



# Bits & Bytes of Event ROI: What Technology Can Do to Help You Manage Event ROI

.....  
[www.applerock.com](http://www.applerock.com)  
800.897.7131



So what does technology have to do with your trade show ROI? Technology can play a vital role in understanding your trade show return on investment. What do you want to know about what your event marketing program is producing? Develop your matrix and start collecting the information at your trade shows through strategic technology.

### **Types of Technology & What It Can Tell You**

**Lead Capture Technology.** Lead capture technology can capture visitor information in an automated fashion to help save you time and frustration on the show floor. Technology can take the worry out of capturing information. You can purchase your own lead capture system or rent lead capture technology through your exhibit appointed contractor or show service. This will save you valuable time with visitors, because lead capture technology will reduce the need to write down information and reduce the time it takes to ask your visitor the endless number of questions about simple information such as how to contact them after the show. Save that time for talking about your business and what it has to offer instead of relying on manual ways to capture information.

**Lead Behavior Technology.** Behavior technology is your best friend when it comes to measuring results in trade show experience marketing. Measuring experiences at various stations throughout the trade show experience design is crucial for understanding your audience's reaction to your design. Lead behavior technology measures behavior, interactions and engagements based on criteria set in relation to goals set forth in the software. Real time location tracking and measurements can assist you in realizing the power of your design. Some of the results that can be obtained include, but not limited to: staff effectiveness in relation to audience interaction, staff tracking, audience time interactions in relation to stations, and booth design integration with technology.





**Mood Enhancements.** Affecting the mood of your visitors will be critical to integrate your brand into the environment. Employing all of the senses can create the most memorable experience. Careful consideration of lighting, multimedia, sounds, graphics, interactive touch technologies, smells, etc. Measurements of these interactions can allow you to align your brand with your visitor's preferences.



**Digital Sign Integrations.** Technology integration in relation to booth and audience behaviors within the booth can result in valuable information as it relates to message effectiveness at various junctures in the booth. This amazing technology can help you understand how to maximize your offerings within the environment and create the most dynamic experience.

**Staff Management Software.** Staff management technology is valuable when you are responsible for shift and responsibility management. Understanding the status of your staff at all times will be critical for making sure your event goes smoothly. Tracking can include items like on-duty/off-duty status, location, interactions, staff schedules, itineraries, remote user interfaces, and more. Having complete control over staff management is a valuable tool.

**Customer Relationship Management & Contact Management Software.** Use customer information management software to track contact information to understand the traction made through event marketing campaigns. This will help you track ROI and keep your data organized.

Nurture contact information to convert leads to sales. The conversion of sales for each event can be compared to your expenditures to understand your return on investment. Contact us to find out more about how we can assist you with implementing technology into your event marketing program!