

MESA Planner Forum

Thursday 18th April

Customer Success

Thank you for attending the recent MESA Planner Forum – Thank you to <u>Tamsin Treasure-Jones</u>, Co-Founder of <u>Kubify</u>, <u>MESA Member</u>, for reading the MESA Pledge, and thank you to <u>Maja Misic</u>, Director of Sales & Events, <u>Limos4</u>, <u>MESA Member</u>, for moderating.

Where we are now (from internal CPL Events research)

- We need to adapt to 5 generations with our delegates there is a tendency to live longer and working into our 70's
- Attendees are committing much nearer the date of the event with 45% confirming 4 weeks out, 29% confirming 2 weeks out, 21% 1 week out and 9% on-site
- Delegates are afraid to commit, they are working from home and being over-burdened with work these impact on the pricing and production of an event

Linda Pereira has kindly offered to share this research with some additional information in a few weeks once it is collated.

Some Trends

- Co-locate several events into one venue at same time saving costs using one PCO / one venue etc
- Compression of dates into the week prices rise as everyone wants the same dates (e.g., Tuesday-Wednesday-Thursday) trend is to get event running with the Monday or Friday for cheaper costs
- More and more smaller meetings instead of one large meeting in the year, run 10 small 'invitation-only' meetings
- Increasing amount of end clients are working with suppliers direct and not working with an agency many clients worked with suppliers direct during Covid agencies were good at physical events, but they didn't know the digital side since physical events have come back, many clients stayed directly with the supplier
- They are using online services themselves
- Eventtech no longer 'nice-to-have' now it a 'must-have'

What we need to do

- Be good at contracts and agreements if client wants to add things later, it must be at a higher cost you must know the value that you bring to the table prove it with data if they don't agree, maybe they are not the right client for you
- Leave nothing to chance be clear! You need to avoid clients saying "I didn't realise" anticipate problems there is no such thing as 'over-communicating'
- People do not read much anymore videos may be better, or graphics, to get your message across **show**, don't tell get on a zoom call / virtual demo
- If you are working for free, then it's not a business (Linda Pereira, CPL Events)
- What's the global picture? There will always be challenges it's how we deal with them that's important
- What's the **North Star?** (1) As a human being (2) As a team (3) As an organisation Look at if you align and agree on company values and are working toward them
- If you're not coming to the conversation with positive energy, then you are part of the problem too
- Be sticky from the inside (most marketing is outward stickiness) * The customer is NOT KIND the employee is It starts from the inside (Richard Branson)

Please complete our short post survey to let us know what you thought about the event!

Additional Info

<u>Sticky from the Inside podcasts</u> – Andy Goram* <u>To Sell is Human</u> – Book by Daniel H Pink

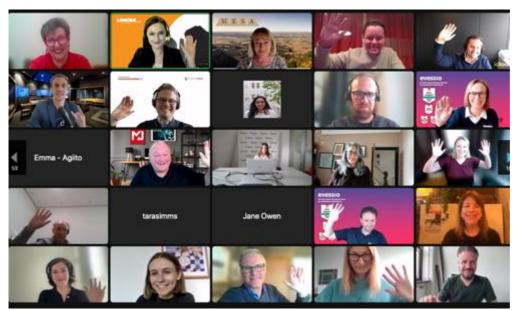
The Ultimate Sales Machine – Book by Chet Homes, with Amanda Holmes

Thank you to our speakers / panellists:

Moderator – <u>Maja Misic</u>, Director of Sales & Events, <u>Limos4</u>, MESA Member Linda Pereira, CEO of CPL Events

Sam McNeill, General Manager (UK/Europe), SongDivision

Martin Klöfver, Founder & Head of New Markets, Trippus Event Solutions



We look forward to seeing you at our next events!

Meet with us at IMEX in Frankfurt on Stand G310! Attend MESA Re-FRESH Dinner on Tuesday evening and join us for drinks on G310 on Wednesday at 1700!

Attend our next industry networking online event with SongDivision – Thursday 25th July

MESA Events page
Please connect to our LinkedIn page

Thank you