

Weeks to go

Last-Minute

Exhibitor Data

Exhibitor Data

Week to go

Weeks to go

 $\overline{\mathbf{Y}}$ Identify and target high-value prospects

Targeting Visitor Data \iint $\overline{\mathbf{A}}$

VITAL

Exhibitor Data Package

Event Data Systems Check Visitor Data 🔉 Exhibitor Data

Consolidation

Weeks since Event

Data

ROI Data Analysis

Exhibitor Data

systems and networking platforms.

Weeks since Event **Event Data**

Visitor Data \iint

VITAL

who haven't registered yet.

Deliver pre-event attendee insights and

prospect lists to exhibitors. $\overline{\mathbf{v}}$

Test all data integrations, lead capture

Day of the Event $\overline{\mathbf{A}}$

Helps exhibitors prepare targeted approaches and maximise their event

Ō

Ō

during the event to capture valuable interactions.

Centralised data enables

comprehensive event analysis and

exhibitor reporting.

Clean, segmented data from this event

becomes the foundation for next year's

success.

Demonstrates the ROI of data

investments and justifies the budget for

next year's improvements.

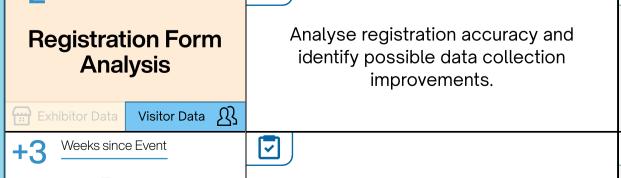
Final push to convert warm prospects

and fill any remaining capacity gaps.

ROI.

Ensures all data systems work perfectly

Compile all registration, attendance, interaction and lead capture data.



 $\overline{\mathbf{v}}$

Improves data quality for next year by identifying and fixing registration issues. Ō

Ō

Ō

Properly categorise and segment all **Categorisation &** new data for next year's campaigns. Segmentation B Exhibitor Data Visitor Data $\overline{\mathbf{A}}$ Weeks since Event

Measure the impact of your data quality on exhibitor satisfaction, lead quality and renewals.







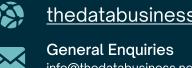
Canterbury

CT1 2NR

Exhibitor Data



+44 (0)1227 463817



info@thedatabusiness.net

thedatabusiness.net

Sales & Accounts

barnaby.west@thedatabusiness.net

All rights reserved.