Consulting Case Growth & Profitability:

# Turning a flagship show into a growth engine

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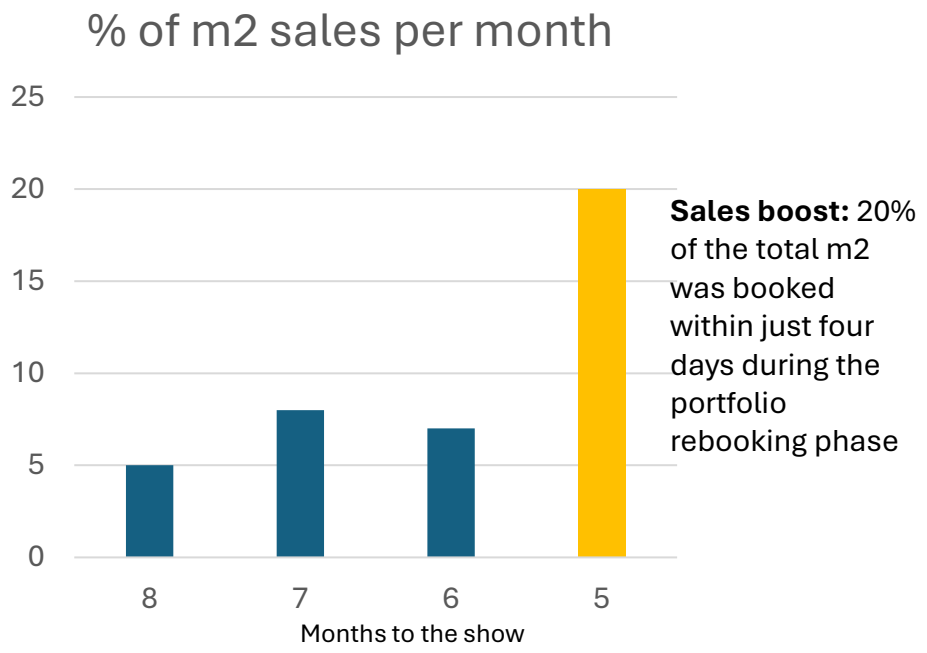
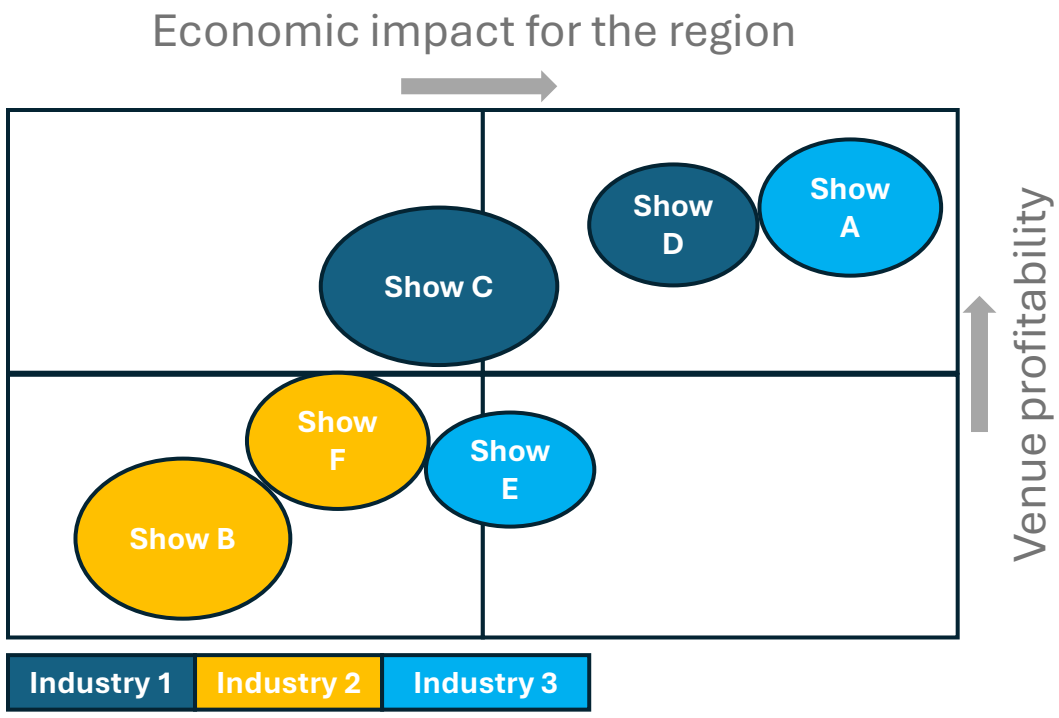
| Project concept: | A global event organiser approached us with a key objective: "How can we harness the power of our industry-leading flagship show to drive rapid growth across our smaller, emerging market events?" |
| The task: | Develop and implement a portfolio rebooking/bundling strategy that fully leverages the synergies of using a flagship show to grow emerging market shows. |
| The situation: | The client runs an industry flagship show and a large number of emerging market shows. We have been tasked with developing and implementing a portfolio rebooking strategy to significantly grow the smaller shows by rebooking exhibitors from the flagship event into the emerging market shows. |
| Our consulting approach and work: | • We analysed the current potential to rebook exhibitors between shows<br>• We developed a holistic portfolio bundling and rebooking concept, including target definition, resource planning, communication strategies, and an execution plan<br>• We conducted team onboarding workshops to reduce internal barriers and empower the team to take ownership of the project.<br>• We conducted the entire rebooking process together with the team both before and during the flagship show<br>• We analysed the results and concluded the project |
| The result: | The involved emerging market show achieved remarkable growth, generating an additional 20% of the entire show budget in just four rebooking days. |

Quote: "*The portfolio bundling phase was a real game changer for our show – we achieved record M2 sales in a record time, thanks to a strong concept and excellent execution.*"



Consulting Case Venue Consulting:

## Driving Venue growth and regional impact

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| Project concept: | A popular venue, aimed to boost profitability and strengthen its economic impact and reputation locally and regionally. |
| The task: | Developing a commercial strategy for a high-occupancy venue |
| The situation: | Our client operates a well utilised venue but sought to develop a commercial strategy aimed at increasing profitability while also enhancing the venue's reputation and its economic impact on the city and region. |
| Our consulting approach and work: | • We analysed more than 250 past events based on profitability, economic impact on the region, customer profile, event type, and other key criteria.<br>• We developed a regional event reputation concept aimed at attracting more profitable events to the venue<br>• We created a commercial framework to assess both previous and future events in terms of strategic fit and financial return<br>• We also identified the most reputable target industries and evaluated more than 700 potential events that could enhance venue profitability and regional reputation<br>• We designed a targeted outreach strategy to approach and secure these potential events |
| The result: | As a result, the client was fully equipped to drive the venue strategy to achieve new commercial levels and have a significant regional economic impact. |