posted on our Exhibitor Best Practices page so they can be watched on-demand if you are unable to join us live.

Questions? Contact Sherry Gendel at sgendel@rsna.org or @ 1-630-481-1091

FREEMAN®

Thank You!

SKIP.COX@FREEMAN.COM

JEFF.STANLEY@FREEMAN.COM

PARUL.SHAH@FREEMAN.COM

KEEP THE CONVERSATION GOING...

Reach out to our strategy and data teams at
research@freeman.com