

Xerox – Event/Trade Show Marketing

Context

- There is a large printing show, Drupa, held once every 5 years
- Xerox' business was lagging and saw increasing their presence as a mechanism for turning the business around
- Xerox had decided to spend an unprecedented \$16MM on their participation at this trade event, however their location was remote to the main show pavilions
- Up until 3 months before the show, everything was internally driven and centered around the Xerox product portfolio
- No thought had been given to post show follow up

Activities

- Established behavioral objectives for attending customers
- Defined invitation criteria and created incentives for going to the Xerox pavilion
- Issued a customer survey to be completed by Xerox reps
- Tiered customers according to their value and needs
- Created four tiers of show “treatments” for customers and assigned each attendee to a tier
- Designed extensive interaction between pre-show survey, a customized show experience and personalized post show Web page

Impact

Customers

- Higher 12 mos. close rate of attendees than any previous show
- Created active post show dialog opportunities and mechanisms
- Increased customer satisfaction among attendees

Processes

- Established an internal awareness of designing events with the customer in mind
- Created active post show dialog opportunities and mechanisms

Technology

- Used swipe card technology to design a customized show experience based upon registration survey
- Designed personalized Web pages to facilitate electronic fulfillment of collateral materials