

Global EventView Report Confirms that Events and Web Lead the New Marketing Mix

*Global marketing and sales decision-makers turn to
participatory direct response channels to combat the turbulent economy*

AUBURN HILLS, Mich. and DALLAS, TX – April 28, 2009 – Corporate sales and marketing executives rely on events and the Web as the marketing disciplines that provide the greatest return on investment (ROI). This and other key findings can be found in the newly released global edition of *EventView 2009*, the largest and longest-running annual survey of corporate sales and marketing executives on the topic of meetings and events within the integrated marketing mix.

EventView is produced through a unique collaboration among the [Meeting Professionals International \(MPI\) Foundation](#), the [Event Marketing Institute \(EMI\)](#) and [George P. Johnson \(GPJ\) Experience Marketing](#). The research is executed by independent research agency Intellitrends. The *Global* report is part of a year-long series that provides insight into marketing strategies in North America, Western Europe, Asia Pacific and across a number of verticals including Healthcare, Technology, Automotive and Financial Services.

The report underscores the need for organizations to re-focus on creating and deepening customer relationships - and the marketing mechanisms that activate those relationships - to drive short-term profits and lifetime brand value. It also provides the most definitive evidence yet that a new integrated marketing model is emerging, one based on cutting through marketplace clutter and engaging customers with highly-personal and relevant experiences that motivate consumers to action where they live, work and play.

Key findings in *EventView 2009: Global* include:

- 31% of respondents choose event marketing as the marketing discipline that provides the greatest ROI followed by Web marketing 20%
- Event marketing (40%) and Web marketing (31%) are the first marketing channels to benefit from an increase in the overall marketing budget
- 52% choose event marketing as the discipline that best accelerates and deepens relationships followed by public relations 21%
- 43% of respondents indicate that event marketing is taken under consideration along with other media and 32% characterize events as a vital component of the marketing mix; 15% say events are a lead tactic

A pdf of the Global report is now available for download at www.mpiweb.org, www.gpj.com and www.eventmarketing.com. The release coincides with a detailed *EventView 2009: Global* presentation at the Event Marketing Summit in Chicago, taking place from April 27-29th.

“There’s no doubt that at a time when the business community, non-profits and other organizations need to shore up their existing customer base and open new revenue streams, that meetings and events play a crucial role in creating those opportunities,” said Bruce MacMillan, president and CEO of MPI. “*EventView* data is helping to shift the marketing conversation towards an ROI and business performance model based on tangible revenue impact and other measurable outputs.”

“Those channels that empower brands to connect with customers, build trust and move a relationship forward are getting all the attention because they compress the sales cycle. That’s what live experience and the web do,” said Kerry Smith, Executive Director of the Event Marketing Institute. “Now more than ever, business customers and consumers want to look the brand in the eye and trust the brand they’re spending money with. The data confirms that marketers and sales managers understand this reality and are investing accordingly.”

“While not unexpected that events and Web marketing would be high on the list for ROI, the degree to which these two channels are coupled in the minds of marketing executives and other leaders positions this to be more than a passing fad,” said Robert G. Vallee Jr., CEO of GPJ. “The commonalities between these two channels – interactive, content and dialog-based, community-oriented etc. – point to an emerging hybrid direct response marketing model that organizations should position themselves to take advantage of to grow their business, especially in this difficult economy.”

About the *EventView 2009* Study

Now in its seventh year, the *EventView* study is the event and meetings industry’s longest-running, global report on event marketing trends. Between December 2008 and March 2009, 942 individuals in marketing management positions from North America, Europe and Asia Pacific were interviewed via telephone (by independent research agency Intellitrends) with the goal of bringing clarity to the value and role that events play in the marketing mix. Among respondents, 45% represent companies with more than \$1 billion in annual sales revenue. The results of the 2009 survey have a +/-3% margin of error.

About Meeting Professionals International and the MPI Foundation www.mpiweb.org

The MPI Foundation powers the vision of Meeting Professionals International (MPI), the meeting and event industry’s largest and most vibrant global community comprised of more than 24,000 members representing over 80 countries worldwide. Contributions from MPI members, chapters and organizations are invested in high-impact programs to support a rich, global meeting and event industry and shape the future of the meeting and event profession. For more information, visit mpifoundation.org.

About George P. Johnson www.gpj.com

Established in 1914, GPJ is one of the foremost experience marketing agencies in the world. Named one of Advertising Age’s “Top 25 Marketing Agencies”, it provides a full suite of relationship-building event, exhibit and live experience solutions through which it helps Fortune 500 and other premier companies bring their brands, services and products to prospects, customers, employees, partners, media, analysts, shareholders and other audiences around the globe.

About Event Marketing Institute www.eventmarketing.com

The Event Marketing Institute is a think tank, educator, and global professional resource dedicated to the advancement and development of best practices, insights and business intelligence for individuals and companies using live marketing as a strategic marketing initiative. EMI serves as a catalyst for innovative thinking in event marketing strategies, tactics and measurement.

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