

## Press Release

### **NEW DIGITAL PLAYBOOK REVEALS SOCIAL MEDIA AND DIGITAL MARKETING BEST PRACTICES FOR EXHIBITION INDUSTRY**

*First ever cross-industry research highlights new strategies and tactics*

**New York, NY August 12, 2013** – A special cross-industry collaboration representing the major players in the trade show and conference market has released the Digital Playbook, a new research and guidance piece meant to be an actionable tool for corporate marketers, show owners and association executives looking to optimize their social media and digital marketing.

Now available at [www.gpj.com/digitalplaybook](http://www.gpj.com/digitalplaybook), the report outlines specific recommendations in three areas: revenue generation, attendee and customer engagement and cost containment. The aim of the Digital Playbook is to give senior marketers and exhibition industry professionals a common framework to benchmark spending, understand where customer behavior is headed and align investments to measurable business objectives.

Under the umbrella of the Center for Exhibition Industry Research (CEIR), the research arm of the exhibition industry, the group behind the Digital Playbook includes the American Society of Association Executives (ASAE), EXHIBITOR Magazine, the International Association of Exhibitions and Events (IAEE), INXPO and George P. Johnson Experience Marketing (GPJ).

“Our mission is to create the most educated, informed and empowered exhibition industry possible, so we are delighted to spearhead the Digital Playbook effort along with our partners,” said Cathy Breden, CAE, CMP, chief operating officer for IAEE and Executive Director of CEIR. “We designed this for utility so the report is full of not only useful findings, but also recommendations about how to move forward.”

Some of the Digital Playbook’s key findings:

- 68% currently have a digital strategy in place, leaving a digital strategy “gap”
- 72% predicted increases in digital spend
- 70% of all respondents customize their digital offerings to target audience segments
- Going forward, 67% plan to invest more in mobile and social tactics
- Email continues to be a workhorse, it’s the top ranked resource used for revenue generation and the most used tactic for cost containment

“The Digital Playbook reveals that we’re in the midst of an enormous shift that in its size and scope reminds me of the move from a tactical event management mindset to an event marketing mindset that swept our industry in the 1990s,” said David Rich, Senior Vice President, Strategy + Planning/Worldwide at GPJ. “While there’s no set formula that applies to social media and digital that works for everyone, there are emerging standards and best practices all must know.”

Initially revealed at a VIP Keynote Panel at the IAEE Midyear Meeting in Atlanta, Georgia on Tuesday, August 6, further promotional efforts will put the Digital Playbook in the hands of marketing leaders looking to improve their integrated marketing model as well as exhibition and sponsorship decision-makers tasked to optimize their budgets and increase the value of events.

“It’s in the interest of any stakeholder in the exhibition industry to develop a discipline around social media and digital marketing in whatever manner drives results for their organization,” said Robb Lee, chief marketing officer of ASAE. “Otherwise you run the risk of reacting to adverse behavioral changes that may prove difficult to alter; it’s better to be proactive to ignite the conversation and garner results.”

(more)

**About George P. Johnson (www.gpj.com)**

GPJ is the #1 ranked experience marketing agency enabling leading brand marketers to create great ideas and bring them to life through integrated experiential programs that leverage online, mobile and physical brand interactions. Clients in technology, healthcare, consumer goods, finance and other fields rely on GPJ to help them compete more effectively on a global basis by creating and accelerating relationships with customers, employees, partners, media and other influencers. GPJ is part of Project: WorldWide, the leading independent engagement marketing solutions network (www.project.com). Follow GPJ at [www.twitter.com/georgepjohnson](http://www.twitter.com/georgepjohnson).

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**About CEIR:**

The Center for Exhibition Industry Research (CEIR) serves to advance the growth, awareness and value of exhibitions and other face-to-face marketing events by producing and delivering research-based knowledge tools that enable stakeholder organizations to enhance their ability to meet current and emerging customer needs, improve their business performance and strengthen their competitive position. For additional information, go to [www.ceir.org](http://www.ceir.org).

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**About IAEE:**

Trusted since 1928, IAEE provides quality and value to its members through leadership, service, education and strong relationships. IAEE is the largest association of the exhibitions and events industry in the world, with a membership of show Organizers, exhibitors and exhibition suppliers representing more than 20,000 exhibitions and buyer-seller events around the world. IAEE advocates and promotes the awareness of face-to-face exhibitions and events as the primary medium for business development and growth and provides relevant, timely and innovative education to its members and the industry. Visit [www.iaee.com](http://www.iaee.com) for more information.

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### **About ASAE**

ASAE is a membership organization of more than 21,000 association executives and industry partners representing 10,000 organizations. Its members manage leading trade associations, individual membership societies and voluntary organizations across the United States and in nearly 50 countries around the world. With support of the ASAE Foundation, a separate nonprofit entity, ASAE is the premier source of learning, knowledge and future-oriented research for the association and nonprofit profession, and provides resources, education, ideas and advocacy to enhance the power and performance of the association and nonprofit community. For more information about ASAE, visit [www.asaecenter.org](http://www.asaecenter.org).

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### **About Exhibitor Media Group**

The leader in trade show and corporate event marketing education, Exhibitor Media Group publishes the award-winning EXHIBITOR magazine – best practices in tradeshow marketing, and produces EXHIBITOR2013, the tradeshow and corporate event industry's top-rated educational conference; EXHIBITORFastTrak regional accelerated learning conferences; EXHIBITOR eTrak live online educational sessions; and GRAVITY FREE, multidisciplinary design conference. Exhibitor is the founder and sponsor of CTSM (Certified Trade Show Marketer), the industry's only university-affiliated professional certification program. Visit [www.ExhibitorOnline.com](http://www.ExhibitorOnline.com). It is the tradeshow and event community's most comprehensive online resource.

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### **About INXPO:**

INXPO is changing the way businesses communicate better with their customers, employees, partners and prospects. The company's webcasting platform can be deployed as a link on a website or in an email, in an online virtual event on the company's award-winning event platform, or as part of an ongoing 365 community inside its Social Business TV product. It has more than 3,000 successful online communications programs for global customers, including Autodesk, Cisco, Freeman, George P. Johnson, Hilton, HIMSS, P&G, PCMA, TechTarget, UBM and the U.S. Department of State. To learn more about our virtual online communications platform please visit [www.inxpo.com](http://www.inxpo.com), email us at [contactsales@inxpo.com](mailto:contactsales@inxpo.com) or call (312) 962-3708.

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