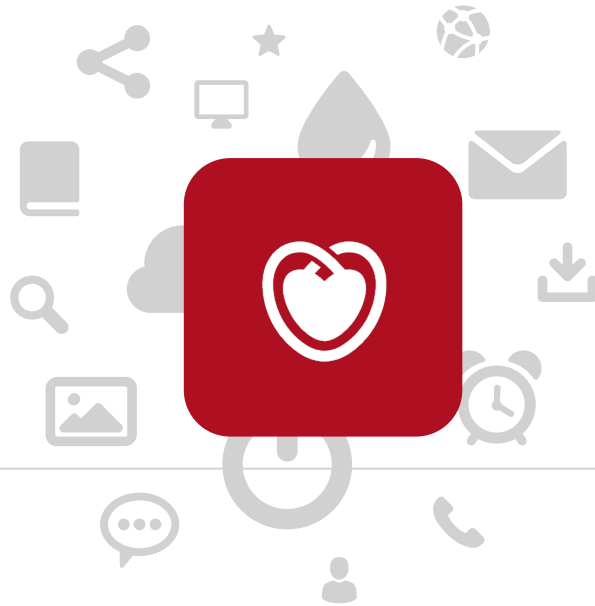


Communication with Industry partners

What next?

01/06/2018



Format – moving forward



Imminent implementation

- Industry Prospectus: paper and digital both relevant
- Develop a monthly email with all upcoming deadlines (all congresses & all products)
- Public Relations/Press: communicate on key contacts



In the pipeline

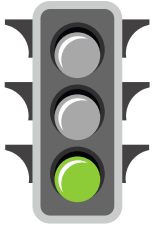
- ESCexhibition should become an 'All-in-1' platform: global CRM tool (orders, invoicing, visibility orders in process and history)
- Optimise application process: not user friendly → needs more automation + highlight unavailable products (with accrued point ranking automation blocking products)
- Create 1 webpage with all deadlines + 'add to calendar option'
- Create more personalised emails (based on ordered products)
- Develop strategic emailing newsletter + non-congress offer (analytics, industry trends)
- Send notifications when new content published on escexhibition.org



Needs further discussion

- Earlier planning before deadlines (can't be respected as too late for industry partners: endorsement, budget...) --> better coordination internally
- Publish Industry Sponsored Session programme for transparency - competitive analysis (Industries currently have to use the search function --> not optimal)

Content – moving forward



Imminent implementation

- Overview of the upcoming Deadlines in an easier manner (overall view – hyperlinking – emails could help highlight the deadlines for clients.
- Industry Prospectus: Highlight new offers in particular & any significant price increases
- Guidelines: Highlight new rules
- Keep Industry Site Visits as a good way of exchange
- Account Management: Scheduled calls focused on quality



In the pipeline

- Escehibition – 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
- Automatic flagging of missed deadlines to concerned clients
- 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.
- Content – non-congress content is interesting – would need an opt in function; quarterly newsletter frequency



Needs further discussion

- Chat function with ESC Industry Staff
- Generic mailboxes need to be made more evident

Frequency – moving forward



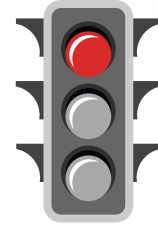
Imminent implementation

- Distribution list clean up



In the pipeline

- Information regarding 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.



Needs further discussion

- 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
- Too many email addresses, suggestion to have only one email address to communicate with