

# EVOLIO Marketing's Federbush to Present Educational Sessions at EXHIBITORFastTrak Chicago

*Focus on Measuring Exhibits, Trade Shows and Events*

NEW YORK, NEW YORK, UNITED STATES, August 16, 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 [EXHIBITORFastTrak](#) next week.

EXHIBITOR Magazine's EXHIBITORFastTrak features university-affiliated sessions that can lead to Certified [Trade Show Marketer \(CTSM\)](#) professional certification. The CTSM designation is awarded by EXHIBITOR in affiliation with Northern Illinois University Outreach and reflects adherence to the highest educational standards of trade show and event marketing. ([www.ExhibitorOnline.com](http://www.ExhibitorOnline.com))

Following are the sessions Federbush will lead:

How to Measure the Value of Trade Show Participation - Part I: Basic Concepts  
Thursday, August 25, 1:15 pm

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
- Identifying the four sources of value from event marketing
- Estimating value for each component of event payback

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Joe Federbush, president, EVOLIO Marketing Inc.

- 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

Thursday, August 25, 3:00 pm

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.

#### 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](http://www.EVOLIOmarketing.com))

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