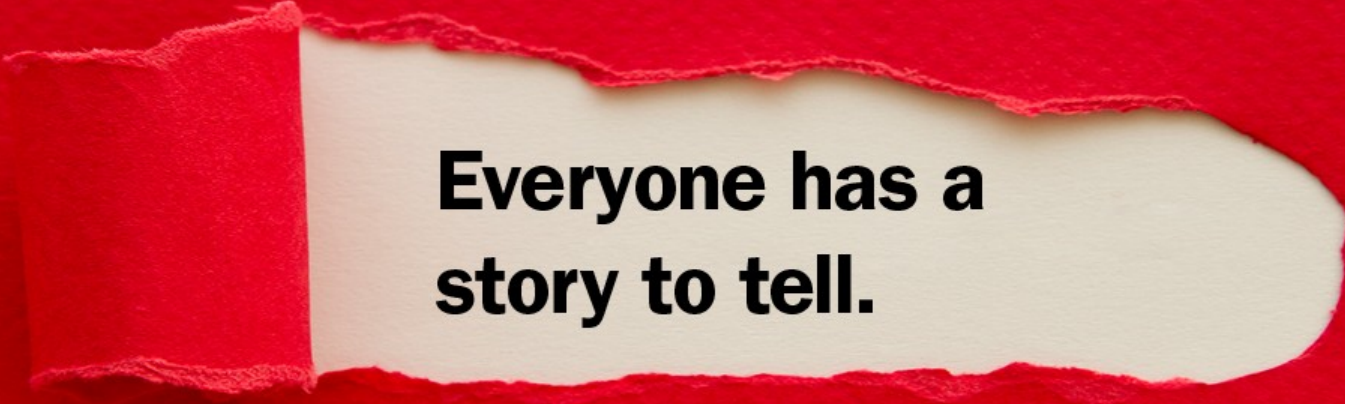


# Media in Events

Antony Reeve-Crook  
Director, ArciMedia Ltd



**Everyone has a  
story to tell.**

The press can be  
a very **powerful** ally  
for event organisers



**“705 delighted passengers arrive  
in New York after record-breaking  
ship’s first transatlantic voyage”**

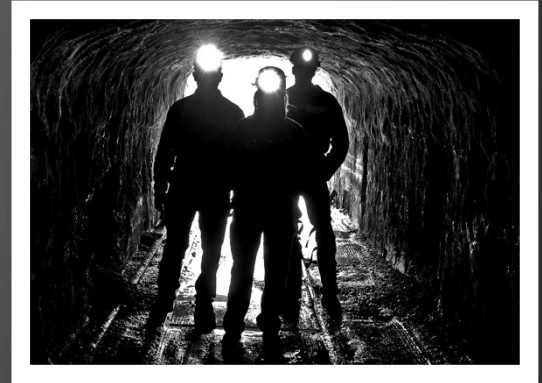
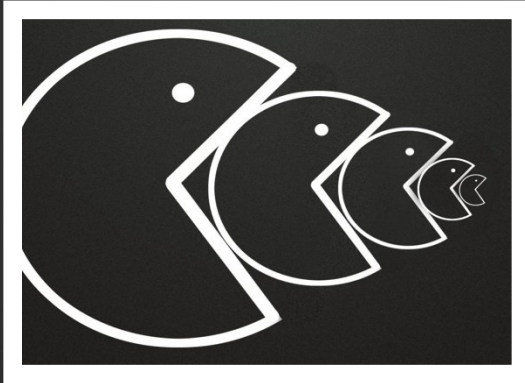






Not **all** event organisers





Our journey for the next half hour



Our market is consolidating



# The Consolidation Curve

Credit: Graeme K. Deans,  
Fritz Kroeger, Stefan Zeisel



Where does this leave us?





Niche events, with  
an incredible reach

ArciMedia





ArciMedia





***“A trade fair is a  
market in a bubble”***

Credit: Diego Rinallo, Francesca Golfetto

Centre for Research on Markets and the  
Industrial Sector (CERMES)



***“Markets are nothing  
more than conversations”***

Credit: Doc Searle and Martin Weinberger

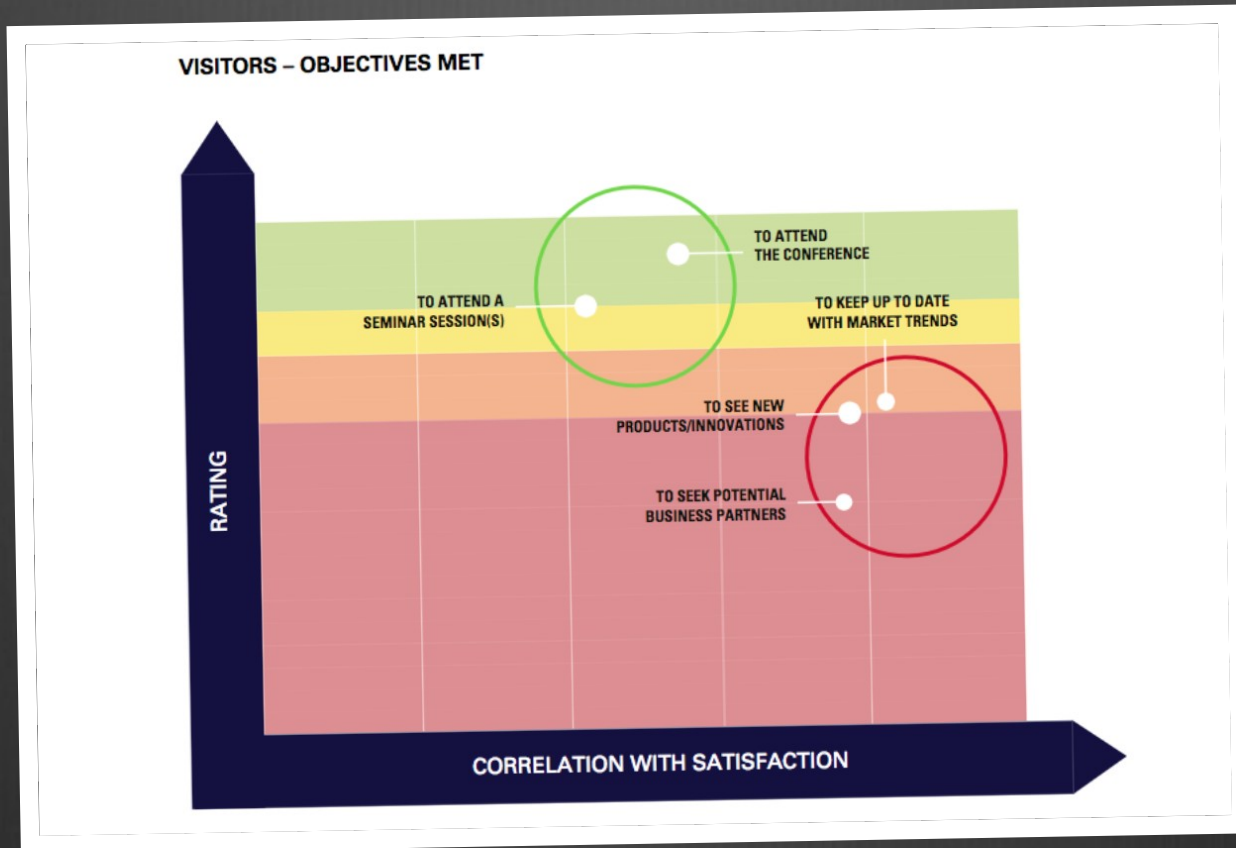


And journalists love  
listening into  
conversations



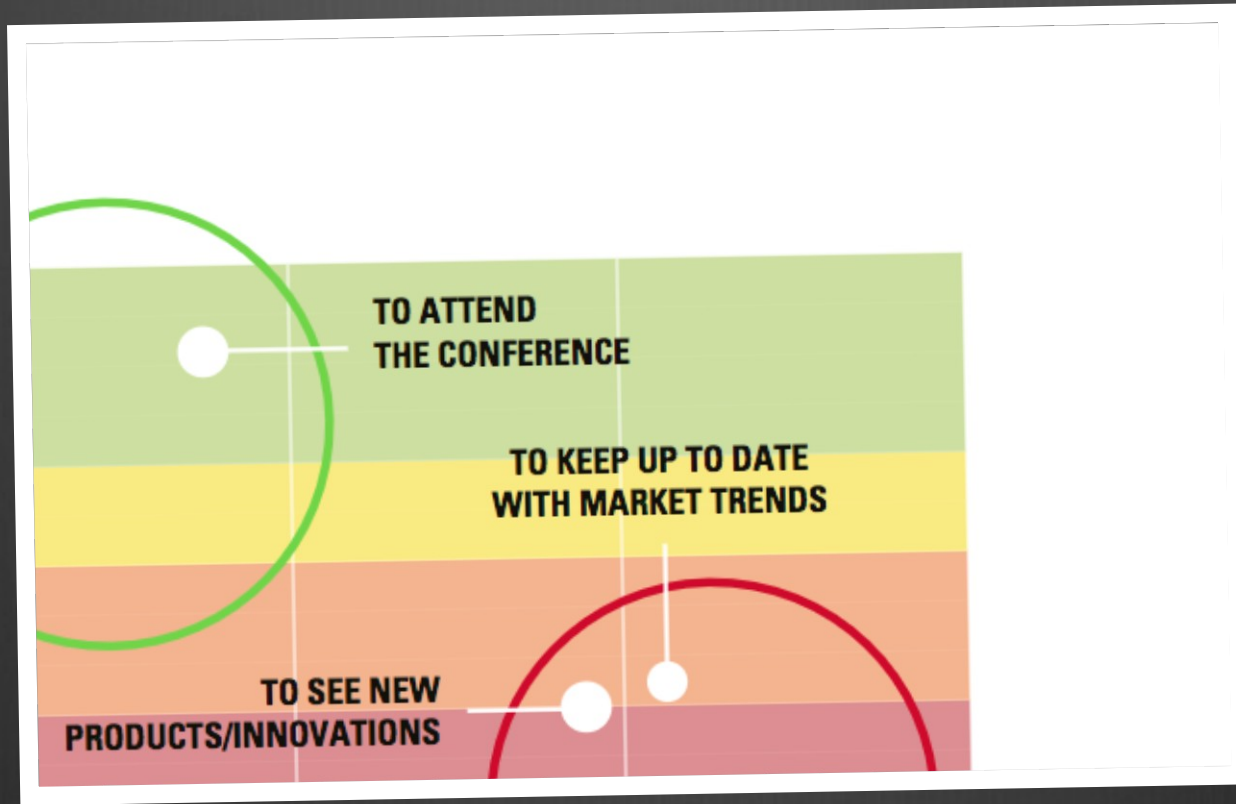
They are not the only ones





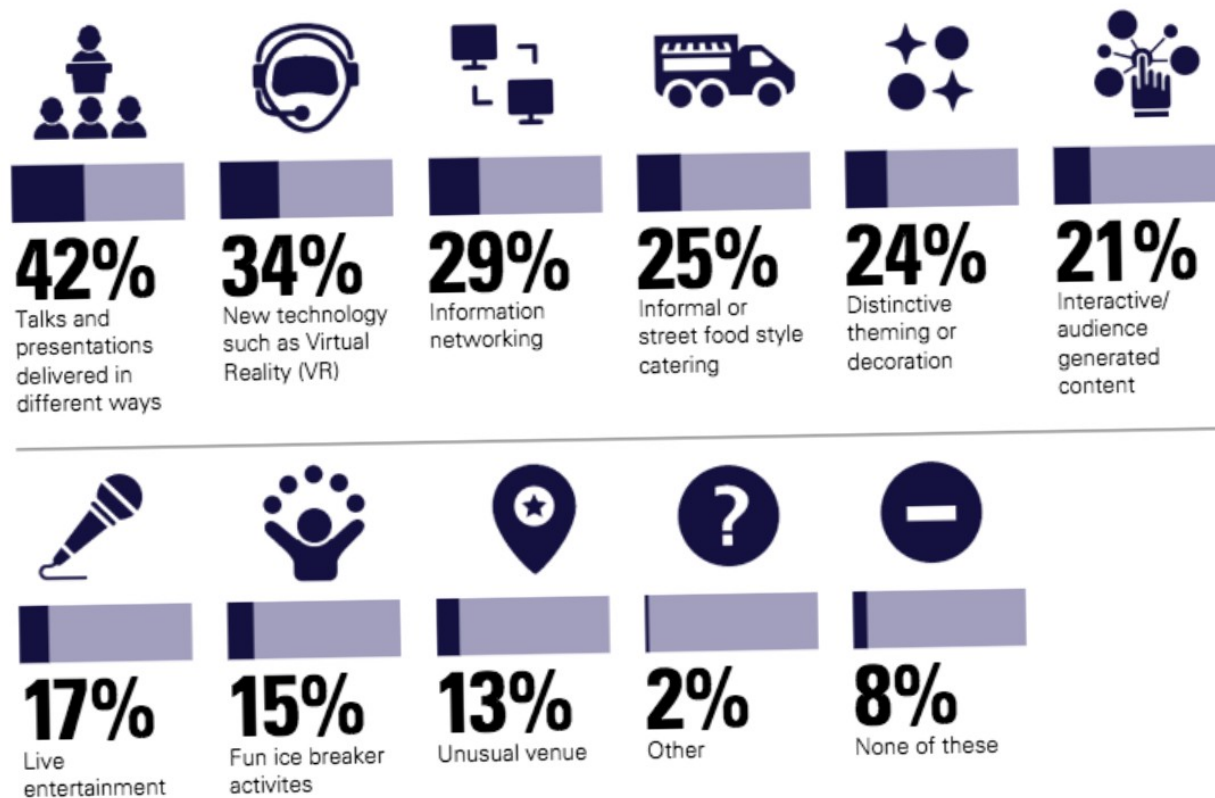
Visitors want *Confex*





Visitors want *Con-tent*

WHICH OF THE FOLLOWING DO YOU THINK ARE MOST LIKELY TO MAKE A TRADE SHOW ENTERTAINING OR ENJOYABLE?



Are we not entertained?

WHICH OF THE FOLLOWING DO YOU THINK ARE MOST LIKELY TO MAKE A TRADE SHOW ENTERTAINING OR ENJOYABLE?



**42%**

Talks and presentations delivered in different ways



**34%**

New technology such as Virtual Reality (VR)



**29%**

Information networking



**25%**

Informal or street food style catering



**24%**

Distinctive theming or decoration



**21%**

Interactive/audience generated content



**17%**

Live entertainment



**15%**

Fun ice breaker activities



**13%**

Unusual venue



**2%**

Other



**8%**

None of these

Are we not entertained?





**42%**

Talks and  
presentations  
delivered in  
different ways

Are we not entertained?



Americas



APAC



Europe



Africa/Middle East



% people who actually think trade show are getting **worse**

Not **all** of us.

ArciMedia



# Trust in News Sources

To what extent do people trust different sources of news and information?

IPSOS GLOBAL ADVISOR



GAME CHANGERS

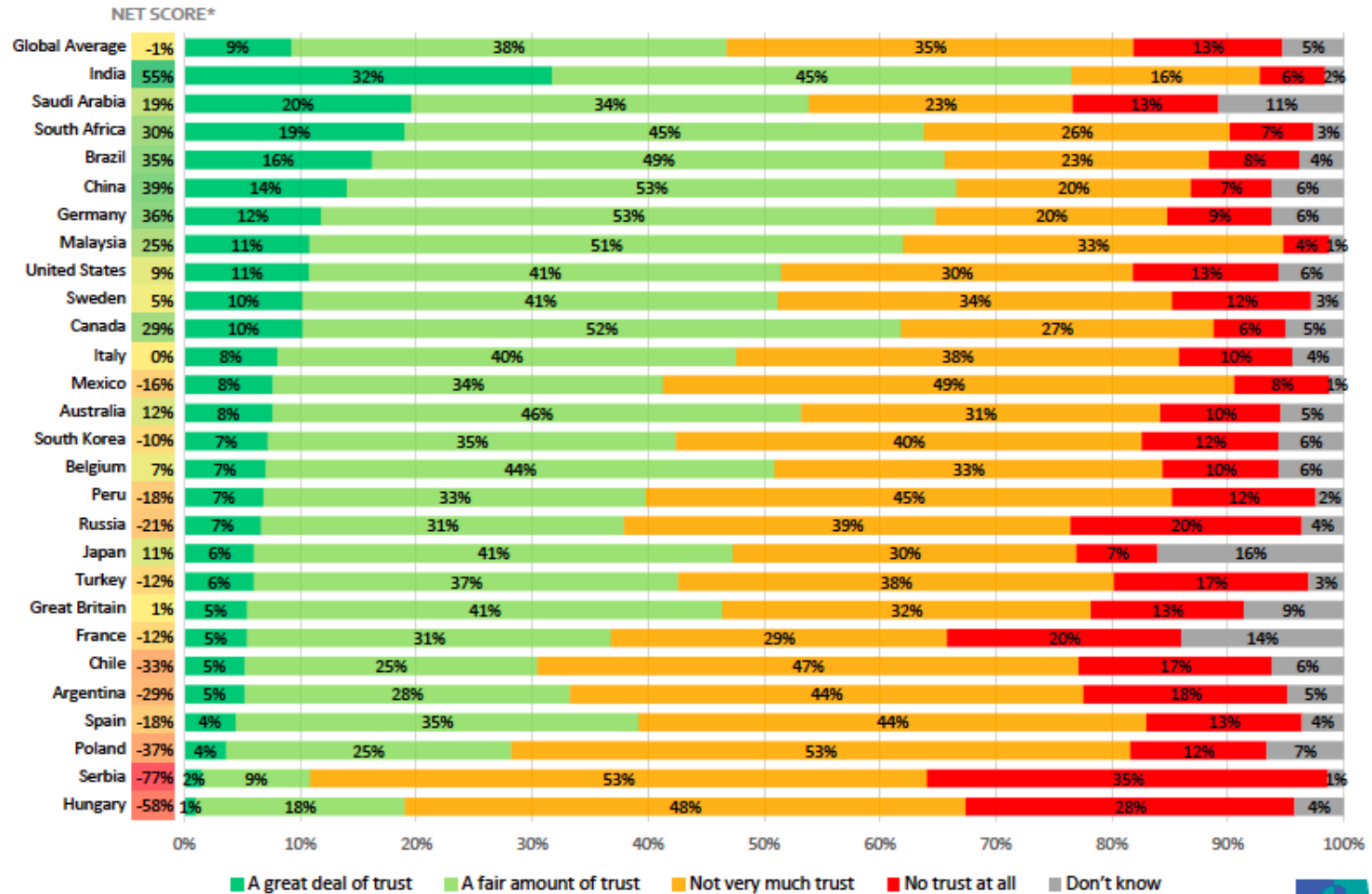


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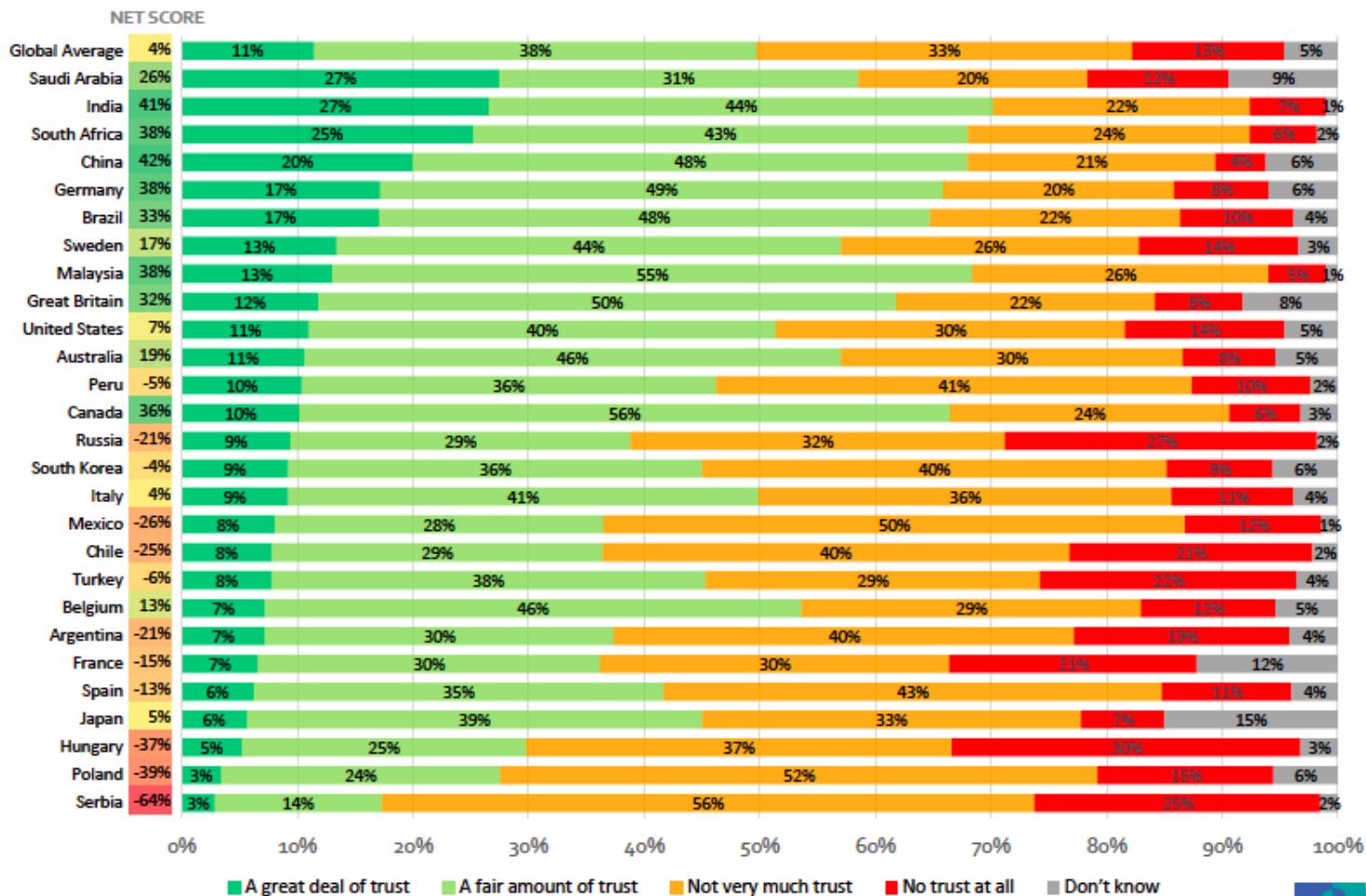
# NEWSPAPERS AND MAGAZINES



\*A net score refers to % trust a great deal or a fair amount MINUS % do not trust very much or at all (here and on all other slides)  
Base: 19,541 online adults aged 16-74 (18-74 in select countries) across 27 countries, from January 25 – February 8, 2019



## TELEVISION AND RADIO

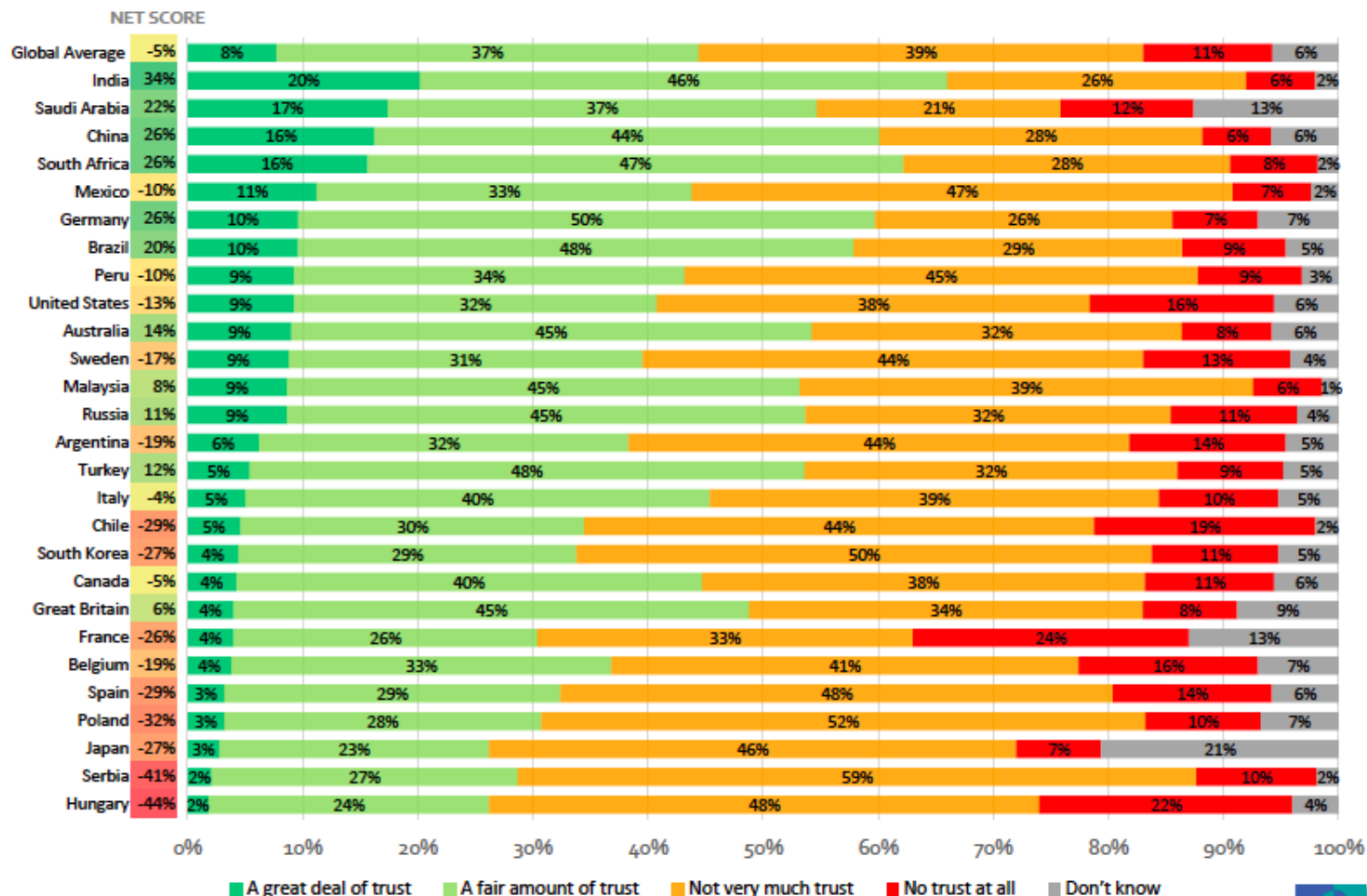


\*A net score refers to % trust a great deal or a fair amount MINUS % do not trust very much or at all (here and on all other slides)  
Base: 19,541 online adults aged 16-74 (18-74 in select countries) across 27 countries, from January 25 – February 8, 2019





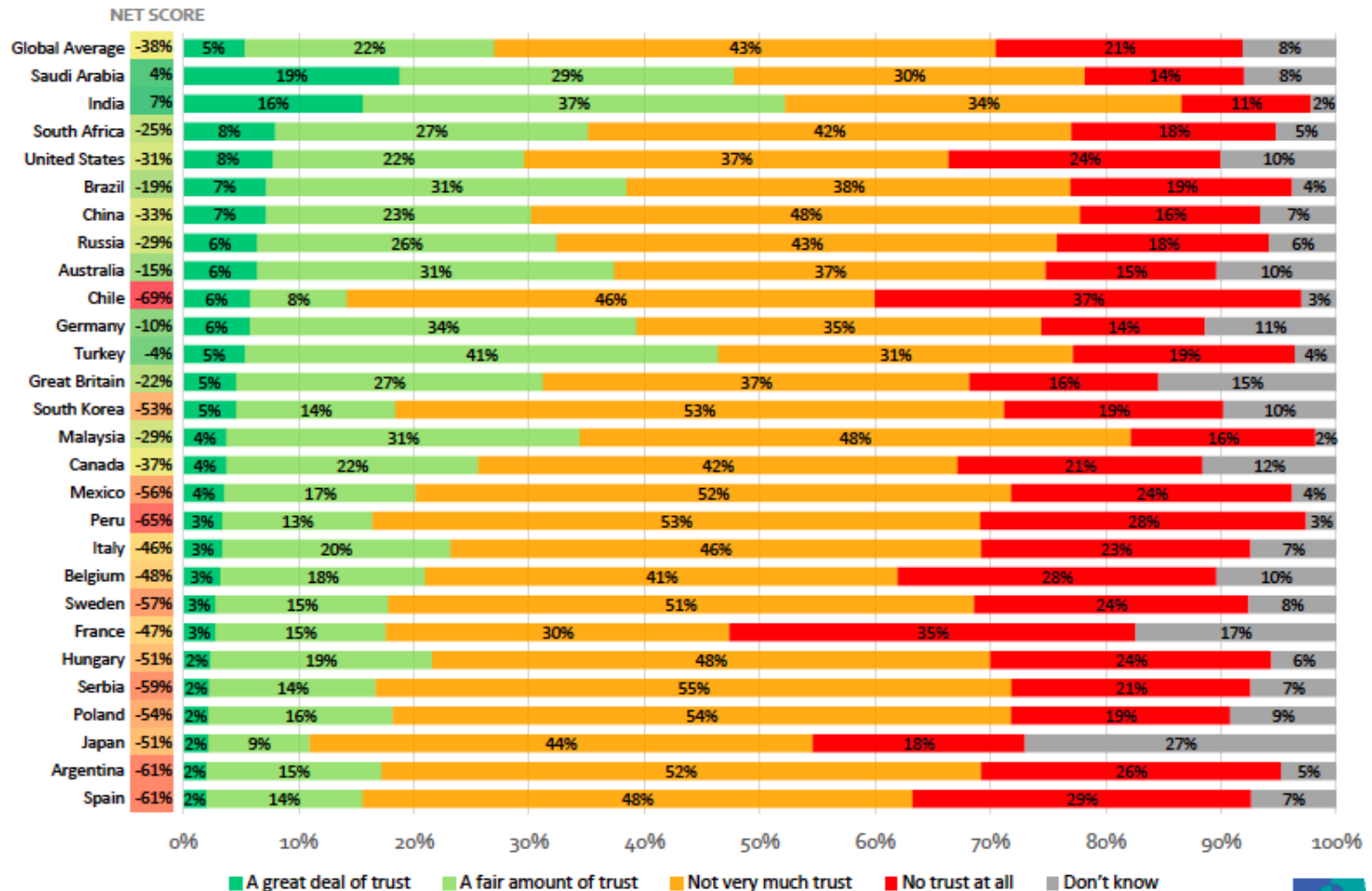
# ONLINE NEWS WEBSITES AND PLATFORMS



\*A net score refers to % trust a great deal or a fair amount MINUS % do not trust very much or at all (here and on all other slides)  
Base: 19,541 online adults aged 16-74 (18-74 in select countries) across 27 countries, from January 25 – February 8, 2019



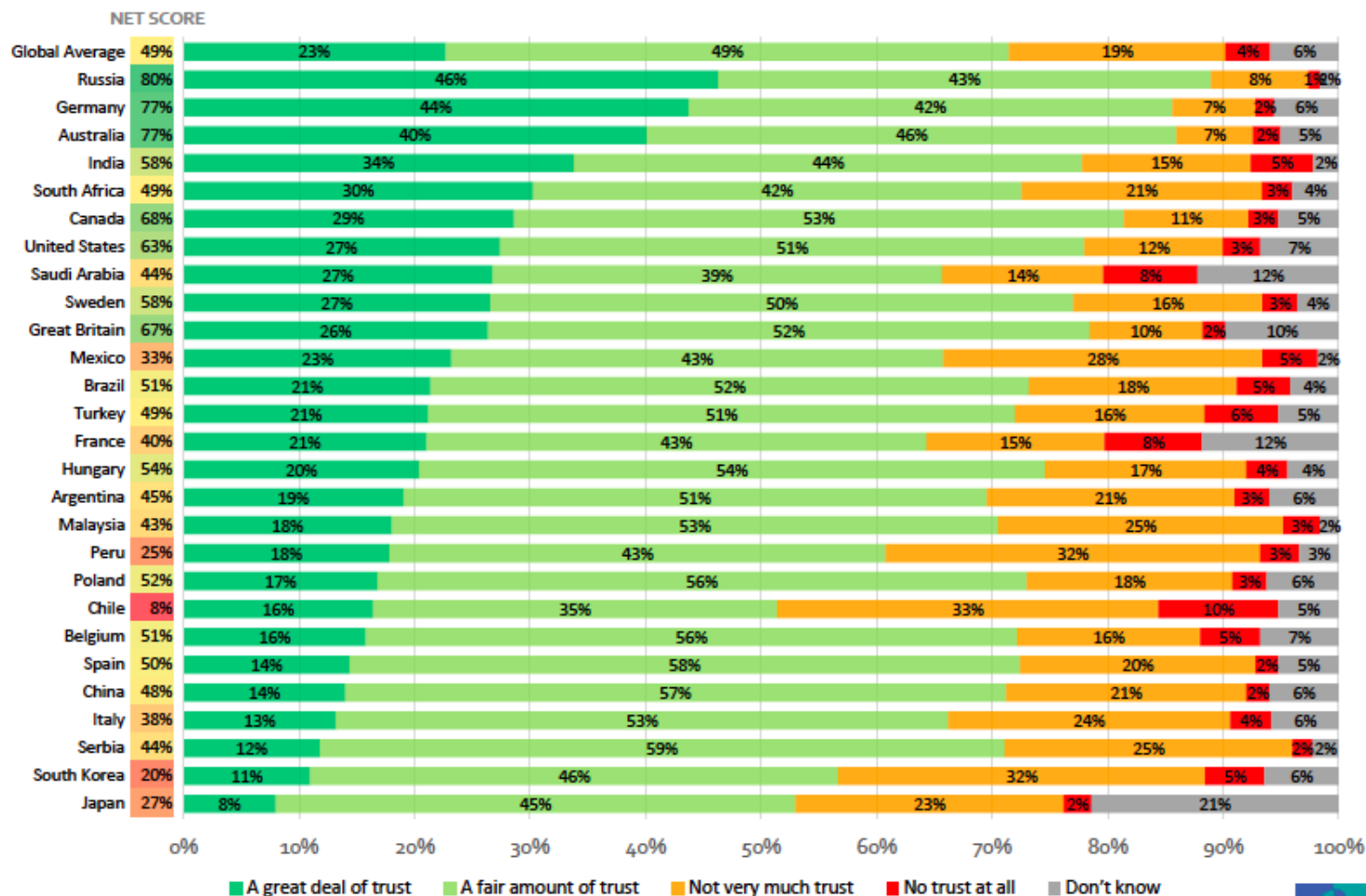
## PEOPLE I KNOW PREDOMINANTLY THROUGH THE INTERNET



\*A net score refers to % trust a great deal or a fair amount MINUS % do not trust very much or at all (here and on all other slides)  
Base: 19,541 online adults aged 16-74 (18-74 in select countries) across 27 countries, from January 25 – February 8, 2019



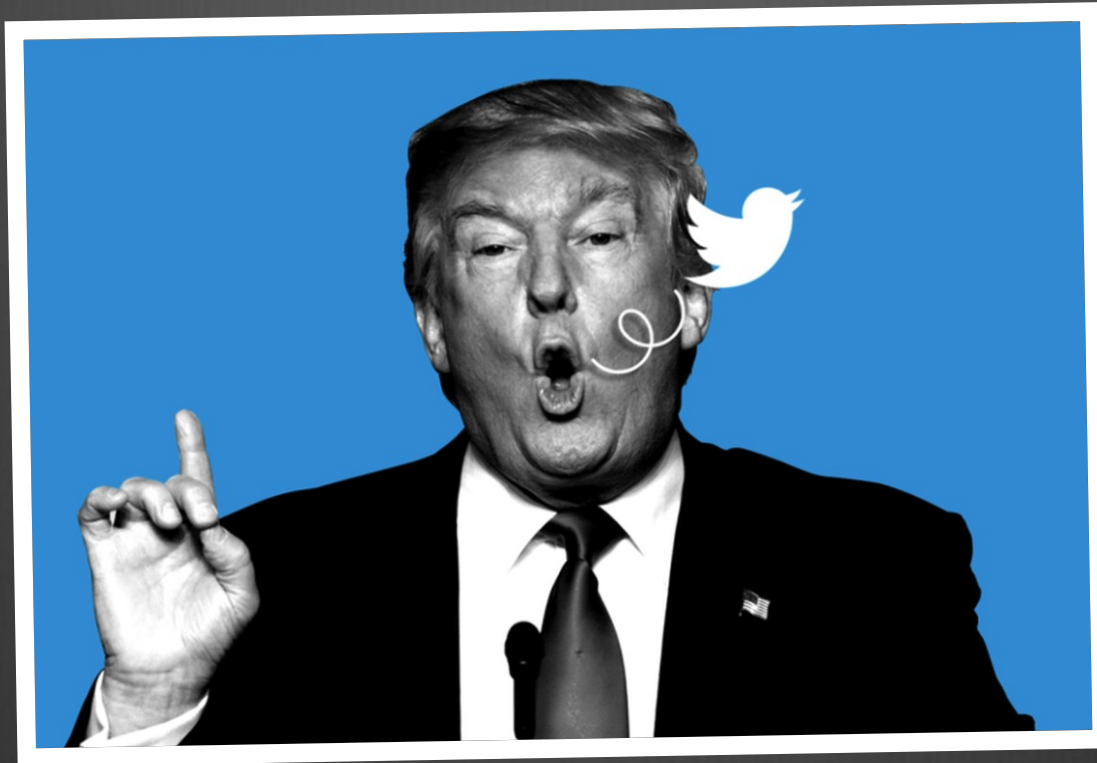
## PEOPLE I KNOW PREDOMINANTLY IN PERSON



\*A net score refers to % trust a great deal or a fair amount MINUS % do not trust very much or at all (here and on all other slides)

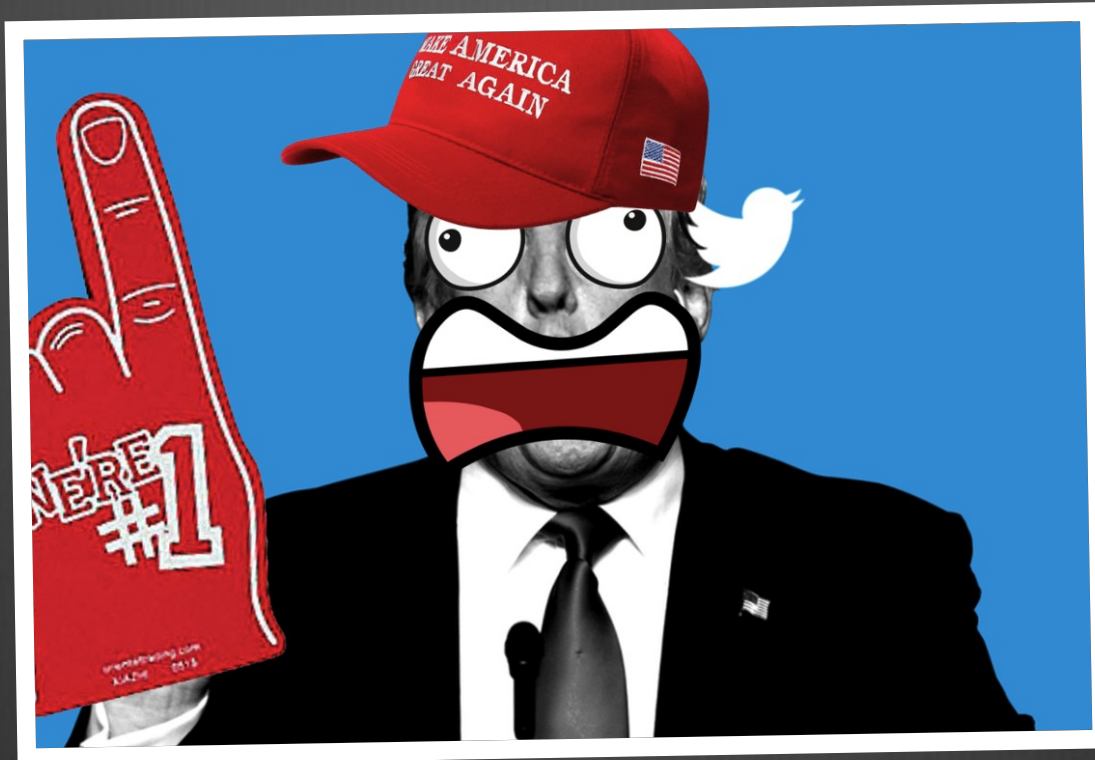
Base: 19,541 online adults aged 16-74 (18-74 in select countries) across 27 countries, from January 25 – February 8, 2019





Unless it's this guy





Unless it's this guy

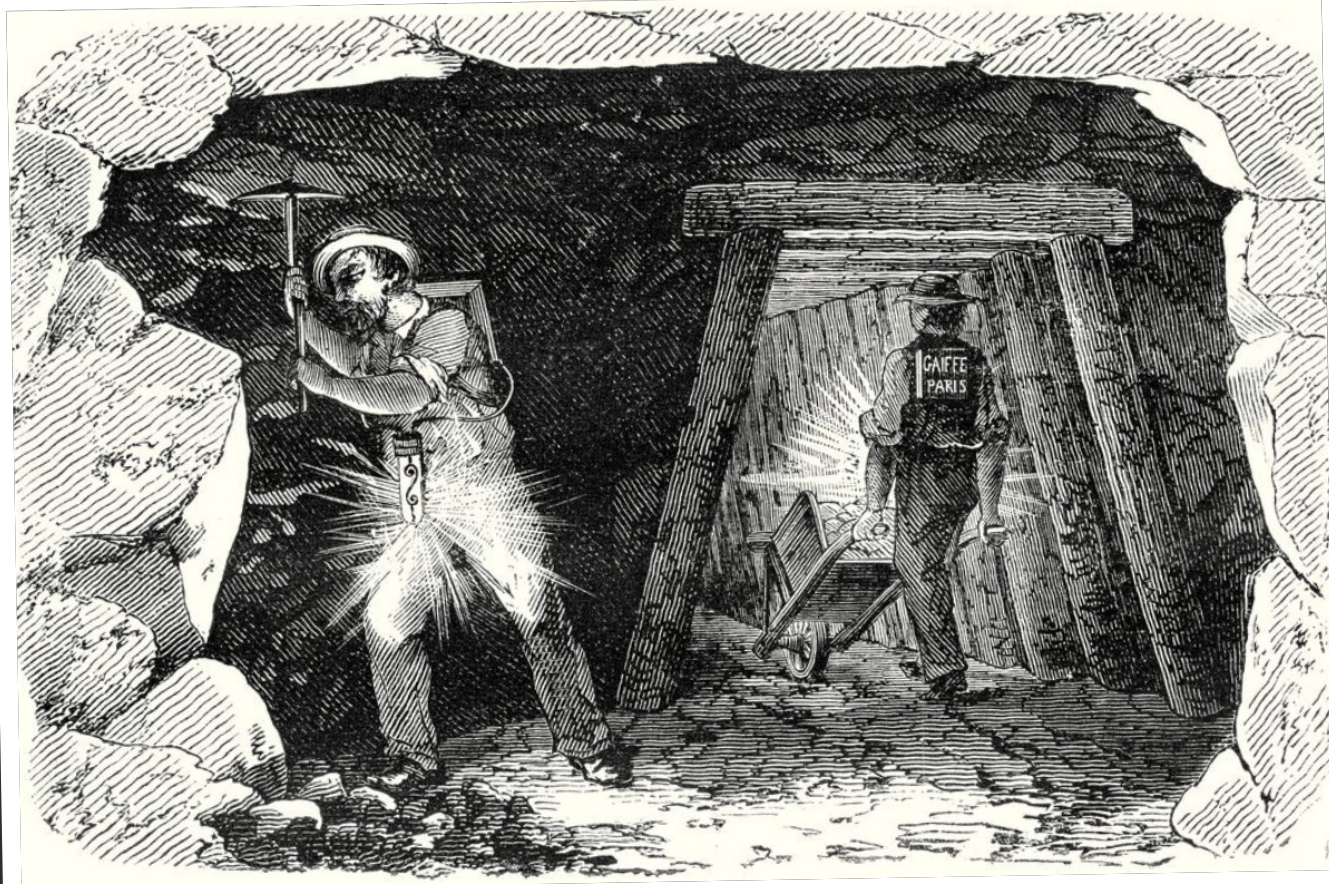


Or this one



Where we get our news  
Where are the live events?





Mining your shows  
Provide a rich seam

ArciMedia





# Save the **big announcements**



# Line up **exclusive** interviews



# Schedule conferences carefully



# Tease the onstage **offstage**

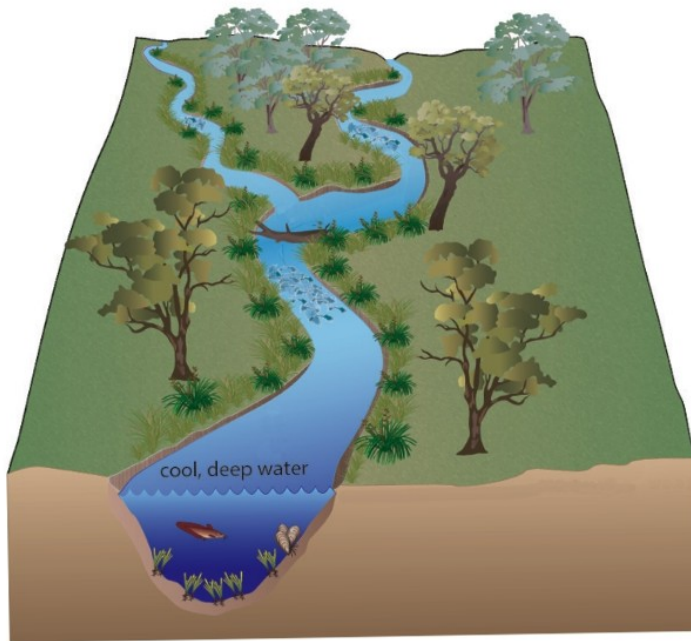
Offer up advance **keynote** interviews in the press ahead of the event

Work with an official **Media Partner**

**Ancillary** events to intrigue the press







The free-flowing River Editorial



The paid-for River Editorial

# Pay-to-Play

## Dangerous short-termism

# Event rebooking





Remove the maybe

**Flood** the media with  
news from your event

Coverage = **Promotion**

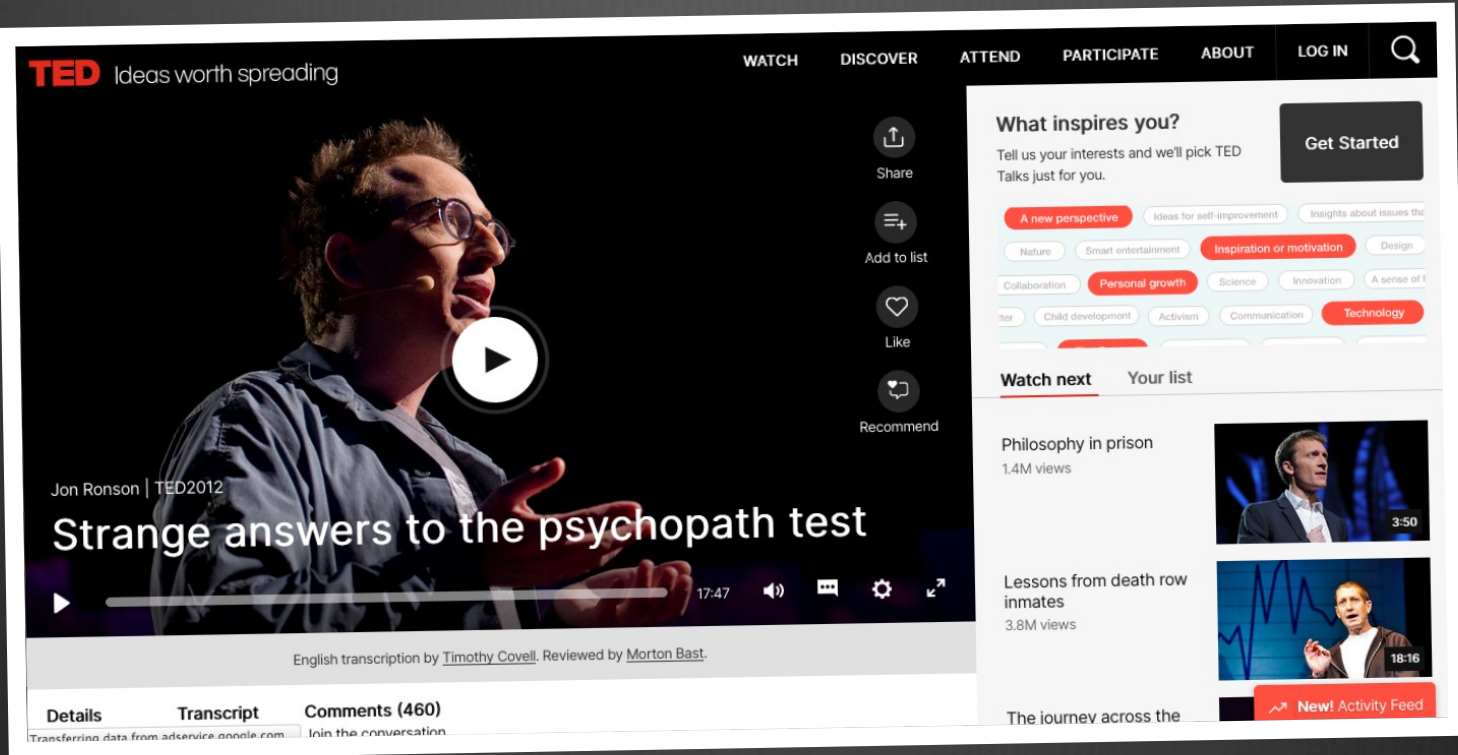




**Not everybody** was there  
(No matter what **you're** telling the media)

**Start  
Spreading  
The  
News**





# Ideas Worth *Spreading*

ArciMedia



**Rocio Sandoval**

Latin American press office for CES

(Advice for start up events)

*“Contact the government officials. They may help you with their funds. If you’re organising a tradeshow in Mexico, you’ll be promoting Mexico eventually – not only your show in Mexico.”*

# The press has changed





Use influencers to keep the attention on your event



Use (credible) influencers to  
keep the attention on your  
event



# What have we learned?



# The organiser wants

1. **Activity**
2. **Publicity**
3. **Rebookability**





# The press wants

1. Integrity
2. Exclusivity
3. Connectivity



And they **also** want





**Never** forget the basics





# Thank you for listening

Antony Reeve-Crook  
Director, ArciMedia Ltd

ArciMedia

