

EMI^Q

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TRENDS | TRAINING | TOOLS

NEWS, INSIGHTS, UPDATES FOR MEMBERS OF THE EVENT MARKETING INSTITUTE

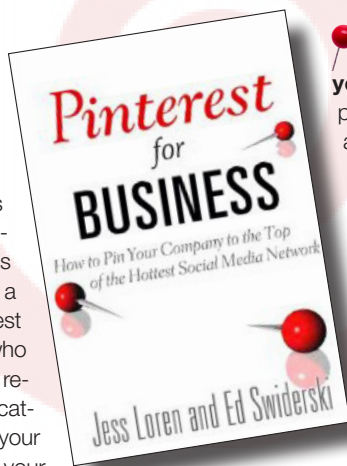
Q3 2013

PINTEREST FOR BRAND MARKETERS

Did you know that the pin is stronger than the post? According to recent data by Piqora, a maker of marketing and analytics software, Pinterest pins last 1,000 times longer than a tweet or post. The longtail of a pin can last 30 days, versus tweets or posts which only last a matter of hours. And Pinterest's virality ratio increased 42 percent from Q4 2012 to Q1 2013. If you think it's just about awareness building, consider this fun fact from retailer Sephora: it's Pinterest followers spend 15 times more than Facebook fans. That's a lot of lipstick.

Clearly, there's good reason for brand and event marketers to be excited about the possibilities when it comes to Pinterest and live events. Edward Swiderski, coauthor of "Pinterest for Business" and SVP at Legacy Marketing Partners will break it down in detail at this year's EventTech (Nov. 6-8 in Las Vegas—EMI members get a 10 percent registration discount), with a complete primer on who's doing it right, who's doing it wrong and how you can make Pinterest a part of your next event strategy. Until then, Swiderski offers five first steps you can take to begin leveraging

1. Build your audience on Facebook and Twitter first. By virtue of being able to log into your Pinterest account with Facebook and Twitter, chances are, most of your target Pinterest demographic also has accounts on both. While a fair number of your Pinterest subscribers will be people who find you organically through repins and browsing through categories, you'll want to direct your Facebook & Twitter fans to your page first, so you have a strong base to re-pin your content.



2. Find your tone before your pin. If your business already has a Facebook or Twitter presence, you've probably already given some thought about the editorial tone of your posts and tweets. Pinterest's smattering of different categories makes it tempting to post a little bit of each. Stick to one strong theme or tone in your posts to make your brand image consistent and more resonant with your audience. But, with that said...

5. Determine your best Pins and act accordingly. Pinterest is powerful: with nearly a quarter of social commerce coming from Pinterest in Q2 2013 (according to Business Insider), your pins can give consumers the final push into buying your product. Take note of which of your pins get the most notice, and plan your future editorial calendars to follow that direction. One pin can be the difference between a consumer being on the fence and a solid purchase.

3. Don't be afraid to escape your comfort zone. Continually posting photos of your products, and only your products, makes for an extremely boring Pinterest page. Take a cue from brands like Nordstrom, who aren't afraid to have a board titled "Fashion Cats," which is fittingly filled with fancy felines. Appealing to similar genres that your demographics like, even when they're not explicitly related to your brand, can endear your brand to your fans with your personality.

4. Sweeten up your eye candy. Competing with Pinterest's never-ending pin feed and short-attention span means creating content that stops users' scroll wheels in their tracks. Don't skimp out on professional quality, stylistic photos of your product to catch people's eyes. While Twitter allows more for impromptu photos, Pinterest is anchored on magazine-style glamor shots.

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UPCOMING EVENTS

QUARTLERY EMI ANALYST CALL

TUESDAY SEPT. 24, 2013

2:00 p.m. EST

Topic: 2014 Tech Preview: 7 Digital Trends to Bet On

Dial in for a rapid-release conversation for EMI members on what's hot, what's so not and what you need to start building into your 2014 social media and technology toolkit.

Dial-in: 888.387.8686
Conference ID: 3784699

EVENTTECH NOV. 6-8, 2013

Bellagio, Las Vegas

After two years in New York, we're supersizing the only conference focused on using social media and technology to amplify live events. Join us for more than 100 sessions, demos, hands-on tech test-drives, workshops, boot camps and more. EMI Workgroup members get a 10 percent registration discount. Register today: kritch@eventmarketing.com

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EXPERIENTIAL PROGRAMS FROM AROUND THE WORLD

BLINKBOX MAKES BIG STATEMENT WITHOUT SAYING A WORD Even if you aren't sucked into HBO's "Game of Thrones" drama yet, you can still appreciate the stunt U.K.-based TV streaming service blinkbox pulled to celebrate the July 15 arrival of the third installment of the epic series. In the overnight hours, a team trucked in and placed a giant dragon skull sculpture the size of a bus on Dorset Beach, a popular site in South West England for fossil hunters, making it appear as though it had washed up on shore. According to blinkbox, the skull was inspired by a scene in the series in which character Arya Stark (Maisie Williams) discover a dragon skull in the dungeons of King's Landing. At this point in the story, the dragons are supposedly long dead, but it hints

at their return. A team of three sculptors spent more than two months designing, constructing and painting the skull which measured 40 feet long, eight feet wide and stood more than nine feet tall. [Click to launch the video.](#)

DREAMFORCE ATTENDEE PROMO REEL UNVEILED Salesforce.com's Dreamforce is turning out to be a top trend-setting event for b-to-b marketers. The 2013 program uncorks in San Francisco this November and the event team at Salesforce.com has unveiled the first sizzle reel. Take a look, as it's good fodder for any event marketer strategizing about how to promote and position their events. [Click to launch the video.](#)

INTEL TIES INTO CONVERGENCE WITH GAMIFICATION How does Intel engage online audiences with a game in a crowded gaming market? By taking the game out of the virtual world and building it in the real one. There's a new world of experience programs coming this year, and you'll likely see them being played out in the physical world, with "digital convergence" campaigns gaining traction to connect digital and physical, just this like this one from Intel's Ultrabook. The competition is called Push for Ultrabook. [Click to launch the video.](#)

PRODUCT AS EXPERIENTIAL CURRENCY For Antarctica Beer at 2013 Carnival in Rio de Janeiro, the brand's product became "consumer currency." In this case, typical train turnstiles all over Rio were converted into beer-can reading machines, which essentially turned any Antarctica Beer into a free train ticket to get consumers home after the Carnival experience. [Click to launch the video.](#)

INDUSTRY TRENDS TAKING OFF THIS QUARTER

➔ **SHRINKING CONTENT** Influenced by TED, South by Southwest and a handful of other growing b-to-b event properties, an industry change is sweeping the category: Across b-to-b conferences, user groups, summits and internal events, the average length of sessions is getting shorter by the minute—literally. What was once a 90-minute keynote is now 45 minutes; the traditional hour-long breakout session has become a 20- or 30-minute presentation. Marketers says attendee attention spans are shorter and they're looking for smaller bursts of content rather than deeper dives.

➔ **EVENT SECURITY.** The Boston Marathon bombing sent a shiver down the spines of Americans—and event marketers. Experiential marketing departments are now working more closely with their agencies to understand what security is in place for their own events and the ones they attend and sponsors. They're also developing "incident contingency" plans that protect their field people, attendees and their brands in the event of a security breach or terrorism-related attack. And they're taking a much closer look at Homeland Security threat levels and briefings... and in some cases adjusting event schedules on the fly.

➔ **DWELL TIME AS A METRIC.** More marketers are equating "length of engagement" to "return on investment," rationalizing that more time with the target at an event correlates to a better chance for a sale. As a result, b-to-b event experiences, exhibit environments, trade shows and consumer programs are being designed with a specific targeted "dwell time" in mind. As marketers begin to connect length of conversation with a return on budget, they're also learning from what works and increasing or decreasing target dwell times.

WOMEN IN EVENTS, BY THE NUMBERS

New Study Explores Career Satisfaction Among Women in the Industry

Long nights, grueling travel schedules and struggling to find a balance between work and family life are the signatures of a life lived in events. While event marketing may be an equal opportunity employer when it comes to the ups and downs experienced by its people, in many ways, the roller coaster ride is totally unique for the women in the industry. While Census data and ongoing studies have reinforced some of the negative trends still impacting women across all professions (like

that persistent salary gap that has women earning 77 cents to every dollar made by their male counterparts), they don't offer insight into the complexities of being a wife, mom, sister and daughter in the wild world of live events.

To help shed light on the female experience in experiential marketing, Event Marketer magazine together with leading event agency Sparks this spring released the first-ever Event Career Satisfaction Study: Women in Events, an in-

depth analysis of industry trends, benchmarks and insights. The survey asked more than 3,300 women a series of 22 questions, and found that while the industry has its fair share of challenges (stress, followed by short deadlines, are rated the most difficult aspects of working in the event industry), sixty-six percent say they are able to achieve a comfortable work-life balance.

Here, a snapshot of top findings from the Women in Events survey.

THE TOP FIVE TRAITS NEEDED TO BE SUCCESSFUL IN THE EVENTS INDUSTRY

Attention to detail	98%
Communications skills	95%
Energy, stamina	88%
Creativity	81%
Marketing training, background, experience	76%

WHAT WOMEN IN EVENTS LIKE BEST ABOUT THE EVENT INDUSTRY

Ability to be Creative	81%
Energy and Excitement	78%
Ability to see immediate results of their work effort	61%

WHAT HELPS WOMEN IN EVENTS BALANCE THEIR WORK LIFE

Flexible hours, in general	73%
Holidays/paid time off	56%
Time-off for family engagements/events	52%
Career break/sabbaticals	42%
Flexible starting hours	32%
Flexible finishing time	30%
Job sharing	15%

72%

of women in events say that flextime is a very important benefit-related aspect of their job

85%

of women in events say that technology (cell phones and laptops) help balance work and family commitments

24%

of women in events report having a specific work-life balance policy at work

51%

of women in events have children

51%

of women in events miss out on quality time with friends and family due to pressure from work

To receive your copy of the complete report, contact: sscheppach@sparksonline.com

SURPRISING INSIGHTS ON MILLENNIALS

There are few more enticing targets these days than the Millennial set—those 17 to 32-year olds born with a cell phone in one hand, an iPad in the other and virtually unlimited power when it comes to using technology to generate waves of influence over their vast social networks. While many brands have rushed to make contact with these up-and-coming digital-savvy spenders, they may have missed the mark based on some previously held beliefs. CPG firm Concentric Marketing recently released a new study that debunks some of the myths and generalizations about consumer spending among Millennials.

Myth: Millennials enjoy engaging with brands via social media.

Study says: Half of Millennials with a Facebook account don't think brands should be on social media. Nearly 70% report following three or fewer brands across all social media channels.

Myth: Millennials are brand agnostic.

Study says: Millennials are surprisingly pragmatic in forming their perceptions around brands and are heavily influenced and loyal to brands introduced to them by their parents.

Myth: Millennials suffer from the obesity epidemic.

Study says: Despite studies showing over one-third of this generation is considered obese, Millennials

in this study were very nutritionally knowledgeable. Nearly 60 percent cited the importance of monitoring caloric intake, protein, fat grams and sugar grams in their diets. They are also eating out less and cooking at home five or more times per week.

Myth: Millennials live and shop exclusively online.

Study says: Although this generation is digitally adept and shows a bias for convenience, they still prefer a traditional brick and mortar shopping experience over e-commerce for the majority of their regular purchases. When asked for the type of store they prefer to shop the most, nearly 60 percent cited the traditional grocery store and mass merchants such as Target and Walmart.

The full study is available for digital download here: <http://getconcentric.com/millennial-research/>



TAKE FIVE

*Five questions in five minutes
with an EMI member*

Name: Peter Office

Title: EVP, Worldwide Director of Live Events

Company: Momentum Worldwide

How long: Nine years

Strategic focus: Keeping the teams around the world connected. Sharing resources. Sharing knowledge. "My job is to make sure I'm connecting the event people across each of the offices. And connecting between different groups—live producers, digital producers, creative people—to make sure we're coming up with big ideas. Our number one value is 'be one.' So even though we have offices all around the world we want to make sure we're operating as one."

Lives In: Chicago

Graduate of: Brown University

Favorite downtime activity: Spending time with family. "I love to look at the world through [my teenage daughters'] eyes. They're not as jaded as many of us in the business may be. To go to an event and watch how they interact and see what they see and learn, and the joy they may get through going to a concert or events—they're my focus group of two."

1 EMI: You started your career as a brand manager at Pepsi-Co. How did that experience inform your work in events?

PO: It laid a great foundation. Working in the beverage industry, especially in the soft drink industry, you have to deal with the trade. You've got big box retailers, small retailers, so you've got to understand how to create events and promotions for them. You have a huge sales force because you're direct to store, so how do you motivate them and create things for that sales force to drive their engagement. They're your front line—they're your brand ambassadors. I was fortunate to get a great foundation that absolutely led to where I am now.

2 EMI: After joining Momentum you spent three years in an unlikely area: HR. Tell me about that.

PO: So much of what we do in the event world is around people. Hiring people temporarily, putting them on the road. a momentum we have 70 to 100 tours on the road at any given time. We're constantly dealing with how you train these people quickly, how you keep them motivated in very challenging situations and then how you hire them, engage them and move them on at the end of the event. There was a logic to it.

3 EMI: Would you say staffing is still one of your biggest challenges?

PO: It is. As the affordable care act comes on and the IRS has a changing view of independent contractors and event staff, it's a really important issue. We're starting to look at how we're engaging with event agencies and how they're engaging with the people they hire to represent our brands. We're figuring out how to communicate amongst ourselves that we have to change the way we look at staff and then communicate those changes to our clients.

4 EMI: You've worked in events for 30 years. What are some of the biggest lessons you've learned?

PO: Keep it simple still applies. We live in a world of smartphones and social media, but people still want to touch and taste and experience products. Our industry sometimes overcomplicates engagements and we try to make things bigger and better with the social piece, the digital piece and the live piece, but we really try to focus on making every interaction simple. It has to be culturally relevant. It has to be compelling. It has to be, in our words, "contagious." The message has to be something consumers want to engage with and then pass on. But it's got to be simple so that they can quickly grasp it and then want to get involved.

5 EMI: How are you using technology now and what tech tools or trends do you see taking off?

PO: As a company, a lot of the technology we use is around data acquisition. There is so much big data out there but what we really try and get to is the small data. Big data is really hard for an agency to mine to make it functional and actionable, but with small data, where we're talking to people face-to-face, we can massage, analyze and utilize that information and measure it so we can drive behavior change. The micro stuff you can use today. You can meet that person today and use that data and respond to them within hours. Some things I'm excited about? Holograms for smartphones and tablets, NFC and Face Recognition.

New & Improved Website

As the industry grows and evolves, so does EMI. And sometimes that means it's time for a little nip and tuck. If you haven't been to our website lately, we invite you to take a look at the new face of EMI: www.eventmarketing.com. There, you can watch webcasts, get access to recently published research, log in and start using productivity tools exclusive to EMI members and learn more about the benefits of being a part of the EMI network. Be sure to follow our new blog for frequent articles and updates just for members.

Countdown to EventTech

Did you know the savings from your EMI member discount on admission to events such as our Event Marketing Summit and our EventTech conference help to offset the cost of your annual membership, and in some cases completely cover the cost? This November, our bigger and bolder EventTech experience lands for the first time in Las Vegas at the Bellagio ([click here for more info](#)). The world's only conference focused on using social media and technology to optimize events and trade shows offers more than 100 hands-on demo experiences, a completely reimagined "campus-style" learning environment and a mix of 20- 30- and 45-minute sessions. EMI members save 10% on admission to EventTech, so we hope you'll grab a friend or colleague and take advantage of this great deal.

Have a great fall!

Kevin Ritch
Senior Director, Member Services, EMI

DID YOU KNOW WE CAN HELP YOU BUILD YOUR BUSINESS?

EMI SERVICES AVAILABLE TO MEMBERS

EMI RESEARCH SPONSORSHIP OPPORTUNITIES

EMI produces cutting edge research reports to help our members be the most informed event marketers in the industry. We offer the opportunity for member companies to sponsor a research report initiative that EMI is currently producing. We also create custom co-branded research reports and white papers for member companies based on a mutually agreed upon topic, such as the member sponsor's expertise. These are turnkey initiatives and as a final product, our professional research reports will underscore your company's affiliation with EMI and provide an excellent marketing tool that will generate significant brand awareness and leads for your company as well as demonstrate strong industry leadership.

EMI BOOT CAMPS: An EMI industry expert will visit a member's campus to present a half-day or full-day curriculum of proven current executive training. These camps are educational, impactful and offer an upbeat and unique platform for learning.

EMI CUSTOM SERVICES: Event Marketer/EMI's experienced team is available for custom research and consulting services including custom surveys, speaking engagements, trend reports, newsletters, pulse reports and more. For more details and quotes for these opportunities and services please contact:

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