



Five Tips For
**Bringing Analytics
To Your Conference**

Presented by:

spar**X****analytics**
converting data into opportunity

About Sparx Analytics

At Sparx Analytics we're data artisans. We focus on uncovering and providing business critical data that helps our clients navigate an ever growing sea of information.

We understand that with clear, easy to understand portraits of their operating environment our clients can focus on what matters: strategic resource allocation, improving outcomes and enhancing ROI.

Our focus on and monitoring of the pulse of online communications within the Canadian capital markets ecosystem, including retail and institutional channels, means that we are uniquely positioned to track, filter and report the conversations and trends that impact Canadian investors.

We convert data into opportunity. To learn how we can do it for you, contact us.

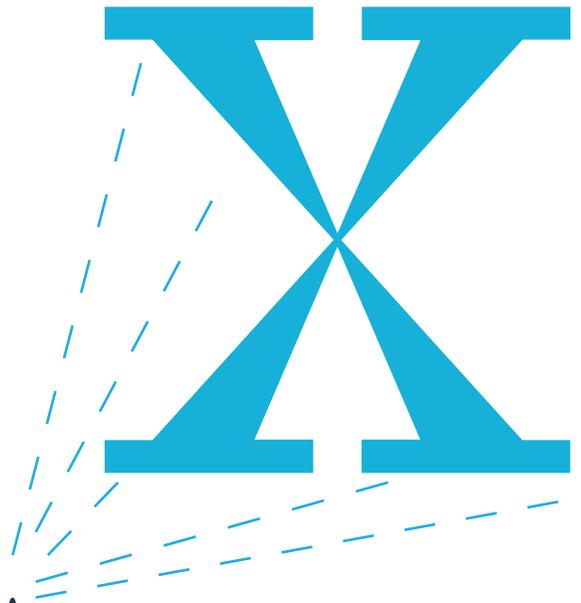
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Tip #1: Calculate Your Cost Per Impression

The starting point in calculating the return on your investment is figuring out exactly what your investment is. This will help you measure the metric most important to your conference ROI: the cost per impression (or your company's cost to speak to each person).

Step #1: Grab a calculator and add up the dollars you're spending on:

- Your booth
- Marketing materials (brochures, promotional items etc.)
- Travel
- Hotels (if applicable)
- All meals and entertainment during the conference
- The promoters
 - Did you hire an investor relations firm? How much did they cost?
 - Are you manning the booth yourself? How much is your time worth?
- Any other expenses you can think of that you wouldn't have spent if you weren't going to the conference



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Step #2: The total amount spent gives you your overall investment in the conference. The next step, which involves measuring your number of impressions, is comprised of four steps.

Step 2a: Prior to the conference

- Count the numbers of any marketing materials you'll be giving away at the conference

Step 2b: During the conference

- Make sure every person you speak to takes 1 piece of marketing material with them
- Welcome anyone you don't speak with at length to also take 1 piece of marketing material
- Keep track of the number of people you spoke to who didn't take any material with them

Step 2c: After the conference

- Count the number of marketing materials you have left. The difference between what you took to the conference and what is left is a part of your number of impressions.
- Add the number of people you spoke to who didn't take materials. This will give you your total impressions from the conference.

Step 2d: The final step in calculating your cost per impression is to divide the dollars spent by the total number of impressions:

$$\text{Total \$ Spent} \div \text{Total \# of impressions} = \text{Cost Per Impression}$$

This is essentially the investment you've made to speak to one person. Whether or not you've gotten the return on that investment depends on what your objective is when speaking to a conference attendee.



Tip #2: Two Heads Are Better Than One

Maximize your booth's performance by having **at least two people at the booth**. Here's why: Imagine that you go to a two-day conference where you're expecting a crowd of 10,000 attendees. To make the math easy let's pretend that in total you are on the conference floor for 10 hours per day for a total of 20 hours for this conference (not including setup or takedown time).

Let's take it a step further and assume that you are a lean, mean conference machine; you take no lunch, no bathroom breaks and you are speaking to someone every minute that you are there with no breaks to the flow of traffic. Let's also assume that every conversation you have is with an engaged audience member meaning you are spending on average 5 minutes per person explaining your company and answering questions.

This means per hour you'll speak to **12 people** (60 minutes/hour ÷ 5 minutes/person). During the whole conference you'll speak to a **maximum of 240 people** (12 people/hour × 20 hours).

In order to maximize the number of people you speak to, increase the number of people staffing your booth. Assuming s/he is also a machine in an optimal environment you and your colleague can engage **480 people**. If you don't have anyone on staff to take with you to the conference, consider using an employment agency to help fill the staffing gap. This strategy can be worthwhile if reaching a maximum number of conference attendees is your goal. Also consider that other exhibitors are trying to capture the attention of the same attendees you are, so playing some zone defense might be in order. The bottom line as tip #1 showed us is this: **the more impressions you have, the lower your cost per impression.**



Tip #3: Get Social And Reach Out Regardless Of Traffic

If you've been to conferences before, chances are you know that a never-ending flow of traffic just doesn't happen all day. You'll probably have some "dead time" on your hands. Don't waste it! "Dead time" is a great time to do some online investor outreach and build your following. Social media sites are measurable platforms for connecting investors with your brand.

Step #1: Count your current followers on Facebook, Twitter, LinkedIn, StockTwits or any other social media your company has presence in.

Step #2: Start participating in online conversations. For example, if the conference has setup a twitter hashtag (e.g. #InvestingConference2013) put it in your search browser and start following the conversations that are attached to it. Give your comments and utilize the same hashtags to make sure that your input is included in the stream. There are some rules and etiquette for social media you'll want to familiarize yourself with, including keeping your content relevant and within your company's compliance protocol.

Step #3: After the conference, count up the number of tweets or posts that took place during the conference, and also re-count the followers in your social media networks. The difference between the followers you had before your updates and the ones you have after represents part of your growth in the online communities.

Using downtime between face-to-face interactions to build on online interactions?

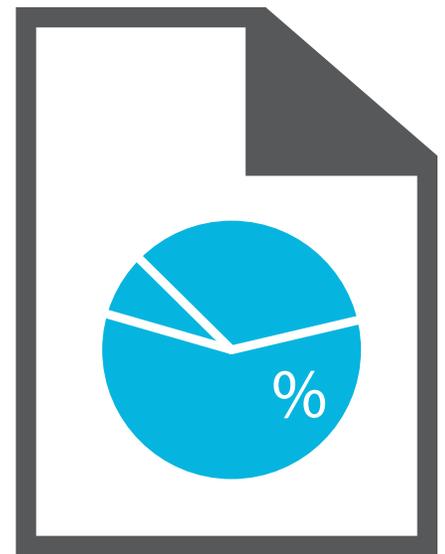
Aren't you smart!



Tip #4: It's A Numbers Game – Know Where You Stand

If you don't already have Google Analytics integrated with your website, make sure you do it immediately. You'll only know what gains you've made in the future if you know where you stand today. Implement analytics three weeks to one month ahead of your conference to track the metrics that are critical for your company's marketing strategy. Whether it be **number of visitors, time on site, pages visited or forms filled in**, the right metrics depend on what goals your company is hoping to achieve. This step will be essential in order to implement tip #5.

[Our passion is data and analytics. Let us know if you need any help setting this up.]



Tip #5: Measure The Impact

Ok you're back from the conference, was it a slam dunk or an air ball? Because you took the time to do some simple analytics planning (good on you for setting that up!), you can now find out what kind of impact all your hard work and investments have made.

Using your Google Analytics, compare the numbers after the conference to those before. Did you see increases in the areas that matter most? Here are four key questions that analytics can help you answer:

1. Did you get more visitors to your website?
2. Did more people search for your name directly?
3. Have the keywords visitors used to find your site included your company name? and
4. Have the instances of people searching for you by name increased?

These are some of the many metrics you can now investigate to see how your participation in the conference enhanced your investor relationships, increased the awareness of your company and helped contribute to your long-term strategy of increasing shareholder value.

[Need help measuring the impact of your marketing activities? We can help you put in the right systems.]



Conclusion

While you probably won't see an immediate substantial spike in your share price by going to a conference, the metric you really want to pay attention to is delivering shareholder value. Shareholders and company management appreciate knowing how, where and why you spend your marketing dollars, and whether those activities are working to enhance value. With an analytics strategy in place, you'll be able to deliver that message.

By following the five simple tips we've outlined, you'll be able to better track and report the performance of your marketing activities. Making informed decisions on where you should and shouldn't spend your marketing dollars becomes faster and more effective, which by any measure, is a great way to stay ahead of the pack.

