

2019 Trends

TAKE YOUR FACE-TO-FACE MARKETING PROGRAM TO NEW PLACES.

It's a new year and a new calendar stares back at you with endless possibilities.
So, where do you want to go in 2019? Have you thought about where your trade
show program is headed, or better yet, where you WANT it to go?

Exhibits Events Environments

WE ASKED SEVERAL OF DERSE'S IN-HOUSE EXPERTS

what trends and concepts they feel will be crucial to building outstanding face-to-face marketing programs in 2019. We heard everything from advanced lead technology to augmented reality, but one common thread emerged – it's all about the customer and their experience. Why? Because experiences matter.

Let's navigate the trends!





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IMMERSIVE BRAND EXPERIENCES

Exhibits and events present unique opportunities to build face-to-face connections, drawing from a targeted audience of decision makers and professionals within your industry. Providing an immersive brand experience connects your brand to your audience, leaving lasting impressions.

Here are a few things to keep in mind when creating your exhibit or event.



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Customer Experience - Pete R.

LEAVE ROOM FOR THE PEOPLE.

I believe we are truly living in a Golden Age for experience design. The most innovative companies in the world are pouring money, people, and resources into new and better ways to connect.

That said, the mantra I most want to resonate with my clients: leave room for the people. The most emotionally resonant experiences I encounter (as a consumer) tend to involve human beings being awesome.

So in this Golden Age, I don't think it's ever been more important to:

1. Identify what your audiences are truly hungering for, and then
2. Empower human beings to be a central part of delivering memorable, emotionally-resonant, and relevant experiences.





Customer Experience - Adam C.

WHEN GUESTS VISIT YOUR TRADE SHOW OR EVENT SPACE, THEY ARE STEPPING INTO YOUR BRAND.

Modern marketing is about relationships and emotion – being distinctive, authentic, and engaging in order to build loyalty.

When guests visit your trade show or event space they are, in a sense, visiting the home of your brand.

It's an important step in the relationship. *Like having friends over.* An opportunity to acknowledge, impress, trust, and be trusted. To develop a depth of intimacy you would not otherwise enjoy.

Customer Experience - Brian C.

IMMERSE YOUR AUDIENCE.

Face-to-face marketing is unique in that it creates the opportunity to immerse your audience in a brand experience. Digital content doesn't have to be confined to a 16x9 rectangle (as it might in a TV spot), graphic design isn't constrained to a single page (as it might in a print ad). Rather, all of these elements can be combined to create a holistic experience that surrounds the audience with the story.

My goal for 2019 is to purposefully combine all of these tools to create one-of-a-kind brand experiences only possible in the face-to-face arena.





Customer Experience - Gabriela N. **DISRUPT EXPECTATIONS.**

Every brand has a story to tell and a value to share. Whether you are at a trade show or event, there is a set of expectations an attendee carries going into that environment.

Disrupting that expectation is key.

We want to pleasantly surprise and give a fresh perspective. The icing on the cake is giving them the power to be part of that unexpected experience. There are so many ways to tell a story—push the envelope and be extraordinary.

MEASURE

Your exhibit is stunning and you had a full booth of visitors – but was all the hard work and investment worth it?

Measuring the value of your face-to-face marketing investments can be daunting and difficult to quantify. But when your exhibit design, attendee journey, and conversations align with your goals and objectives you're on the right path for measuring ROI.

Derse's measurement experts share valuable insight to help you further understand the realities and future of measurement.



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Account Management - Andy W.
MEASURE MORE THAN NUMBERS.

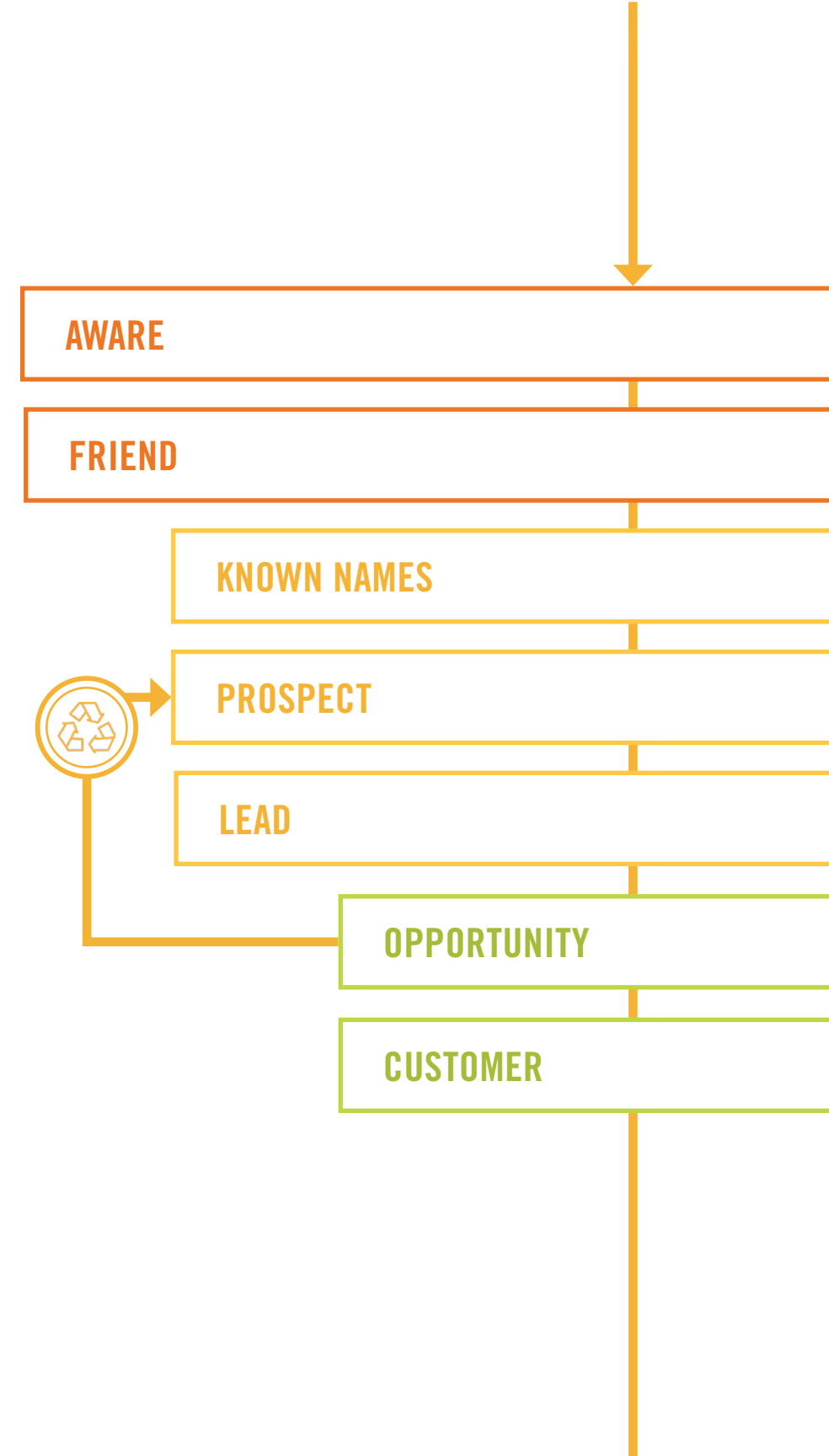
At trade shows, you have a dedicated and confined audience. They are in a buying mindset, eager to learn, testing out your products, and giving feedback in real-time. It's the ultimate focus group when harnessed correctly. This next-level crowd-sourcing is a real opportunity for marketers to use that intelligence to accelerate their product innovation lifecycles.

Strategic Services - Charlie W.

QUALIFIED LEADS ARE OFTEN THE MAIN MEASUREMENT FOR EVENT SUCCESS.

Marketing Qualified Leads (leads who signal interest in what a brand has to offer based on marketing efforts) from face-to-face events are a valuable asset to any company and often the main measuring point for success. It's important to establish and communicate a consistent prospect management process across your marketing and sales teams before your trade show.

Set yourself up for success by establishing standards of accountability and creating a positive brand experience for your most qualified prospects.



Digital Services - Joe O.

FACE-TO-FACE DATA WILL NEED TO INTEGRATE WITH CRM AND CONTENT MARKETING SYSTEMS TO IMPROVE ROI.

We're hearing a lot about the need for more dynamic, interconnected systems deployed through our clients' trade show and event programs. Traditionally, face-to-face marketing has lagged other industries in the level of sophistication and coordination of multi-channel marketing strategies. But that has been changing rapidly over the past several years. Looking forward, face-to-face tactics need to generate data that integrates with, and feeds into, CRM and content marketing systems.

By targeting traditionally difficult-to-measure components of our industry with new methods of gathering data, we aim to bring trade show ROI into the light for our clients.



MARKETING ENVIRONMENTS



Marketing environments serve as an opportunity to use your place of business to tell your brand story, inspire customer engagement, and infuse branded moments at every touch point. There are many types of marketing environments, like: corporate lobbies, innovation centers, retail environments, and executive briefing centers.

Given the pace with which markets change and new technologies emerge, the ability to transform the way you interact with clients in real-time is an asset. Designing flexibility into a marketing environment increases the potential to adapt when assets need refreshing, or when conversation spaces would benefit from expanding or becoming more intimate.

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Marketing Environments - Russ F.

FLEXIBLE SPACES – TRANSFORMING ENVIRONMENTS AND SHAPING INTERACTIONS.

“The measure of intelligence is the ability to change.”
– Albert Einstein

Front loading flexibility into marketing environment design can help avoid costly refurbishment when program changes arise. Real-time adjustability of lighting and AV can also help transform mood and perception, or help visitors feel more welcome by customizing light color to reflect their brand or match their personalities.

Refreshing a Center – Breathing New Life into an Existing Customer Experience

Much attention is given to the planning and design of a new marketing environment. There are many reasons a marketing environment may need refurbishment – from simply updating technology, or an expansion of a business portfolio, a merger or acquisition, being dated, or simply a brand update, there are a wide variety of design solutions that can be considered. It might not even be physical updates, but rather enhancing the choreography. The process of planning and budgeting for breathing new life into an existing environment can be as rewarding as creating a brand new one, although we believe the former is considerably easier and most times more cost effective.



PEOPLE

Face-to-face marketing can't exist without personal connections. Having the right people in the right roles helps close sales, build relationships, and ultimately move the bottom line.



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Account Management - Andy W.

EXPERIENTIAL MARKETING IS A SALES TOOL.

Look at an experiential marketing program as a sales tool rather than just a physical brand space. When you start to talk about designing sales conversations rather than kiosks, clients' eyes start to light up and planning discussions take a unique turn away from wood, screws, and graphics, and into engagement, intelligence, and actionable follow-up.

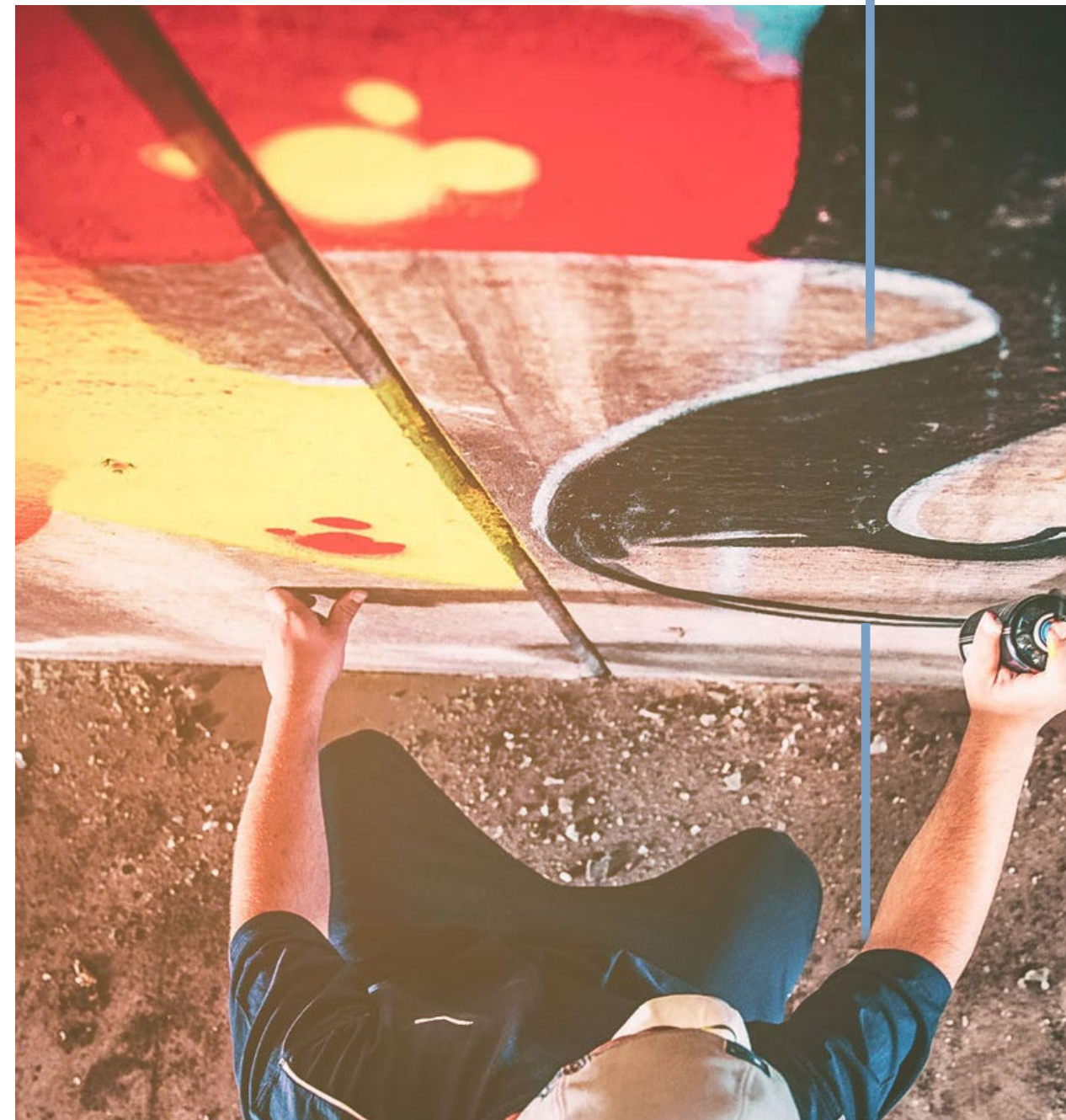


Creative - Andrew C.

DON'T LET PERSONAL DEVELOPMENT BE YOUR CASUALTY. INVEST IN YOUR TALENT.

As client demands increase, the first casualty is often personal development. Those small things we used to do that help ignite creativity and spark imagination all too often succumb to the task-oriented, fast-paced nature of our business. I've learned that there can be no creative fire without first nurturing the spark.

Looking forward to 2019, it's more important than ever to invest in your talent by attending important industry trade shows, learning and applying the latest trends, and researching the newest technologies that can help your business. We'll be doing that here at Derse, so look for more thought leadership and creative insight in the year to come.





Marketing - Atli H.

HAVING A TRUSTED PARTNER WITH YOUR BEST INTEREST IN MIND IS KEY TO STAYING RELEVANT.

When seeking out new vendors, RFP responses can be overwhelming to evaluate – compressed timeframes, several pages of content, and multiple bidders all with similar capabilities. To assist in the evaluation process, ask bidders what they are doing to help their clients stay relevant.

Having a trusted partner that has your best interest in mind is key to keeping your company relevant with your customers.

It is also important to learn from bidding companies how they are differentiating themselves among competitors. This opens the door to learn their approach to being successful in the face-to-face industry and how it translates to your program.



Events - Drew D.

MILLENIALS ARE RAPIDLY TRANSFORMING OUR BUSINESS.

Today's consumer/employee/executive is like no other in history. If you are 45 years old or older, you were raised in a world that contextually was similar to the one your parents experienced. That is no longer the case. Today's generation has different expectations, beliefs, and is enabled to seek information in a manner that represents the largest paradigm shift of our time. Embrace these individuals and the ever-shifting sands they comfortably navigate – or perish. Do the following three things to get started:

Be genuine:

Good marketing should give your audience a reason to care about your brand. Show them why they should, and then build the experience around it.



Don't let all the screen time fool you:

Parents are not the only ones who have grown tired of their kids living on their phones. Turns out, the kids are, too. More and more Millennials are eschewing social media and seeking out face-to-face engagements. The audience may find you on Instagram, but they want to meet you in person. Let them experience who you are and what you are about, personally.



Use your social channels to broadcast what is happening (at your event):

A couple of powerful drivers come together here – your audience simultaneously becomes your “cast,” those not at the event experience the all-powerful fear of missing out (FOMO), and those that are, tell them all about it.

Account Management - Chris T.
SERVICE WILL ALWAYS BE KING.

In order to leave more lasting and memorable experiences, trade show exhibits have to be more than great design and craftsmanship, especially today. Brand loyalty is built on experiences that touch on all senses. And exhibits need to be refreshed, rethought, and always current.

I study what brands are doing across many industries and how I can translate this for my clients at an event or on the trade show floor. This is how I help clients stay current.

The one thing that will never change, as I see it, is service. Service will always be king, and today this means availability, knowledge, staying current, and friendliness – this goes a long way.





No matter how you approach your face-to-face marketing, it can be a pivotal piece of your marketing plan. Getting face-to-face will help connect your brand to your audience, and make meaningful business connections.

If you have the desire to take your program to new places this year, Derse can help.

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