

**ARE TRADE
SHOWS
WORTH IT?**

SNAPSHOT
TOPICS
SERIES

How to Determine When Only Face-to-Face Will Do

Ever since the onset of Web and video conferencing and virtual trade shows, people have predicted the demise of in-person trade shows, meetings and other face-to-face interactions.

Three 2016 studies reveal today's attitudes on in-person communication from the perspectives of:

**global
business
travelers**

**national
executives**

**attendees of the
largest trade
shows in the U.S.**

The findings from these three studies form the basis of how to determine when and how personal connections should be used.

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Corporate travel group, Egencia, surveyed more than 6,000 business travelers in a global travel and technology study. Overwhelmingly, they said in-person meetings, conferences and events are more effective and more productive, a view that remained consistent across every age group. More than two-thirds (67 percent) said they would be less successful in their role if they did not travel.

over

90%

of surveyed travelers with a title of VP and above believe in-person meetings, conferences and events are more effective and more productive.

According to execs, these are best accomplished

face-to-face



NEW BUSINESS OPPORTUNITIES

STAYING UP-TO-DATE ON INDUSTRY TRENDS

TRAINING

NETWORKING



A new survey released January, 2016 by the national coalition Meetings Mean Business (MMB), shows that the vast majority of executive face-to-face interactions at industry conferences:

Would not have yielded the same success as one conducted remotely (80%)

Improve the ability to close deals, network and grow professionally (90%)

Enhance workforce engagement (89%)

Deliver a return on investment (97%)

Improve the bottom line (86%)

Most agreed that team engagement, collaboration, professional development and productivity are improved by participation in in-person meetings, conferences and events.

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CEIR's 2016 Attendee Retention Insight Series found that the number one reason attendees return to the largest trade shows in the U.S. is the quality of face-to-face interactions with booth staff. The number two reason? The ability to experience product demonstrations and new product showcases. And when exhibitors get the face-to-face interaction right, CEIR says events can build customer loyalty.

9 of 10
surveyed attendees
value "on-the-spot"
answers to questions.

— THE CENTER FOR EXHIBITION
INDUSTRY RESEARCH (CEIR)



If it's critically important to the success of your business, make it face-to-face.

— SLIDE SHARE

The next time you're trying to decide if your next meeting, conference or event should be virtual or face-to-face, let these questions drive your decision.

Do you want to...?

- Improve productivity and effectiveness
- Increase meeting, conference or event success
- Enhance team engagement, collaboration and professional development
- Improve the ability to close deals, network and grow professionally
- Uncover new business opportunities and build customer loyalty

If your answer is "yes," then only face-to-face will do.



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