

QUESTIONNAIRE

**How will
the future
of the
exhibition
industry
look like?**



Swot Anlysis Research Evaluation Chart

Prepared by Berislav Čižmek

Zagreb Fair - UFI Marketing Committee Chairman



Supported by:

Zagreb Fair, UFI - The Global Association of the Exhibition Industry, Ante Gavranović - Binoza Press, Zagreb

Zagreb, June, 2006

QUESTIONNAIRE

prepared by Berislav Čižmek , Zagreb Fair - UFI Marketing Committee Chairman

Zagreb, June, 2006

How will the future of the exhibition industry look like?

1. SWOT ANALYSIS (results)

STRENGTHS

PERSONAL CONTACT BETWEEN EXHIBITORS AND VISITORS

- Face-to-face communication - personal contact / mirror of markets - direct contact

FAIRS AS “MEETING POINT OF BUSINESS”

- Business platform - meeting point for business – the place the world meets - marketplace to observe real market trends - promotion of new commodities, ideas, technologies

PERSONAL EXPERIENCE / INTERACTIVITY

- Participation is a personal experience, **I lived that** - use of 5 senses - interactivity and immediate feedback - the one and only “multi-sensoric-marketing-tool”

TRADITION AND POSITION

- Tradition, network, solution provider, complex services – well established industry - will last forever

EXHIBITION INDUSTRY- POTENTIAL AND KNOW-HOW

- Huge business potentials - active position of exhibition industry leaders - very professional, detailed knowledge of markets

INNOVATION – NEW TRENDS - GLOBALISATION

- Powerful media - plurality, diversity – globalization – innovations - new business partners

WEAKNESSES

IN & BETWEEN SECTOR COMPETITION

- Hard competition in terms of date of event and subject of event - too many events in the same sector - “inflation” of events (many similar events)

COMPLEXITY / LABOUR INTENSIVENESS

- Labour - intensiveness of exhibitions as compared with other marketing communication tools , hard work, labour intensive, can be complicated – preparation, implementation, follow – up
- Complexity – results are depending on cooperation of all market partners (exhibitors, visitors, organizers and a lot of service providers), long time (real time) requirement, can not be speeded up - depending on many factors, they are not well known for many companies

COSTS

- High cost for exhibitors and visitors - cost intensive organisation – long lead times, advance expenditure – perception as an expensive tool, perceived to be expensive and time consuming ,connected with travel costs as well - rising costs of participation in exhibitions cut off small and medium size enterprises from the exhibitions

GLOBALIZATION EFFECTS

- Because of concentration processes (shrinking number of players in many industries) fairs are sometimes not useful any longer – globalization - in times of globalization big players try to find “global marketing-channels”

ROI

- Seemingly cost demanding (upfront) while return/result is later - little ROI measurement - complicated calculating methods of ROI

DISCREPANCIES BETWEEN PRICES AND QUALITY

- Prices, schedule, level of infrastructure, quality of service - high costs, low service

OTHER (UNDERSTANDING - PROMOTION – LOW CONTACT FREQUENCY)

- Lack of understanding as to what our industry actually brings to Cities/Countries -not that customer driven - low level of people’s awareness how to exhibit and how to visit efficiently - funding for promotion of the industry - Contact on few days a year

OPPORTUNITIES

NEED FOR PERSONAL COMMUNICATION

- Concentration on personal b-to-b-conversation (congress - fairs, events within fairs) -Growth of human demand/value of face-to-face contacts – **we are human beings** - increasing of importance of professional communities - communication trends are turning from mass (classical) media to personal (direct) way of communication (direct marketing, fairs)

SPECIALIZATION OF FAIRS

- Specialization, cooperations , international partnerships – offer of “higher” knowledge - specialized trade fairs, provide more education for exhibitors, simplify the sequences of participation for exhibitors, more CRM

IMPLEMENTATION OF DIFFERENT FORMS OF NEW BUSINESS CONCEPTS / NEW APPROACH TO CONSUMER

- Innovation, new approach to customers, combination with new technologies - new business concepts, new topics - attention of new and younger generations - matchmaking - integration/use of New Technologies and other media in the trade fair industry - to see market overview, competition, own position and benchmarking - parallel events in fairs frame –

smaller fairs but fairs with greater level of efficiency + fairs with events - interregional exhibitions that mirroring significance of national and regional economies

NATURE OF CONTEMPORARY ECONOMY

- Quick changes in diversity of products and services all around the world - shorter products' life cycles, innovations in many sectors, reduction of life cycle of products - technology is creating new products, services and new ways of doing business, all of this translates into more opportunities to launch new exhibitions.

POSITIVE MACROECONOMIC DEVELOPMENT

- Positive macroeconomic development in many industries makes the marketing tool "exhibition" very attractive to many companies –the growth of the Chinese and Indian (among others) economies - opportunities especially in the well developed markets like USA, EU, large countries from Latin America – Mexico, Argentine and Brasil, also for almost all of the countries from South East Asia region - growth in Asia and Middle East

POZITIVE GLOBALIZATION EFFECTS

- Globalization for SME - increase of small and medium size enterprises - globalization, regionalization, innovation, information technology, business tourism – globalization as a factor of market development - cross border cooperation

OTHER (NEW & BETTER SERVICES ,NEW MARKETS , ADVERTISING COSTS)

- Raising awareness among corporations of the power of exhibitions in the market place - new venues with good facilities in growth counties - roll out of fair concepts world wide - Increase of cost, decrease of efficiency of advertising; decrease of people's confidence to advertising and overloading by advertising - more personalization and more "human value" in product development - new markets

THREATS

COMPETITION (OTHER MARKETING TOOLS)

- Competition of corporate events, in - house exhibitions and events,new activities initiated by exhibitors like show rooms,in house events – competition of other marketing tools and big shopping malls - competition from other forms of marketing and communication – Internet and direct marketing

NEW ICT AND MEDIA SOLUTIONS

- Internet solutions, e-marketing, e-trade - increasing of new media - future interactive electronic means of communication
- Especially consumer goods – Internet will be more important than trade fairs in this sector

SECURITY PROBLEMS

- Security problems (9/11) - global threats like terrorism, diseases (like SARS)

NEGATIVE GLOBALIZATION EFFECTS

- Globalization – decreasing number of B2B decision makers, as a factor of mergers and acquisitions (decrease in number of market players)

“ PARTICULAR PROBLEMS IN INDUSTRY ”

- Overcapacity of exhibition surface - decrease of labour force (time available) at organisers – increasing costs of the organizers and no way to increase stand-prices

OTHER

- Global economic downturn – this marketing tool is very vulnerable during economic declines as marketing manager used to cut marketing expenses on fair first - marketing budgets, direct sales events

QUESTIONNAIRE

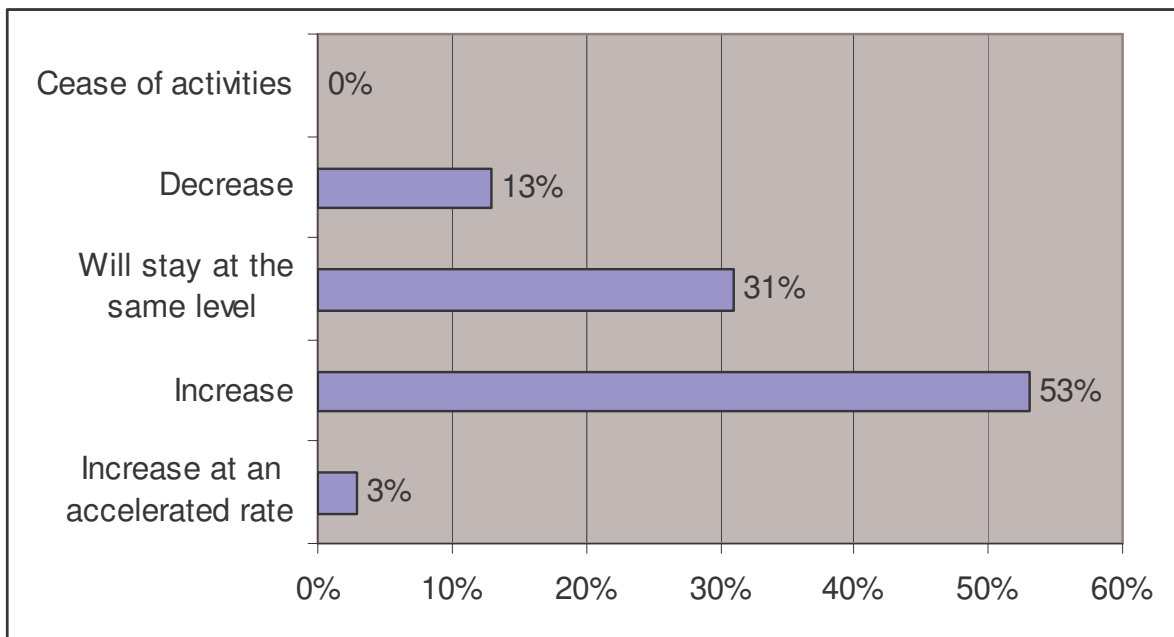
prepared by Berislav Čižmek , Zagreb Fair - UFI Marketing Committee Chairman

How will the future of the exhibition industry look like?

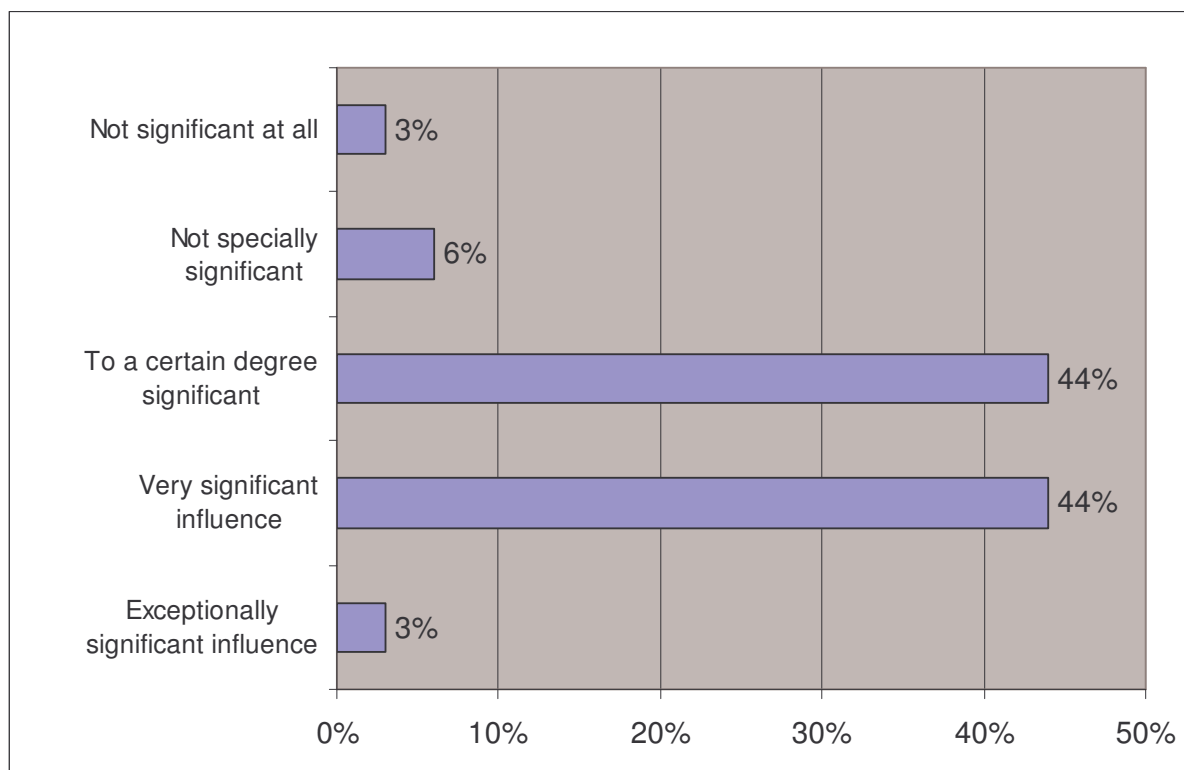
Zagreb, June, 2006

2. RESEARCH EVALUATION CHART

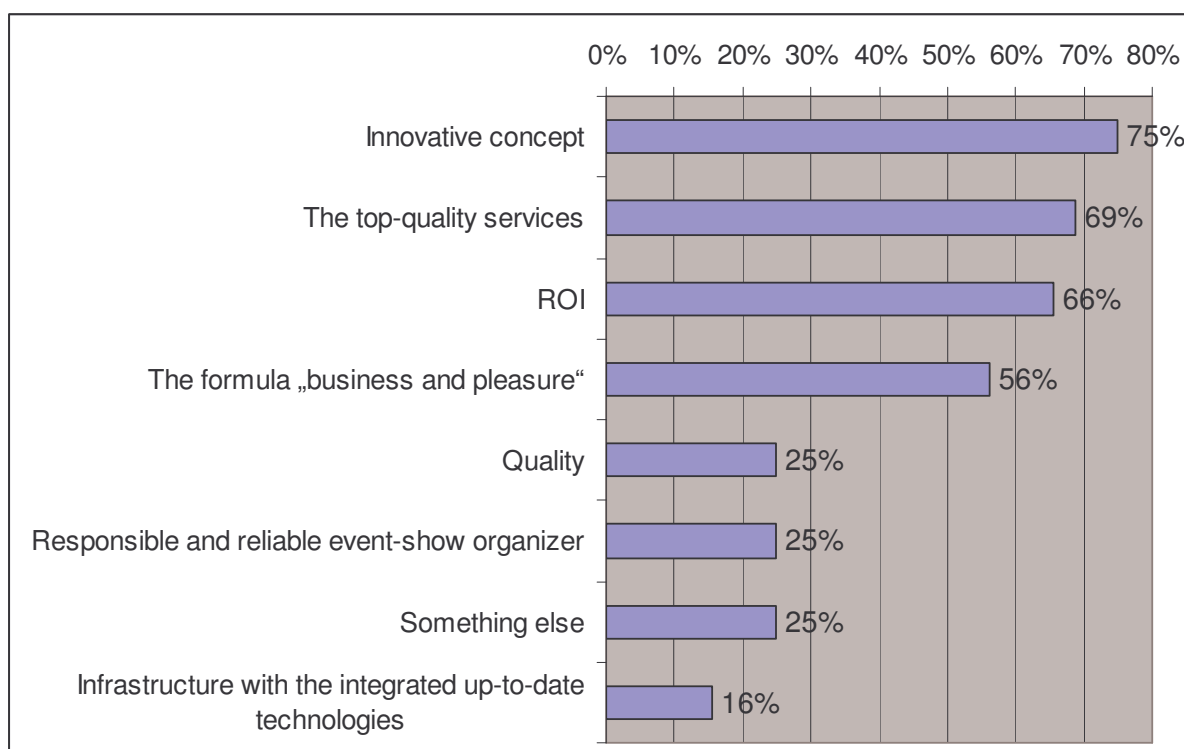
(Q2.) What is your perception of the exhibition industry and its position in the upcoming 10 years?



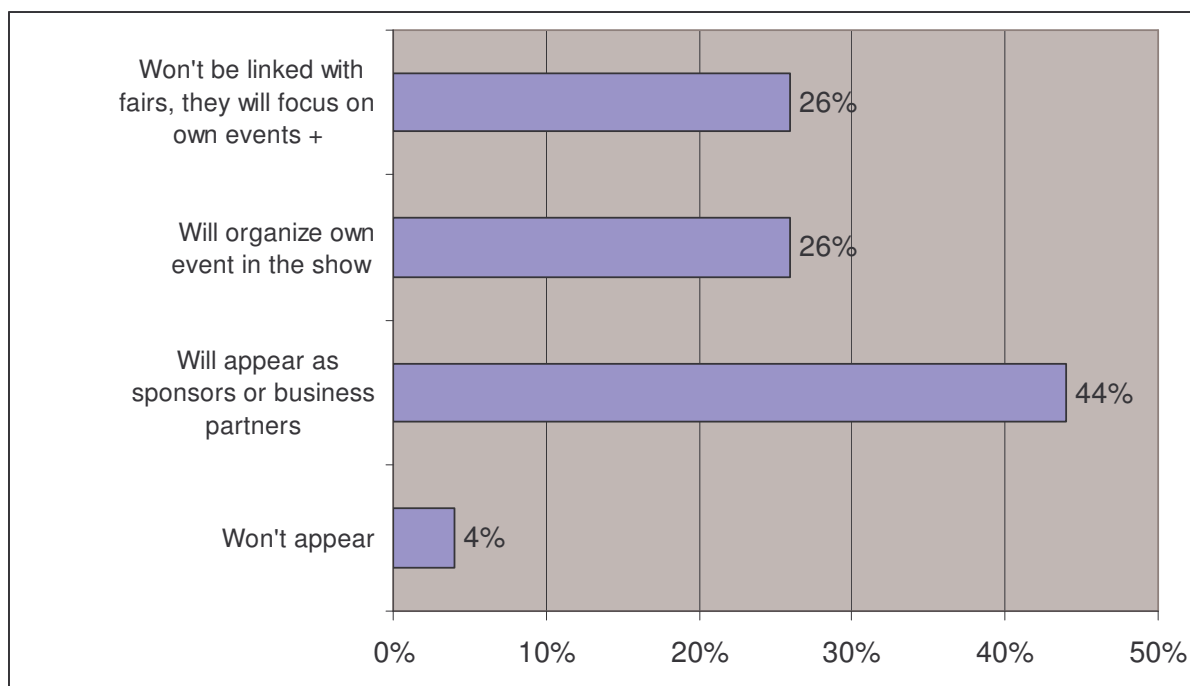
(Q4.) To what degree the world's fairs influence the top happenings and trends in a certain branch?



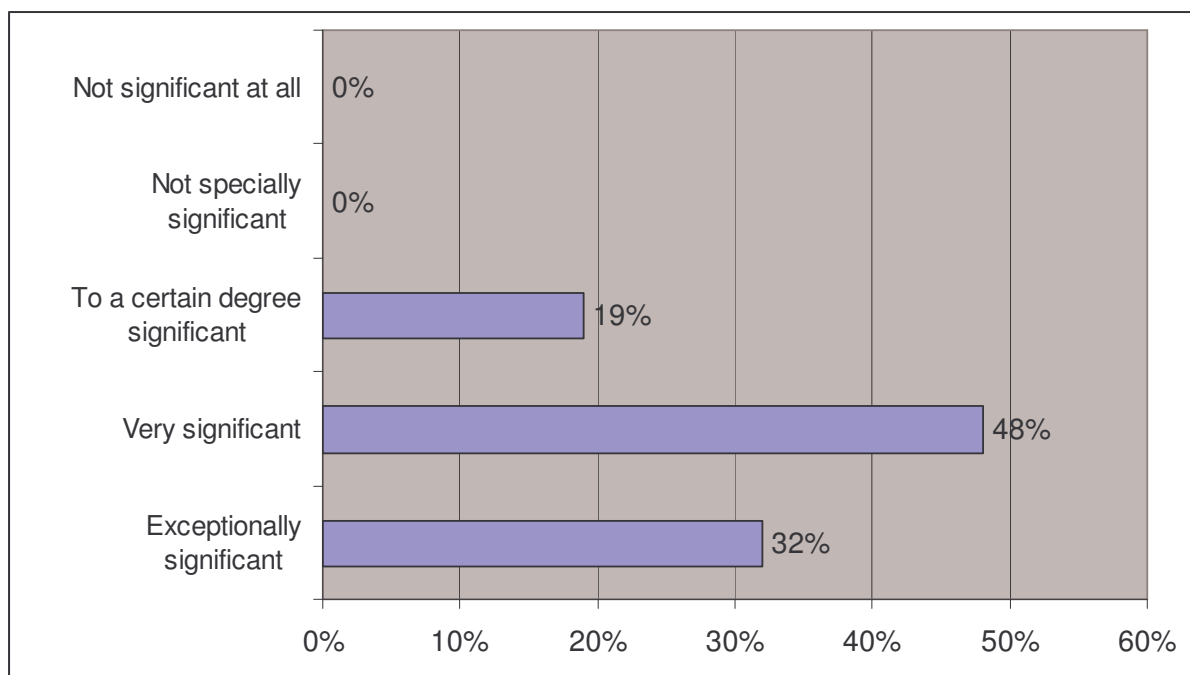
(Q6.) What is in your opinion of major importance for participation of exhibitors and visitors? (sum of % is higher of 100 because of multiple response)



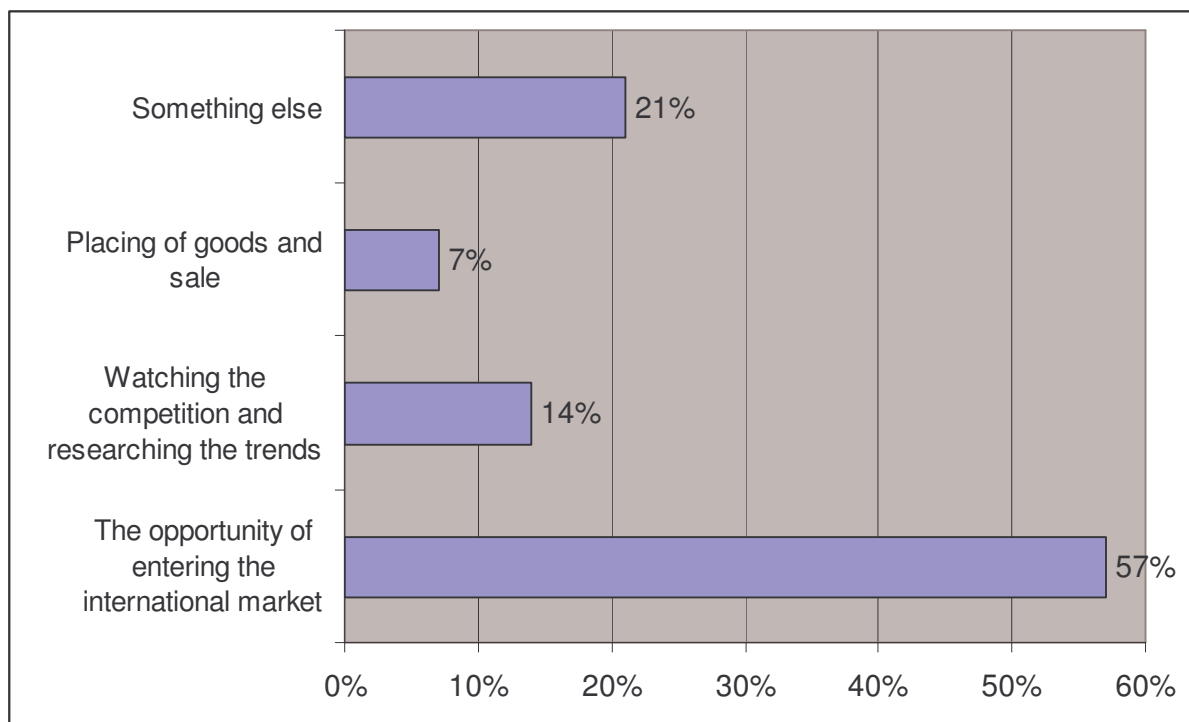
(Q7.) What is your opinion of the global brands and their appearances at exhibitions in the days to come?



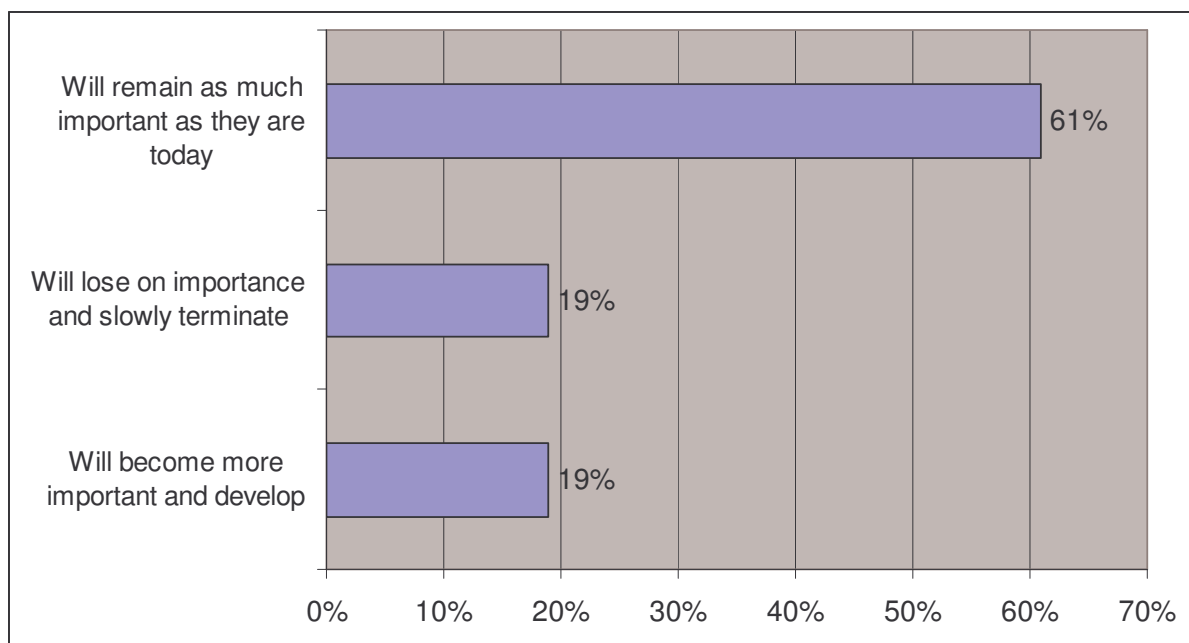
(Q9.) How do you evaluate the importance of the exhibition industry in terms of the development of small and medium-seized enterprises?



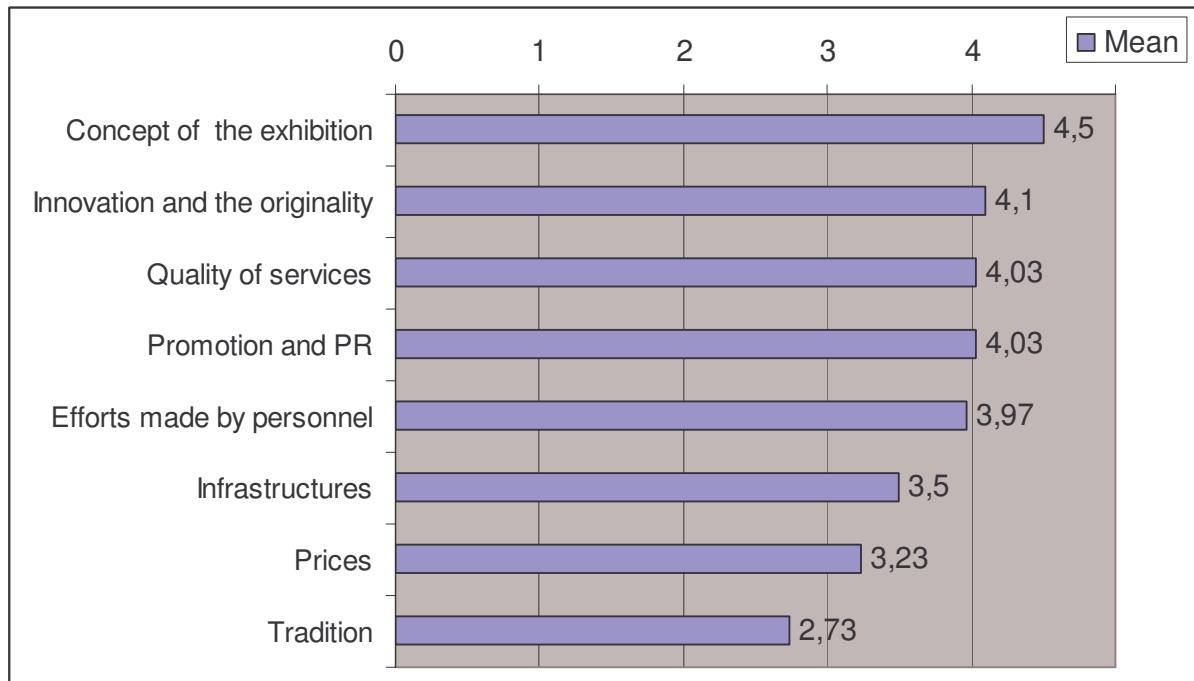
(Q10). If you have evaluated importance of the exhibition industry to the small and medium-sized enterprises as significant, in your opinion what are the main reasons:



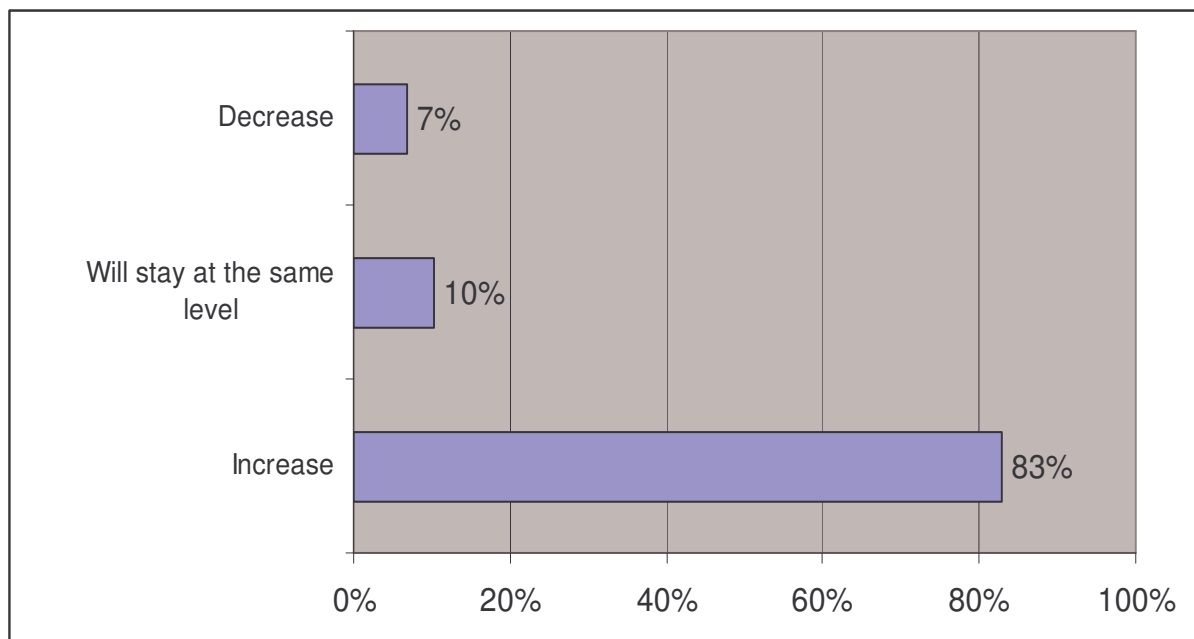
(Q11). What do you think of the future position of regional fairs?



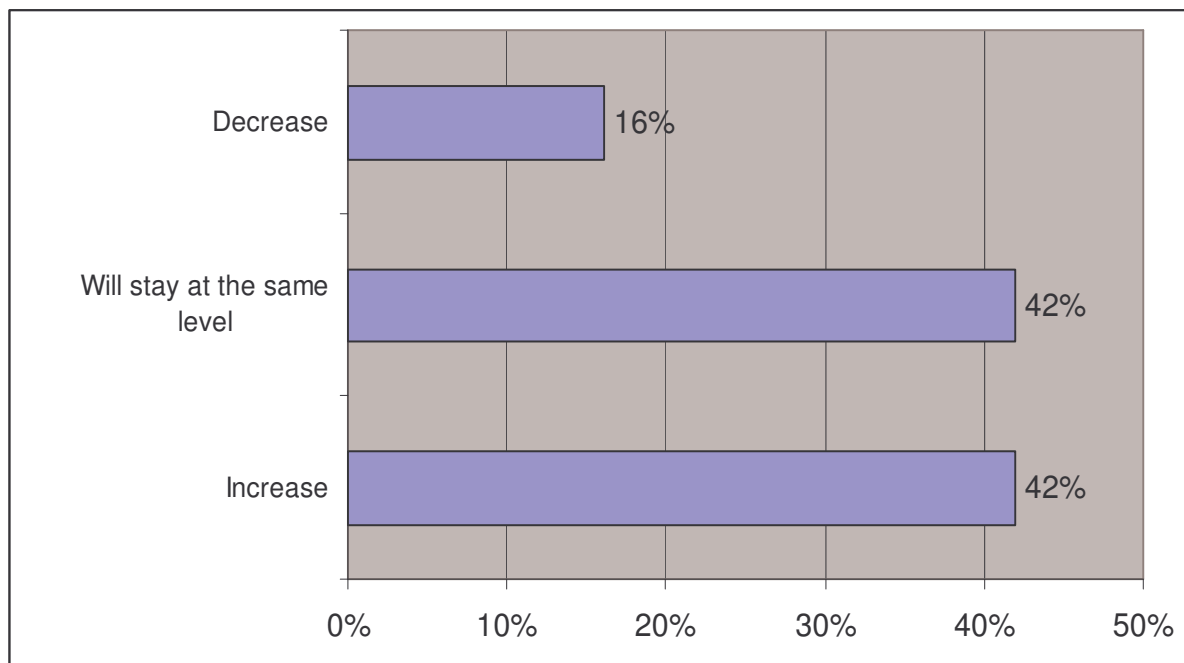
(Q12). Evaluate the influence of below mentioned items to the success of the fair with the marks from 1 to 5.



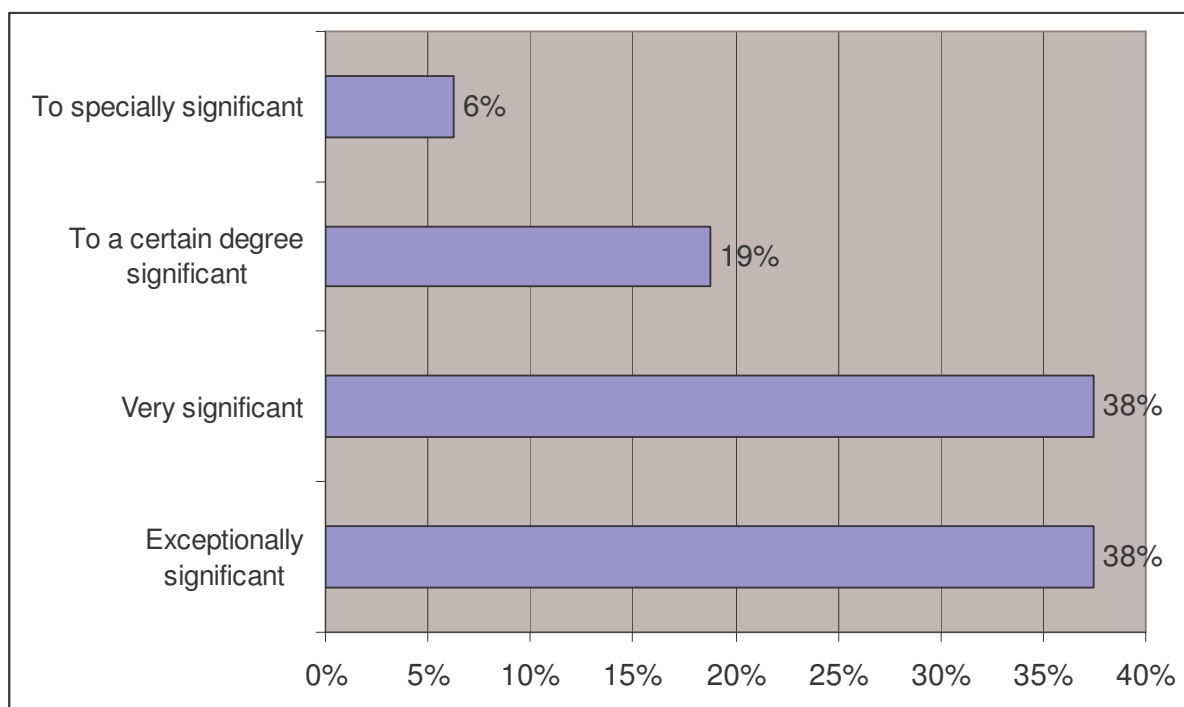
(Q14.) What is your judgement of the development and importance of B2B events - exhibitions?



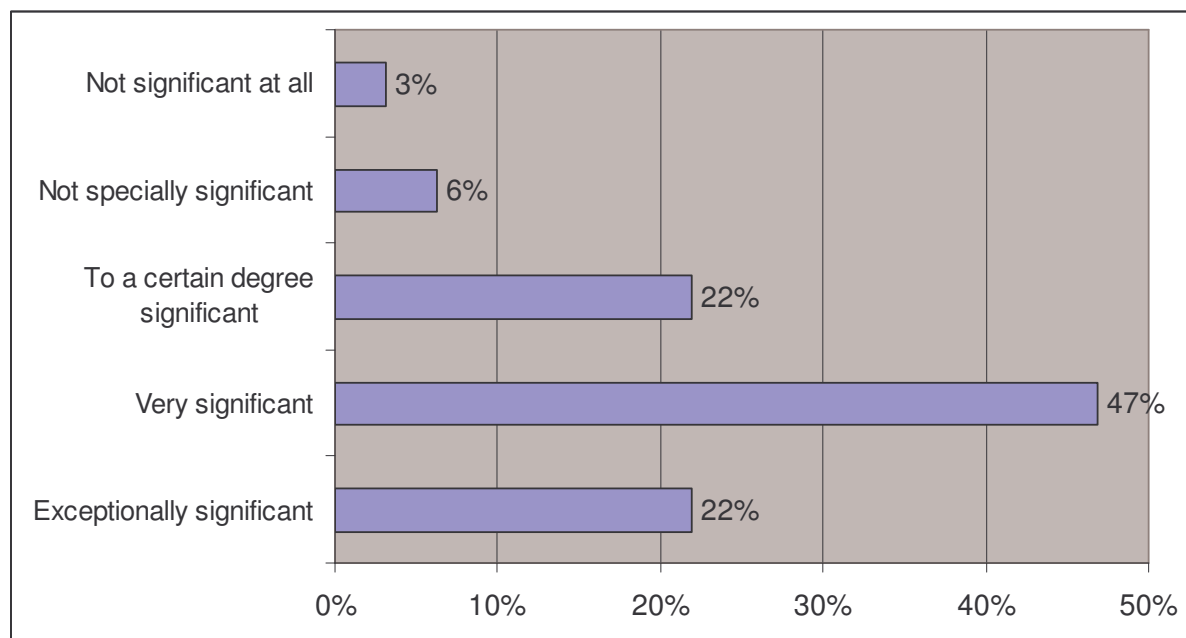
(Q15.) What is your judgement of the development and importance of B2C events - exhibitions?



(Q16). To what extent does permanent education of your existing and prospective exhibitors contribute to their better understanding of exhibition industry, quality preparation activities, better and versatile content of the participation and achieving the goals at exhibitions?



(Q17). How do you evaluate the initiatives and the needs to establish special business schools and training of the personnel at exhibitions? Please bold the letter which best describes your answer.



(Q19.) How important are the induced effects, second-third benefits (development of the regions, cities, certain industrial branches etc.) for the future of exhibition industry?

