



National Cattlemen's
Beef Association

 Maritz Global Events®

Changing the Game: From Measuring ROI to ROE

NCBA Exhibitor Summit | Orlando, FL
September 2023

About Maritz



Who We Are

We are an international leader in the events industry. We service over 2,000 clients and support a variety of events including annual conferences, digital/hybrid meetings, incentive travel, advisory board meetings, partner events, sales meetings, product launches, tradeshows, enthusiast events, live events and strategic meetings management (SMM). We have been in business for more than 125 years. We have been providing meeting and incentive travel solutions for 60+ years.

What We Do

We create transformational experiences to delight our guests and deliver on measurable business objectives for our clients. Our services include design/strategy, event management, sourcing/site/venue selection, content management, sponsor/speaker management, tradeshow/exhibition management, creative communications, marketing, event registration, air ticketing, housing, event technology, TD/onsite management, financial management, data analysis and reporting.

How We Do It

There's no secret to our success. It's our people. By fostering a culture of innovation, we have assembled an incredible team of diverse thinkers who aren't afraid to use their expertise to try new things.

Why We Do It

Our goal is simple: unleash human potential. We know we've succeeded when an experience helps a guest do their job better, become a better human or think from a different perspective. And yes, we have metrics to measure that.)



6.5K+
Events contracted



2K
Clients



95%
Client retention rate



2.9M+
Room nights



\$775M+
Total room spend

About the Design Studio

The Design Studio is a boutique consulting arm of Maritz that brings the strategic perspective of powerhouse consulting to the world of meetings, events and human-to-human experiences.

We leverage event design, experience strategy and behavioral science to help clients solve problems and drive greater results.

+200

Client Design Engagements

+3.5M

Client Guests Impacted

+250

Collective Years Experience

+450K

Hours spent in Strategy, Design, Marketing and Analytics

In addition to the strategy and design work we do for our clients, the Design Studio also serves as a Center of Excellence within Maritz for the following:

- Way of thinking and speaking about the work we do
- Education arm that leads culture-based experiences such as the Master Designer program
- Applying human sciences throughout Maritz
- Catalyst and connection point for company-wide innovation within Maritz
- Research arm within Maritz
- Center for Wellbeing and Sustainability initiatives
- Design and solution hub for clients and colleagues
- Leader in 'what's next' in terms of strategy and trends.

What We Believe

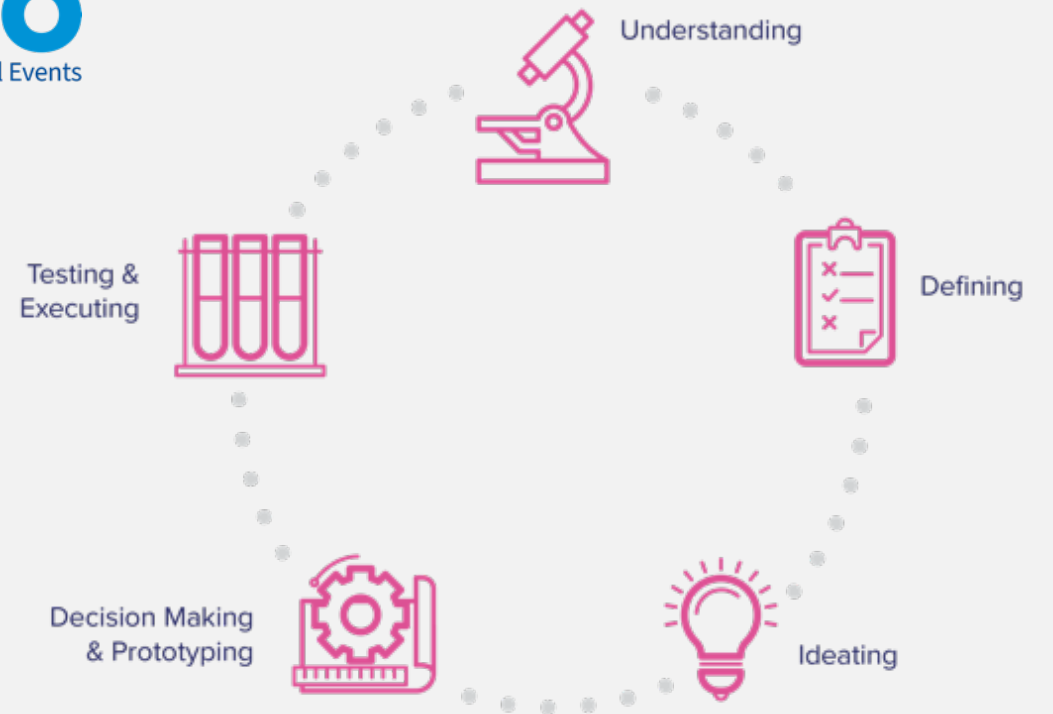
Our Position



**DESIGN
STUDIO**
By Maritz Global Events

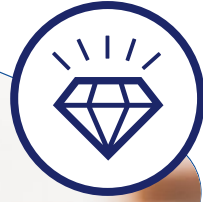
How We Do It

Our Practice



What It Looks Like





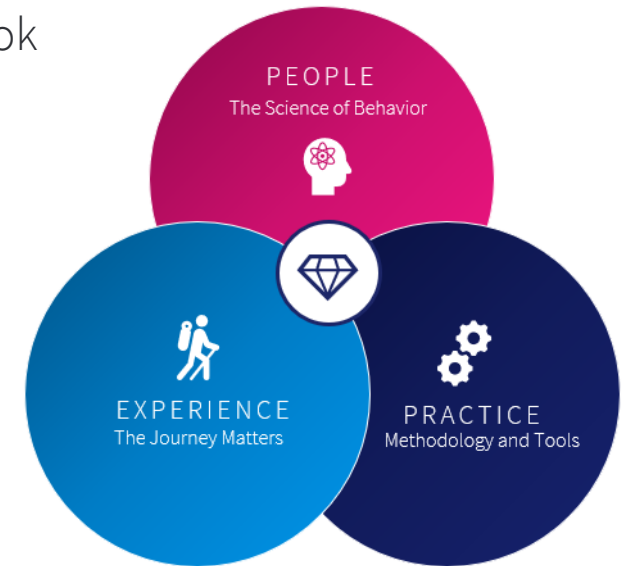
Exhibitor ROI: Strategy Workshop

October 30-31 | Denver, Colorado

Your Participation Includes:

- CattleCon Audience Data-Driven Insights Report
- Two-day Comprehensive Strategy Workshop
- Networking with NCBA Executive Committee
- Post-engagement Summary Playbook

50% Discount Available
Register Today!



CattleCon 2023

What are the key reasons for attending/exhibiting?

What makes CattleCon unique? What are the key differentiators?

What are some of the biggest challenges you are facing right now?

How do you measure success?

What are your suggestions for improving the show in the future?



Top 3 Exhibitor Objectives at CattleCon 2024

- 1 Industry Presence
- 2 Brand Awareness
- 3 Relationship Development

”

It's important to have a home base on the show floor for our brand and our team. We just need to find a better way of utilizing the booth and our team.

“



INDUSTRY PRESENCE

The Most Successful Exhibitors

- Have a plan / strategy
- Have set objectives
- Have set success parameters
- Have communicated responsibilities
- Have thought about people – who they are
- Have thought about people – their journey



Well-Defined Brands



Statement of Intent



Delivering happiness to customers, employees and vendors.



To make people happy.



To organize the world's information and make it universally accessible and useful.



To fulfill dreams through the experience of motorcycling.



Capture and share the world's moments.



To help people around the world realize their full potential.



If you have a body, you are an athlete.



Making the world more open and connected.

Set a Strategy

- Your brand – what does your brand stand for?
- Your Statement of Intent – why do you do, what you do?
- What are your business objectives for attending CattleCon?
 - What do you want to achieve?
 - How will you measure success?
 - What are the behaviors you want to see from your team?
- What are the people outcomes you want to deliver? i.e. What are the stories you want people to tell after interacting with your brand at CattleCon?



What are the VALUES that connect your business objectives to the people impressions you want to connect?

Communicate Responsibilities

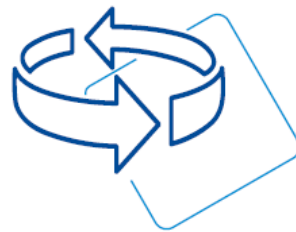
- Make sure the right people (and quantity) or people are there
- Make sure each person has a role and specific responsibilities
- Discuss and rediscuss objectives – before, during and after
- Plan your opening – 3 questions
- Make it easy for people – don't ask for what you don't need
- Be conscious of booth behavior – are you open and approachable?



Changes in Buying Behavior

- Continuing commoditization
- Emerging technology
- Disconnection between status and ‘things’
- Increasing connection through social media
- Fighting between brands for our emotions

These all equal a shift in our values.



Customers have moved from buying transactionally to buying experientially.



RELATIONSHIP DEVELOPMENT



UNDERSTANDING PEOPLE

Science-Based People Principles

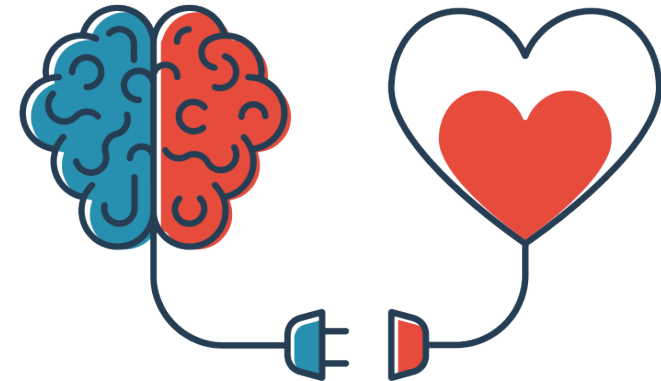
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People are driven by multiple motivators.



1

People are both Rational and Emotional.



2

People are both individual and social.



Multiple Motivators of Human Behavior



Key Design Principles



SCARCITY

That which is in short supply seems much more valuable. Scarcity adds interest, creates urgency and boosts participation.



STATUS

People are both rationally and emotionally motivated to retain and increase their status. **Creating experiences that provide a sense of exclusivity activate our sense of status.**



SIMPLICITY

Keeping things simple and coherent increases the chances of long-term memory. Our brains are always evaluating how interesting a message is versus how difficult it is to process. We prefer messages that deliver the greatest interest with the least amount of effort.



STORYTELLING

Compelling Stories evoke both empathy and action, and therefore memory. Storytelling is a powerful tool to capture people's interest on both rational and emotional thinking levels. Look for ways to convert "information" into engaging stories.



NOVELY

Novel experiences trigger a new way of seeing and remembering. Most of the time, the human brain is on 'auto-pilot'. When you want people to do something different, you must break the pattern and awaken a different way of thinking. Your goal: surprise and delight.



SHARED IDENTITY

When you create a 'shared identity' at the level of values and ideals, it strengthens bonds between an organization/event and its stakeholders. **Build elements that are consistent with the organization's core values.**



CHOICE OVERLOAD

Too many options leads to decreased satisfaction with the decision and increased regret. It also decreases the amount people are willing to decide at all.



PEAK END

If you want to create an experience people will remember and experience again, carefully design peak experiences that activate positive emotions. **People tend to remember peak experiences – short periods of intense joy – more than longer periods of moderate happiness.**


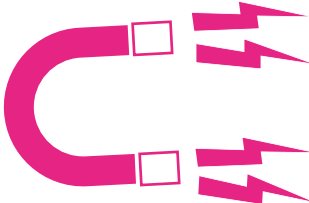






A photograph of a brown cardboard box standing in a field of dry, yellowish grass. In the background, there is a dense line of trees, mostly without leaves, under a pale sky. The image is framed by a white border with a diagonal line crossing it. The text 'Beyond Better Sameness' is overlaid on the left side of the image in a blue, sans-serif font.

**Beyond
Better
Sameness**

Maritz – Eight phases



Designing the Journey

Announcing Capture Attention 	Attracting Woo the Right Audience 	Anticipating Build Excitement 	Arriving Navigating to Destination 
Entering Reset the Intention 	Engaging Environments of Engagement 	Exiting Signature Moments 	Extending Recall and Relive 



Announcing

Capture Attention

How do we capture the attention of the audience we wish to engage?

How are we building excitement?

What is that announcing experience like?



Attracting

Wooing the Right Audience

How are we attracting and motivating the audience?

Are we getting the audience we want? Why / Why not?

Are we extending our reach to those that may not typically be able to attend?



Anticipating

Build Excitement

This phase is about setting expectations and **eliminating disappointment**. This is the phase when guests make the decision to attend.

What's the first thing you decide when you decide you're going to an event? "What do guests need to know?"



Arriving

Travel to the Event

When guests travel to an event, they get into some mode of transportation, which is totally out of your control. However, it's important to understand what could happen during this phase that might affect the overall experience.

Are you providing the right avenues of support?

As guests navigate to the event, are you providing accessibility to what they need, and is it user-friendly?



Entering

Resetting Intention

What are guests experiencing as they transition into the event?

Are you humanizing the experience?

Are we making things personal?



Engaging

Environments of Engagement

Immersing guests in environments that engage, evoke emotion and create memories.

Are we creating opportunities for meaningful moments?

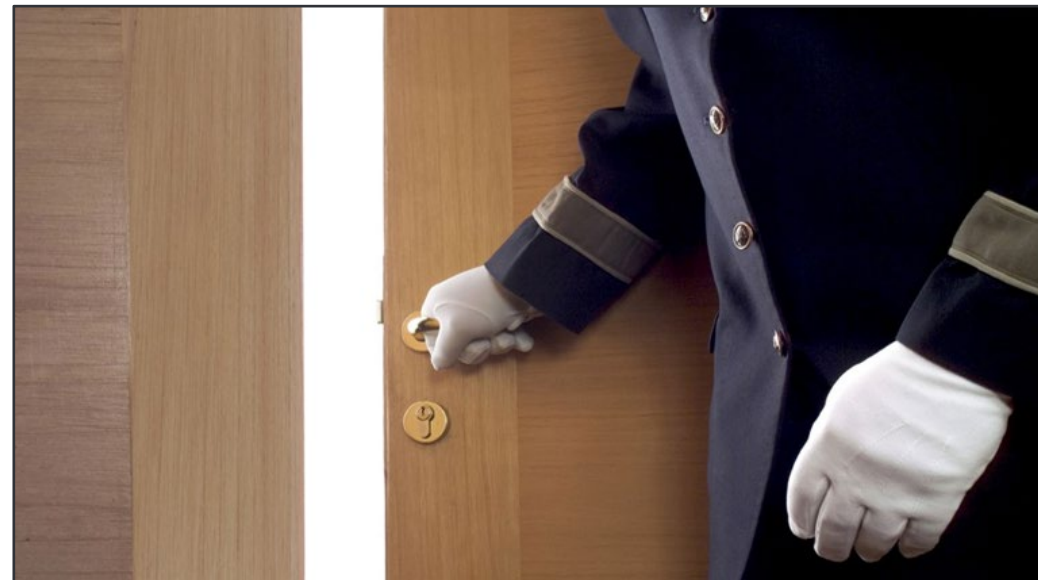


Exiting

Signature Moments

Signature moments can greatly impact a guests' memory of their experience. We usually do a great job of saying hello but tend to forget that saying good-bye is an opportunity to forge a lasting impression.

Are we putting a bow on the event experience and closing it appropriately? What is the last thing the audience is experiencing?



Extending

Recall and Relive

Reinforcing the investment guests made by putting in the work to extend the life of the event.

Are we giving guests a nudge to act on the ideas, lessons or commitments they considered during the event?

Are we thinking about what can be done down the road to create rich experiences all over again?

Eight Phases - Design the Journey

PERSONA NAME _____

Announcing	Attracting	Anticipating	Arriving
Entering	Engaging	Exiting	Extending

Data is gold.
Data can predict. Data
can transform.

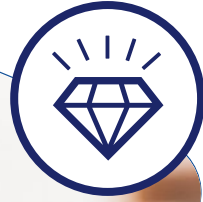
Data exists all around us and is the catalyst to understand, design and create impactful engagements with customers, **like no other.**



GoldMIND™

A photograph of two men shaking hands in a field at sunset. The man on the left is wearing a red and white plaid shirt, and the man on the right is wearing a dark blue jacket over a light blue shirt. The background is a blurred field with a warm, golden light from the setting sun. The text "Smarter Exhibitors Get Better Results" is overlaid on the image in a dark blue, sans-serif font. The word "Smarter" is in a larger font size than "Exhibitors", and "Get Better Results" is in a smaller font size than "Smarter Exhibitors".

Smarter Exhibitors
Get **Better** Results



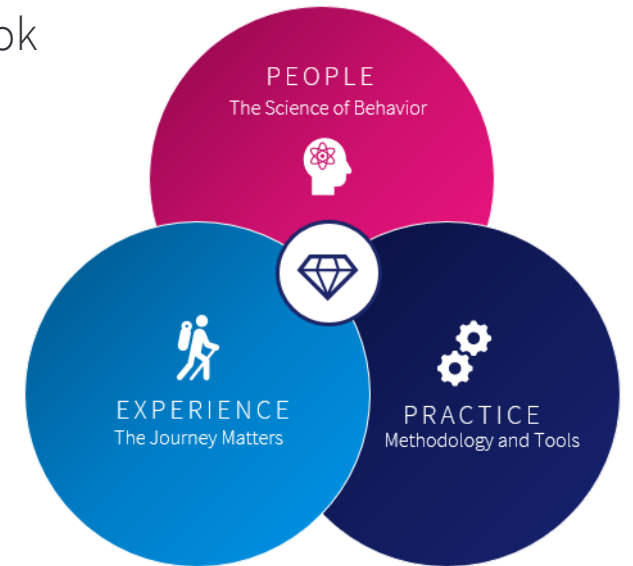
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A collection of light bulbs, one of which is glowing brightly, set against a blue background. The glowing bulb is the central focus, surrounded by several unlit bulbs. The background is a gradient of blue, and the scene is framed by white lines.

You don't need
big budgets to design
great experiences, you
just need **big ideas.**



SEE YOU IN DENVER!

