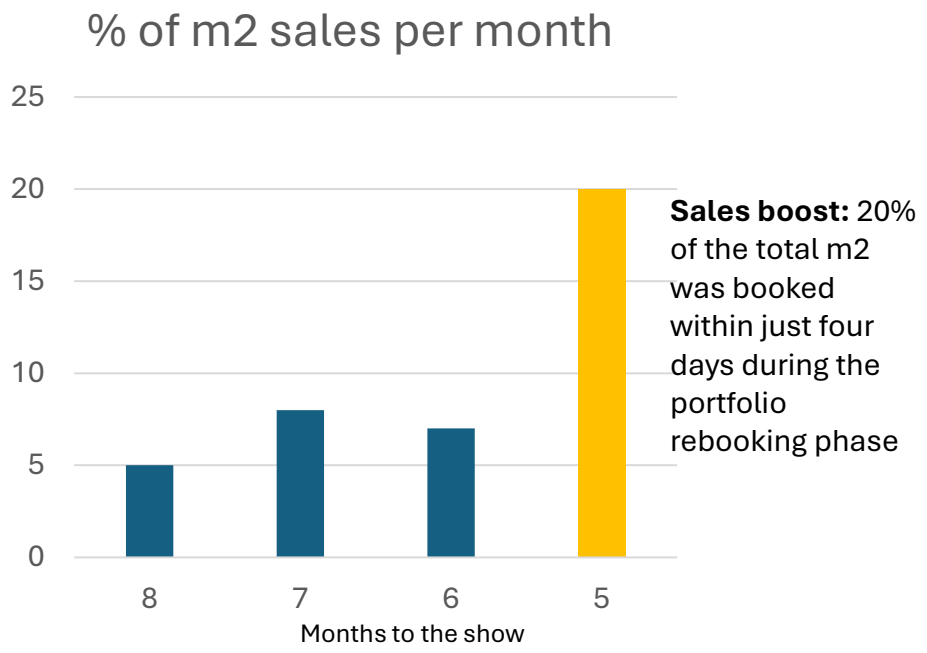
Consulting Case Growth & Profitability:

Turning a flagship show into a growth engine

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 • We developed a holistic portfolio bundling and rebooking concept, including target definition, resource planning, communication strategies, and an execution plan • We conducted team onboarding workshops to reduce internal barriers and empower the team to take ownership of the project. • We conducted the entire rebooking process together with the team both before and during the flagship show • 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.*"