

EVOLIO Marketing's Federbush to Present Educational Sessions at EXHIBITORLIVE

Focus on How to Measure Trade Shows and Events

NEW YORK, NY, UNITED STATES, February 25, 2016 /EINPresswire.com/ -- EVOLIO Marketing Inc., an agency dedicated to helping marketers create the best brand experiences in a way that profoundly impacts their businesses and professions, announced today that that Joe Federbush, president, will present educational sessions at EXHIBITORLIVE next week.

EXHIBITOR Magazine's EXHIBITORLIVE, the training conference for trade show exhibit and [event managers and marketers](#), will be held February 29 - March 3, 2016 at the Mandalay Bay Convention Center in Las Vegas. The industry's highest-rated training conference features seven learning tracks and 180 sessions focusing on all aspects of trade show exhibit and event marketing and management. All conference registrants will have full access to the EXHIBITORLIVE exhibit hall, North America's largest featuring trade show and event products and services. (www.ExhibitorOnline.com)

Following are the sessions Federbush will lead:

How to Measure the Value of Trade Show Participation - Part I: Basic Concepts
Monday, February 29, 8:00 AM
Tuesday, March 1, 8:00 AM

Justify and grow your trade show marketing. This CTSM required session provides basic building blocks for measuring the value of trade show marketing. Topics include:

- How to ensure that your event investments pay off

The logo for EVOLIO marketing, with "EVOLIO" in a large, black, sans-serif font and "marketing" in a smaller, blue, sans-serif font below it. The letter "O" in "EVOLIO" is replaced by a circular graphic divided into four segments of different colors: teal, green, blue, and white.

Joe Federbush, president, EVOLIO Marketing Inc.

- Identifying the four sources of value from event marketing
- Estimating value for each component of event payback
- Establishing a payback ratio as an index of trade show value
- Basic organizing and presentation of results to management

Session includes examples, case studies and worksheets to help you put this knowledge to work. You will also receive a take home project that will help you focus on your program strengths and weaknesses and likely opportunities for ROI improvement.

How to Measure the Value of Trade Show Participation - Part II: Practical Application

Tuesday, March 1, 10:00 AM

How to Measure the Value of Trade Show Participation - Part I: Basic Concepts.

Apply what you learned in the basic trade show value measurement concepts session to your own program. Pre-requisite: M10816. Through examples, case studies and worksheets, you will learn to:

- Assess your program's strengths and weaknesses
- Work with the four elements of value
- Estimate appropriate event budgets, staff and exhibit sizes
- Select and invest wisely in your show schedule
- Apply other types of measurement to compliment ROI
- Assign key performance indicators
- Deploy and apply customer and visitor research
- Report event performance to senior management

This session provides for individual guidance in working with measuring and reporting your own event scenarios and results.

This session includes a pre- and in-class assessment of your program strengths and weaknesses—and identification of likely opportunities for ROI and performance improvement.

You Know What to Measure - But How Do You Actually Measure It?

Wednesday, March 2, 10:00 AM

Regardless of booth size and investment level, measurement has become an integral part of many companies' event marketing endeavors. This interactive, introductory-level session is designed for exhibit managers at all levels who want to learn step-by-step how to:

- Develop measurable objectives
- Determine the best research methodology
- Keep timeliness and simplicity of measurement in mind
- Understand sample size and response rates
- Develop objective-based survey questions
- Utilize RFID, video, free tools, calculators and social media
- Analyze and present results
- Make sound decisions based on research

About EVOLIO Marketing

EVOLIO Marketing Inc. is dedicated to helping marketers create the best brand experiences in a way that profoundly impacts their businesses and professions. EVOLIO Marketing's exclusive portfolio of marketing solutions will evolve your brand's entire event marketing process beginning with identifying business challenges to obtaining measurable and actionable results. EVOLIO's distinctive process is

specifically designed for companies of all sizes and budgets. By partnering with best-in-class event marketing agencies, and highly experienced event strategists, EVOLIO helps answer your toughest question: How do I successfully align our events to our business strategy make sure they deliver effective results? (www.EVOLIOmarketing.com)

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