Communication with Industry partners
Group 1: Format

What is the ideal format for each tool?

- **Prospectus/Catalogue**: Both paper and digital– Paper still useful to flick through at your desk – online also good in particular if you use the search function

- **escexhibition.org**:
  - Application process: not user friendly (need to do everything) --> needs more automation + highlight unavailable products (with accrued point ranking automation blocking products)
  - All in 1 platform: overview : global CRM tool ((orders, invoicing, visibility orders in process and history )

- **escardio.org**: dedicated Industry interface vs current format

- **emailings**:
  - too many sources
  - Industry partners would like to also receive strategic emailing newsletter + non-congress (analytics, industry trends)
  - more personalised emails (ex: if no booth reserved, should not receive other emails linked to this)
  - Ideally Industry could receive a monthly email with all deadline of the month (all congresses, all type of product)
Group 1: Format

What is the ideal format for each tool?

- PR/Press: what are you doing this year and who’s the relevant contact?

- Miscellaneous:
  - 1 page with all deadlines + “add to calendar option”
  - An overview of Industry staff to know who's in charge (contacts)
  - More planning before deadlines (can't be respected as too late for industry partners: endorsement, budget...) --> better coordination internally
  - ISS programme for transparency - competitive analysis (right now using the search function --> not optimal)
  - Get a notification on new content available on escexhibition.org like we get on our phones
Group 2: Content

- Escexhibitions – should become a stronger customer reference platform & need to promote more. More organised platform.
- Need to include Past Orders, Details of the Orders (Budget, Timings, Summary of the Order after your order (email confirmation)).
- Customer profiling – offer products which are in line with the profile (expenditure etc..),
- Overview of the upcoming Deadlines in an easier manner (overall view – hyperlinking – emails could help highlighting the deadlines for clients. Relevant research that we conduct – make this readily available under a tab.
- Customer portal calendar (option to synchronise with professional calendar).
- Contact by task function; identify who should receive specific information (would be helpful for working with agencies).
- Keep Industry Site Visits as a good way of exchange
Group 2: Content

- Automatic flagging of missed deadlines to concerned clients.
- Chat function with ESC Industry Staff
- Add an organisation chart by event, responsibilities, key contacts, photos – hyperlink (email, number)
- Generic mailboxes need to be made more evident
- Industry Prospectus: Highlight new offers in particular & any significant price increases
- Guidelines: Highlight new rules
- Frequency: Too many mails with too much content – one newsletter which summarises the important information by month, advantages & disadvantages to this. This would need to be as succinct & concise as possible – probably need to blend the two.
- Account Management: Scheduled calls focused on quality
- Emailing: Content – non-congress content is interesting – would need an opt in function; quarterly newsletter frequency
Group 3: Frequency

How often would you like to receive news?

- Emailings: how often per topic (congress/non Congress)
  Frequency fine as to date. Title very clear.

- Industry Prospectus: how early should the offer be provided before congress?
  Budget is validated a year before the congress.
  Budget information (prospectus) to be provided 1 year in advance.
  Provide prospectus within 3 months + new product description ASAP

- How often would you like to be informed of deadlines?
  Right after product confirmation.
  Calendar at a glance showing deadlines and for future: a personalized calendar per company updated each time a product is ordered.

✓ Other topic:
  Too many email addresses, suggestion to have only one email address to communicate with.
  Distribution list clean up