

# EVENT & EXHIBITION

RESEARCH AND CONSULTANCY

Europe - North America - Asia - Australia - Africa



STRENGTHENING YOUR POSITION THROUGH INSIGHT

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In a highly competitive and evolving marketplace, event organisers are having to strive harder than ever to attract and retain the right visitors, sponsors and exhibitors.

To thrive in this dynamic environment, you need clarity and insight. Comperio can equip you with both. Whatever your requirement — whether it be an in-depth visitor satisfaction study or a need to understand the extent of your media exposure — we have the solution.

## What can Comperio offer?

Comperio's rich heritage in the events sector has led us to develop an innovative portfolio of research-based products and services, which we can apply across a range of events including:

- Exhibitions
- Sporting events
- Cultural events
- Corporate hospitality

Our aim is to collate feedback from your marketplace which can be translated into meaningful intelligence and improved event performance.

**EVENT**<sup>™</sup>  
INSIGHT

## Consumer feedback surveys

Comperio has designed a leading edge diagnostic tool **Event Insight™**, which defines your strengths and weaknesses as an event organiser.

The methodology involves undertaking research either during the event, using face to face interviews or the latest in self-completion methods; or after the event using online or telephone surveys. The product will give you the answers to your critical questions by measuring:

- Visitor demographics
- Visitor satisfaction (features and facilities)
- Visitor behaviour
- Event marketing effectiveness
- Sponsor awareness/recall
- Visitor media consumption

Having access to this in-depth data enables you to:

- Identify and implement improvement strategies
- Deliver return on investment (ROI) to sponsors
- Recognise the most effective communication channels





## Monitoring your media exposure

Any event organiser knows the importance of securing media coverage for their event and the role this can play in attracting event sponsors and increasing attendance. But are you aware of how much coverage you have received, where it has been seen and what audience demographic you are reaching?

Comperio's global media monitoring solution **Event Media Reach™**, collects data from across print, online and broadcast media to provide you with compelling information, about the breadth, depth and reach of your media exposure.

The product charts trends and adds value by comparing your current media data with that of previous years. Has your audience increased or decreased? Which countries are airing the most coverage, and which locations have experienced the largest increase in viewing figures? By constantly tracking your media visibility, Comperio helps you bring your event to more people.

Taken a step further, **Event Media Reach™** can be used to measure the media exposure generated for your sponsors. This feedback can equip you with substantial leverage for attracting and retaining sponsorship investment for future events.



## Economic impact assessments

Hosting a major event stimulates local economies and acts as a catalyst for growth, therefore the financial and social implications cannot be ignored. Comperio Research produces invaluable economic impact studies, which inform both public and private sector stakeholders of the additional investment and expenditure, that an event has delivered or can be expected to deliver to a region. This information can be used for:

- Public relations purposes
- Seeking government funding
- Satisfying planning criteria
- Providing valuable feedback for future events
- Predicting ROI

## Why choose Comperio?

At Comperio we do not believe in simply presenting clients with complex data, but instead we offer strategic analysis and robust consultancy which will ensure your event programme consistently generates satisfied customers, positive word of mouth and increased profitability.

### A few examples of our clients:

- Clarion Events
- Brand Events
- DMG Media
- Reed Exhibitions
- Silverstone
- IF Stockholm Open
- Royal Horticultural Society
- Scandinavian TPC



## About us:

**Comperio Research** is one of the world's leading full-service research agencies with an enduring reputation for excellence throughout the sports, sponsorship, media, event and tourism sectors.

As part of **IMG**, the world's premier sports, entertainment and media company, Comperio has access to a global network of 60 offices in some 30 countries, and is widely renowned for pushing the boundaries of research.

Today, this fast-growing and dynamic business provides cutting-edge research solutions to a diverse and illustrious client base, comprising international brands, sporting bodies, sports venues, event organisers, tourist boards and government agencies.

If you would like further information about **event & exhibition research** please contact us at [info@comperioworld.com](mailto:info@comperioworld.com)



**COMPERIO**  
RESEARCH  
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[www.comperioresearch.com](http://www.comperioresearch.com)

**Our areas of expertise include:**

- Stadium and Arena
- Events and Exhibitions
- Sponsorship and Media
- Economic Impact Studies
- Corporate Hospitality
- Travel and Tourism
- Opinion Polling
- Consultancy

**Methodological tools:**

- Focus groups
- Business modelling
- Segmentation analysis
- Observational research
- Face to face interviews
- Electronic data capture systems
- Telephone interviews
- Depth interviews
- Online surveys

