

**Messe München
International**

Connecting Global Competence

UFI ICT AWARD 2010

Customer Relationship Management for Exhibitions

Paris, April 30 / Ulrich Besch



Messe München
International

Vision and Strategy

- MMI is aware of the increasing value of visitors
- We need to build and manage a relationship to **over 2 million** international trade fair visitors
 - a clear sight on our visitors by more information
 - listen to their interests, needs and behaviors
 - interact and perform a 1:1 dialogue



We need a visitor CRM solution!





Messe München
International

Concept, Business Plan and Branding

- Work out the concept with all stakeholders



Through the “bottom up approach” the business units became strong sponsors



- Developing the Business Plan



Top Management approved concept and Business Plan



- Branding the project



The “ViVa-brand” created publicity and acceptance throughout the company





Messe München
International

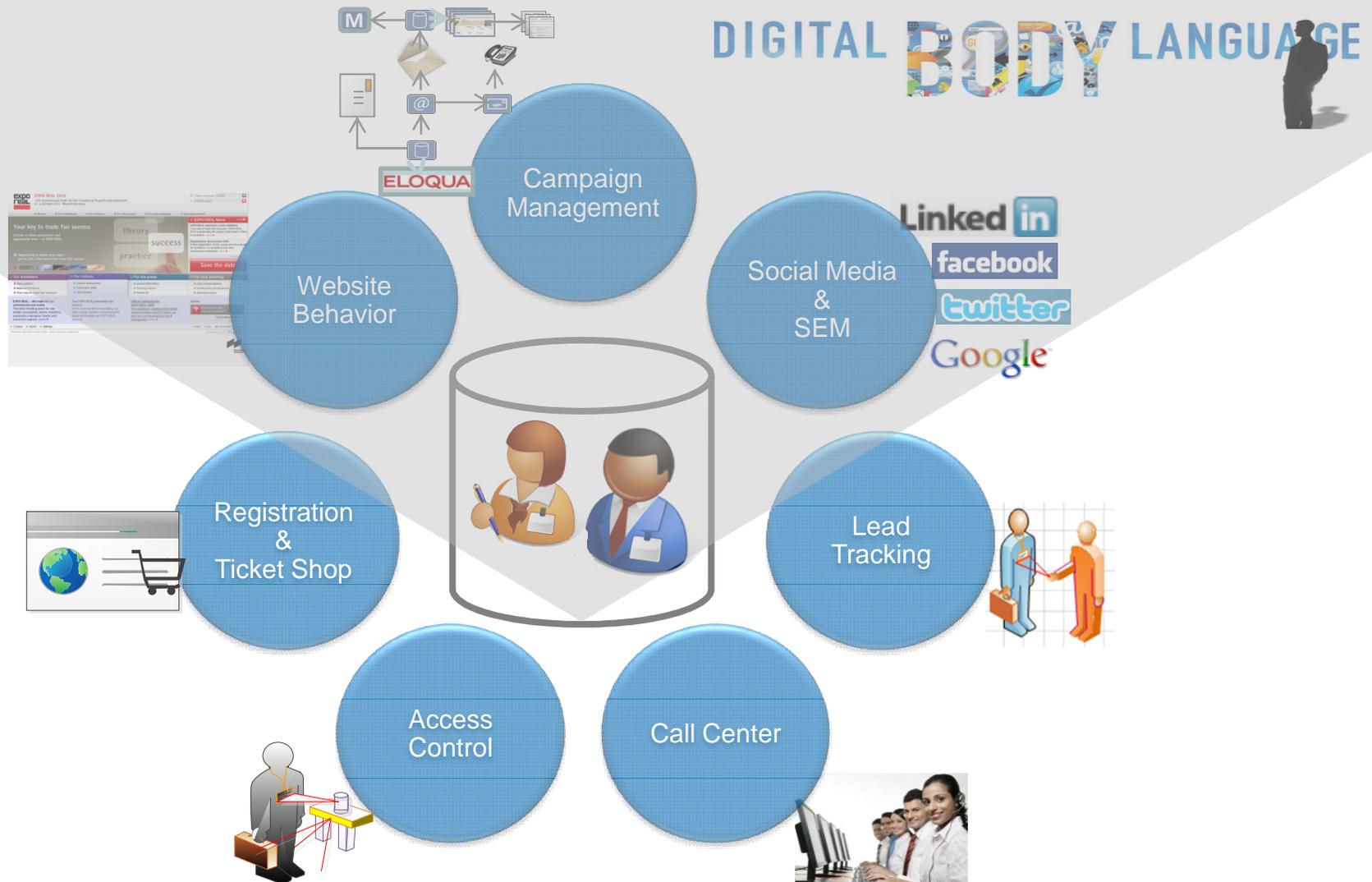
Strategy & Business Model





Messe München
International

The traditional information sources had to be complemented by aspects of the “Digital Body Language”



All the information sources have to be tightly interlocked to build the strong foundation for targeted communication





Messe München
International

Visitor Database

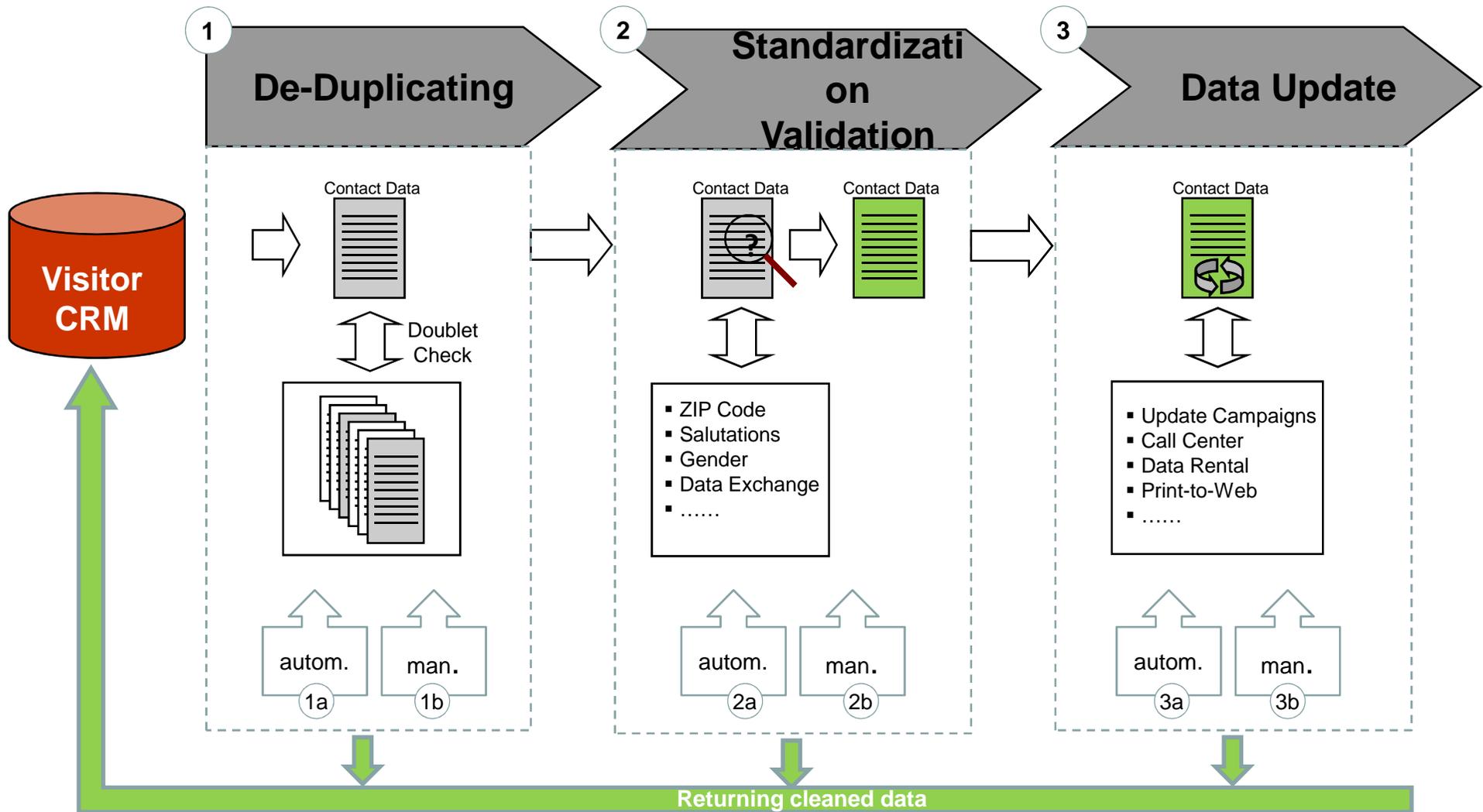


Strategy & Business Model





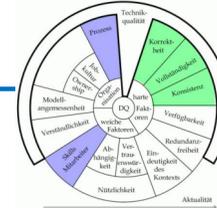
Data Quality Management is done in a three-stage-process: highly automated tools plus manual processes





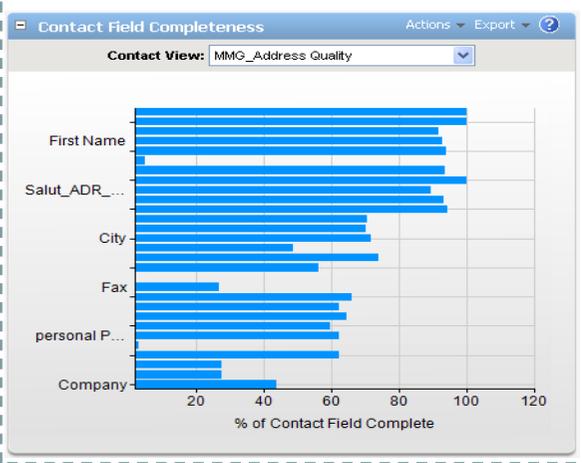
Data Quality is continuously monitored and measured through an effective Data Quality Index (DQX)

DQX = 74,9%



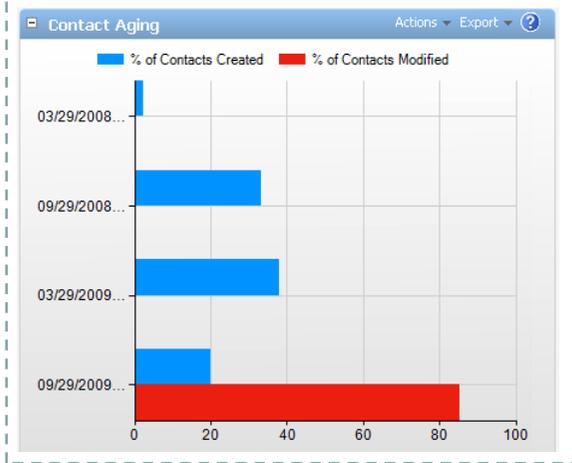
1 Completeness

- How many of the required fields are filled?
 - ...
- „Syntactic Correctness“



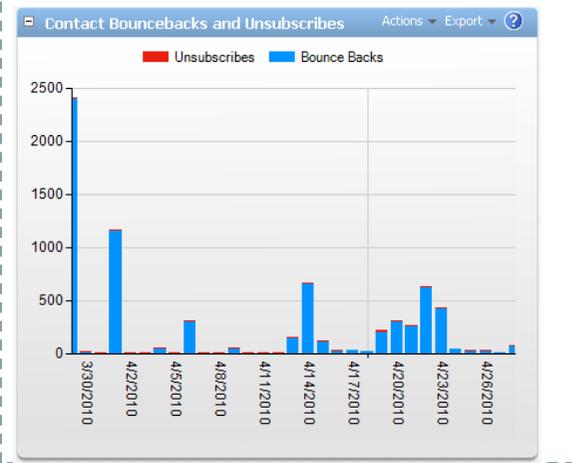
2 Up-to-Dateness

- How many time went by since creation or last correction?
- ...



3 Effectivity

- How many of the evaluated addresses are working? (e.g. Bounce Backs, showing response)
 - ...
- „Semantic Correctness“



Comparisons over time and different exhibitions are easily possible



Messe München
International

Data Quality



Visitor Database



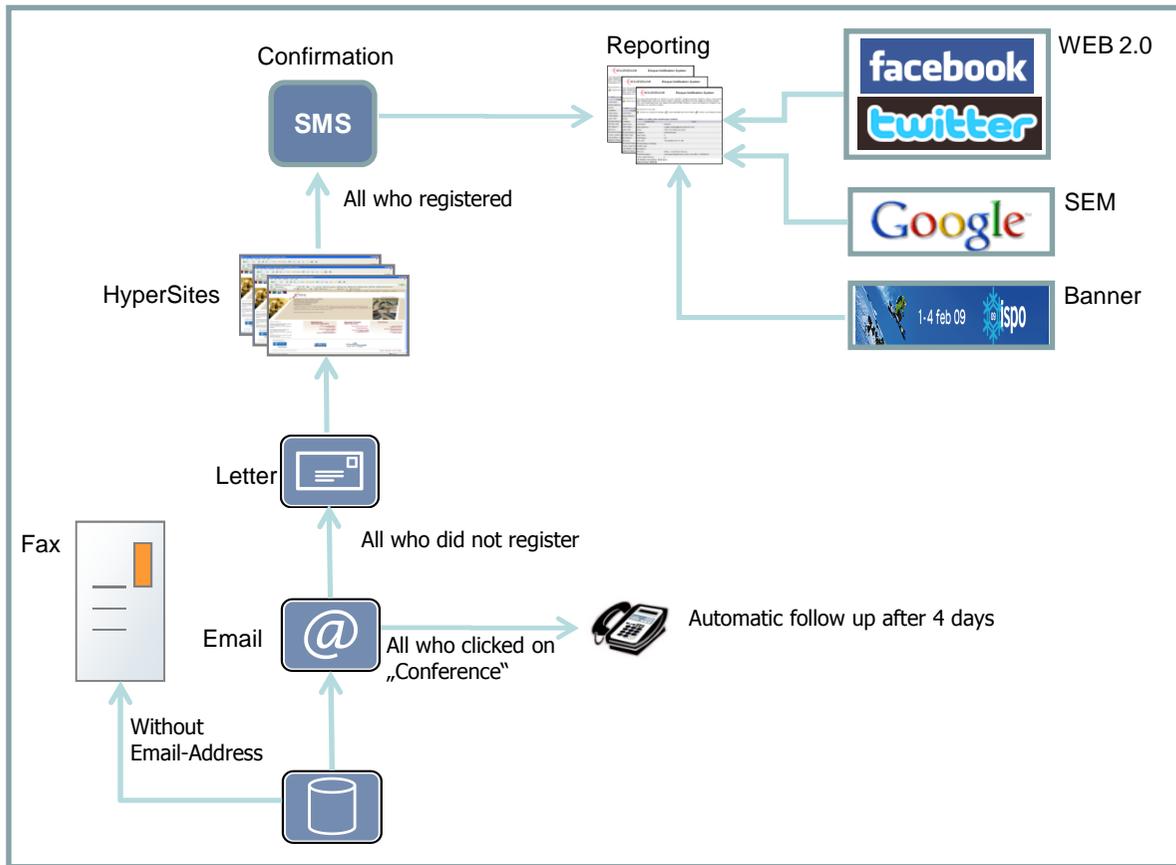
Strategy & Business Model



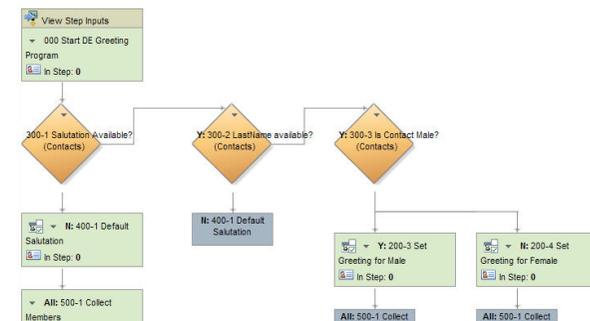


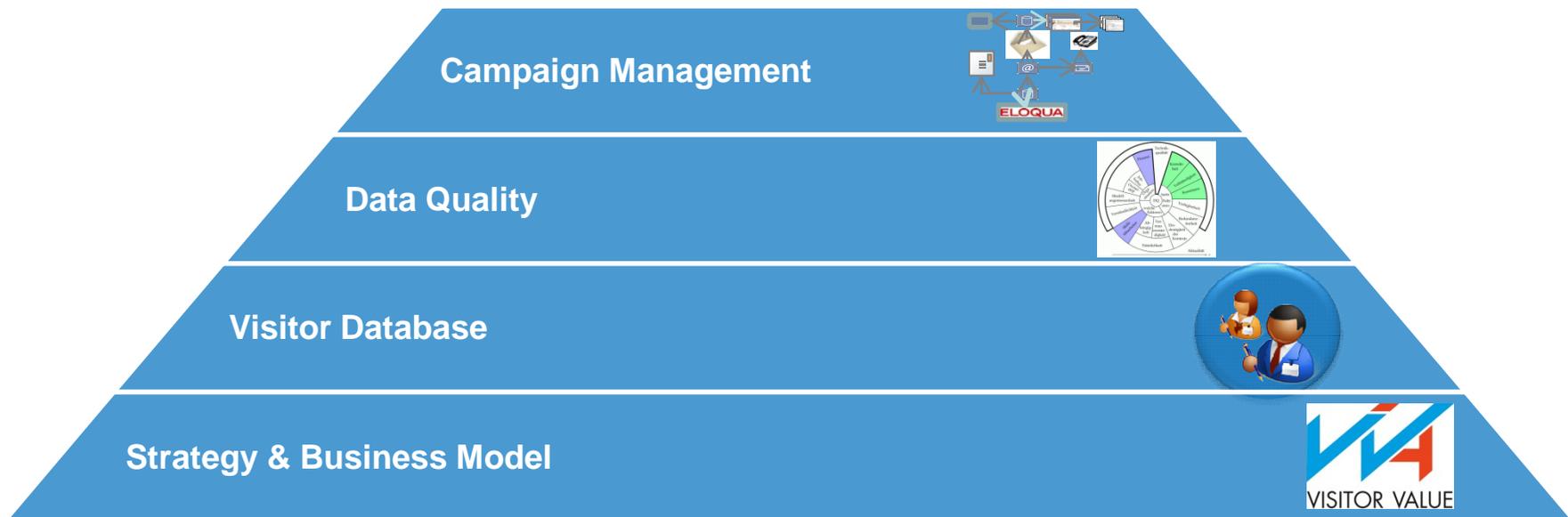
Messe München
International

A web based **Cross-Channel Marketing tool** handles all visitor oriented campaigns



- Cross-channel-campaigns (e.g. email, print, fax, internet, mobile phone) are planned in advance, executed automatically, controlled and reported with one single solution
- External service providers (e.g. Call Center, Letter Shops) are integrated
- Successful campaigns („best-practices“) are transferred to other departments and then be reused

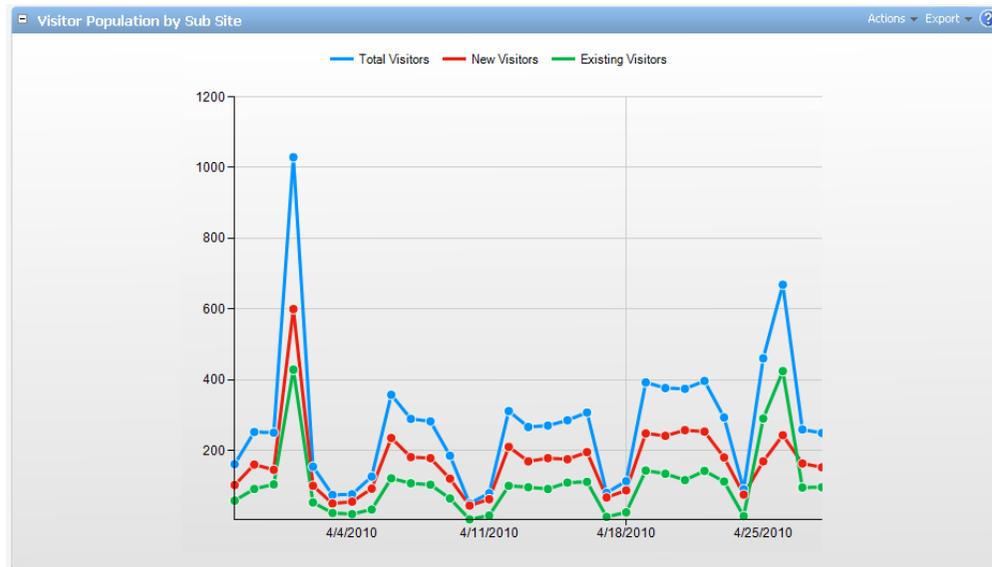
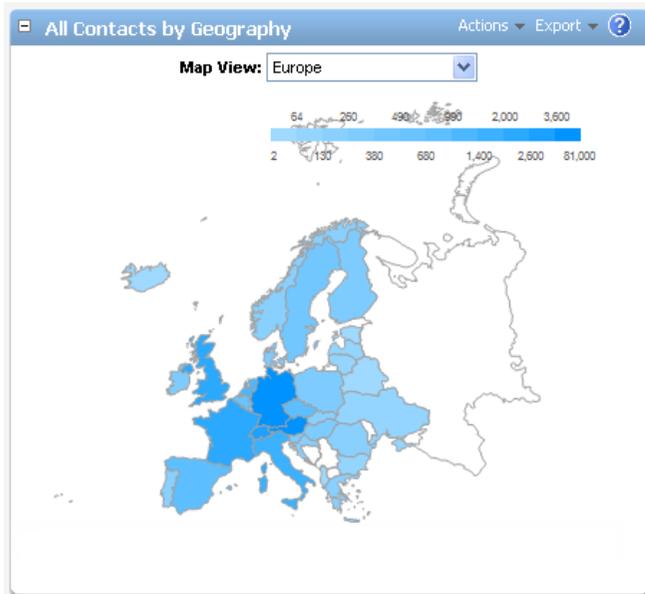
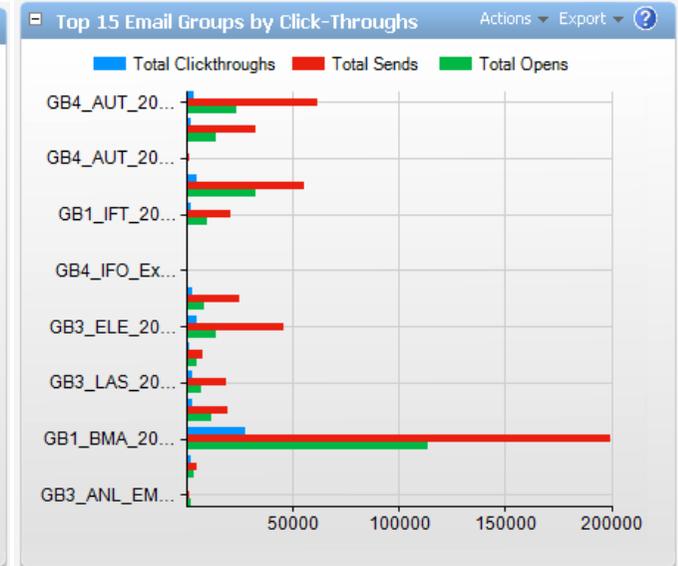
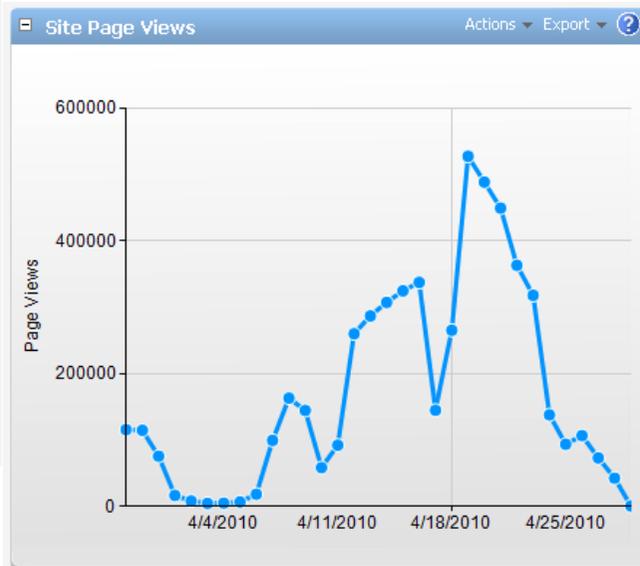






Messe München
International

Reporting now is done via graphical dashboards; easy comparison over time and across business units





Messe München
International

Comfortable reports are showing not only how many, but **who** has clicked on a specific link

Getting to oils+fats 2008

The M,O,C, - our oils+fats venue - is **easy to reach (16 clicks, 12.80 % of total clicks)** by plane, train and automobile.

The navigation-system address is:
Lilienthalallee 40
80939 München



Be sure to also use our **route planner. (17 clicks, 13.60 % of total clicks)**

(17 clicks, 13.60 % of total clicks)

Please note: the M,O,C, is part of Munich International Trade Fairs but is not located at the trade-fair center.

For further information please click here

Exhibitors 2008 (1 clicks, 0.80 % of total clicks) | **Related events program (8 clicks, 6.40 % of total clicks)** | **Getting there (16 clicks, 12.80 % of total clicks)** | **Contact (0 clicks, 0.00 % of total clicks)**

Company Messe München GmbH | Messengelände, 81823 Munich | Germany | Tel. (+49 89 9233 07 20)
E-Mail: newsline@messe-muenchen.de | Registration Court Munich HRB 6311 | Tax ID: 143 67 00 00
Names of persons authorized to represent company Manfred Wutzhofer (Chairman & CEO), Norbert
Bargmann, Klaus Dittrich, Dr. Reinhard Pfeiffer, Eugen Egetenmeir (Deputy Managing Director),
Chairman of the Supervisory Board: Lord Mayor Christian Ude

Please click here, if you want to [unsubscribe](#) these news.

➤ The number of clicks for each link can directly be seen in the original email

➤ Clicking on a specific report item leads to a detailed list of visitor information

Reporting -- Webseiten Dialog

Export Save Add Filter

Email Click-through Link Visitors

Clickthrough Link: <http://www.oils-and-fats.com/en/Home> Email: GB5_OFS_2008_EML_Endspurt_2_EN Start Date: 7/16/2008 12:00

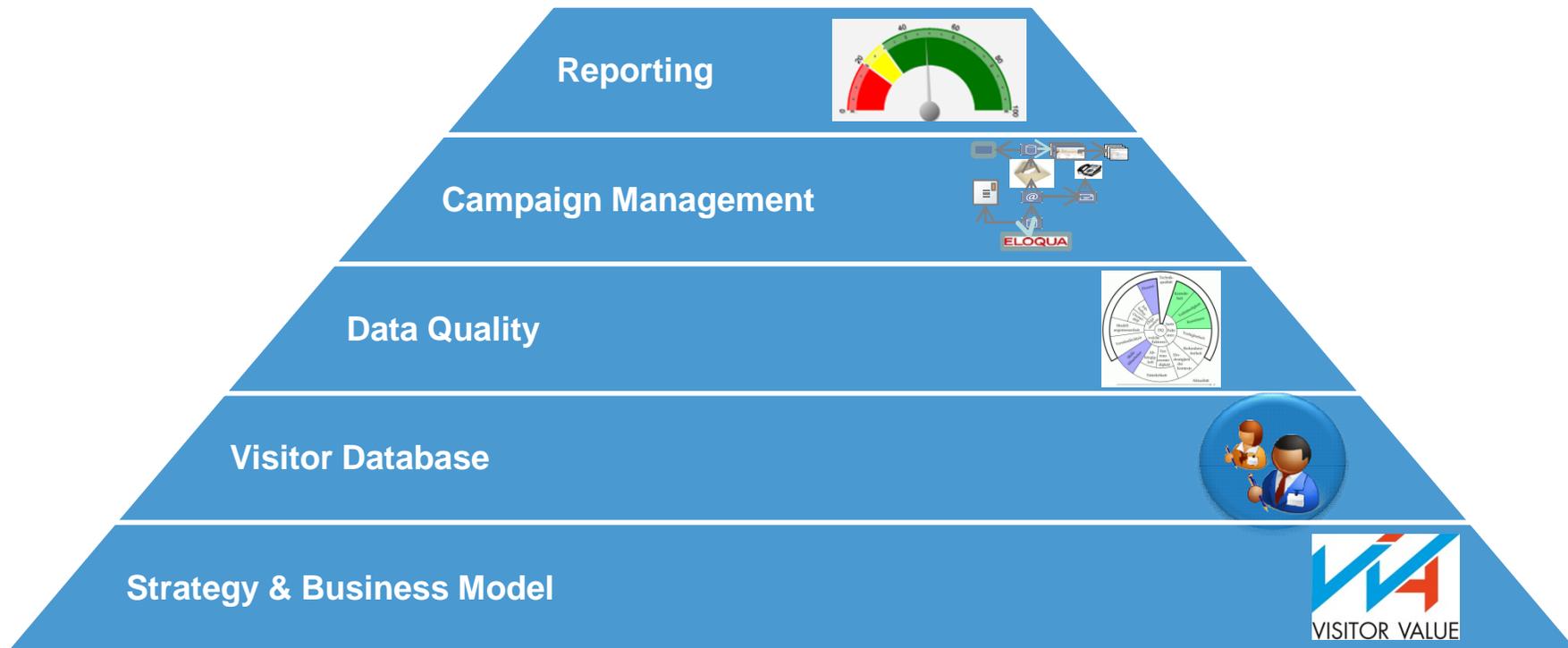
End Date: 11/17/2008 12:00 Last 4 Months

Total Records: 8

Customer Info Edit Add

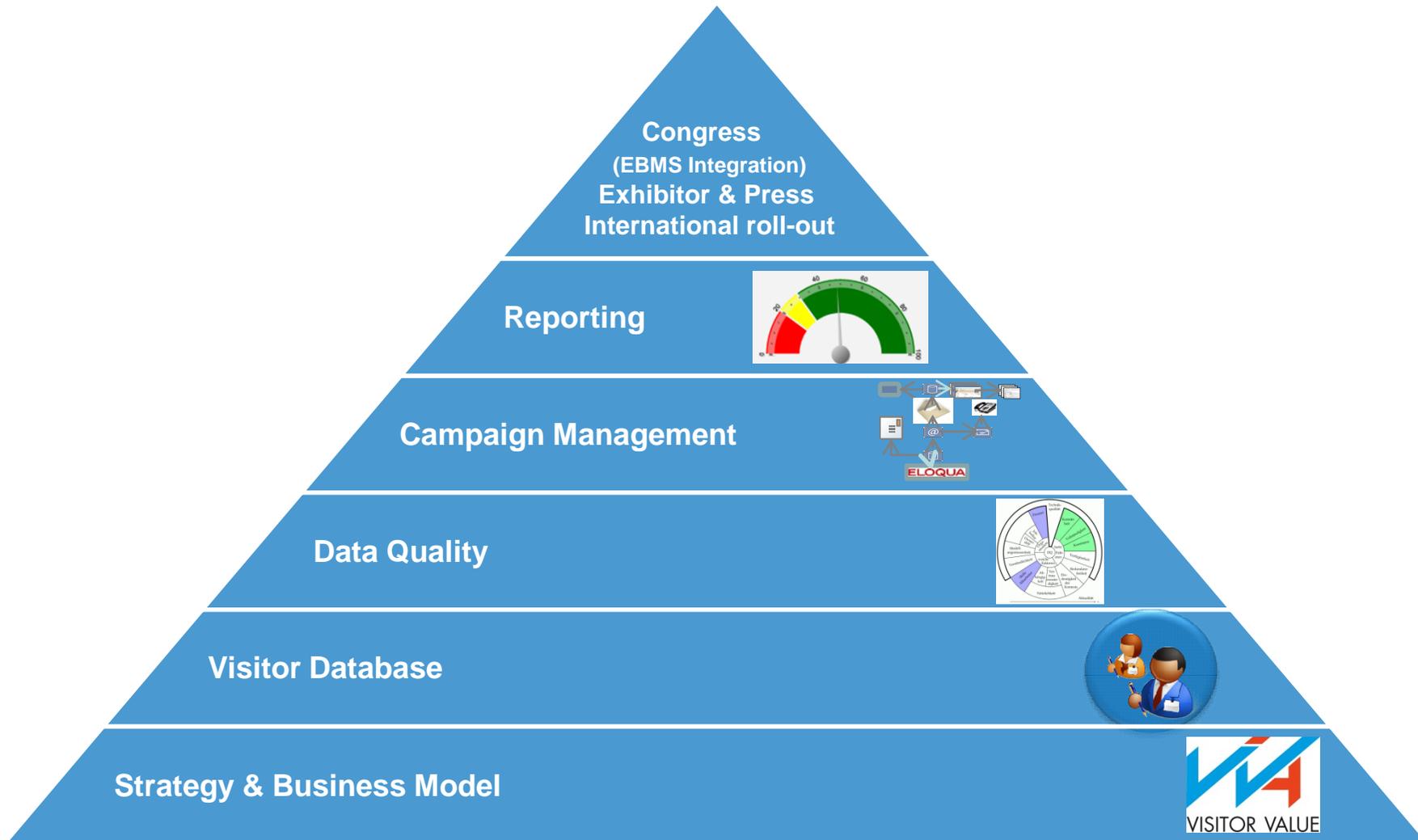
Personal Info				
Visitor	First Name	Last Name	Email Address	Company
▼ Alexander	Alexander	Kladko	alexander.kladko@geagroup.com	GEA Westfalia Separator San.ve Tic.Ltd.Sti.
▼ Krystyna	Krystyna	Lipiec	krystyna_lipiec@azot.pl	Zakłady Chemiczne "Organika-Azot" SA
▼ Evgeniy	Evgeniy	Esafyev	evgeniy.esafyev@geagroup.com	GEA Westfalia Separator San.ve Tic.Ltd.Sti.
▼ Marek	Marek	Wondolowski	maciej.dzik@geagroup.com	GEA Westfalia Separator Polska Sp. z o.o
▼ Biser	Biser	Kehayov	kehayovb@montisgroup.com	Argos Ltd.
▼ Hiroshi	Hiroshi	Shinano	hiroshi.shinano@fujoileurope.com	Fuji Oil Europe
▼ Andreas	Andreas	Karagiannis	andreas.karagiannis@geagroup.com	GEA Westfalia Separator Hellas S.A.
▼ Leyla	Leyla	Singer	Leyla.Singer@messe-muenchen.de	Messe Muenchen GmbH

Sample Data





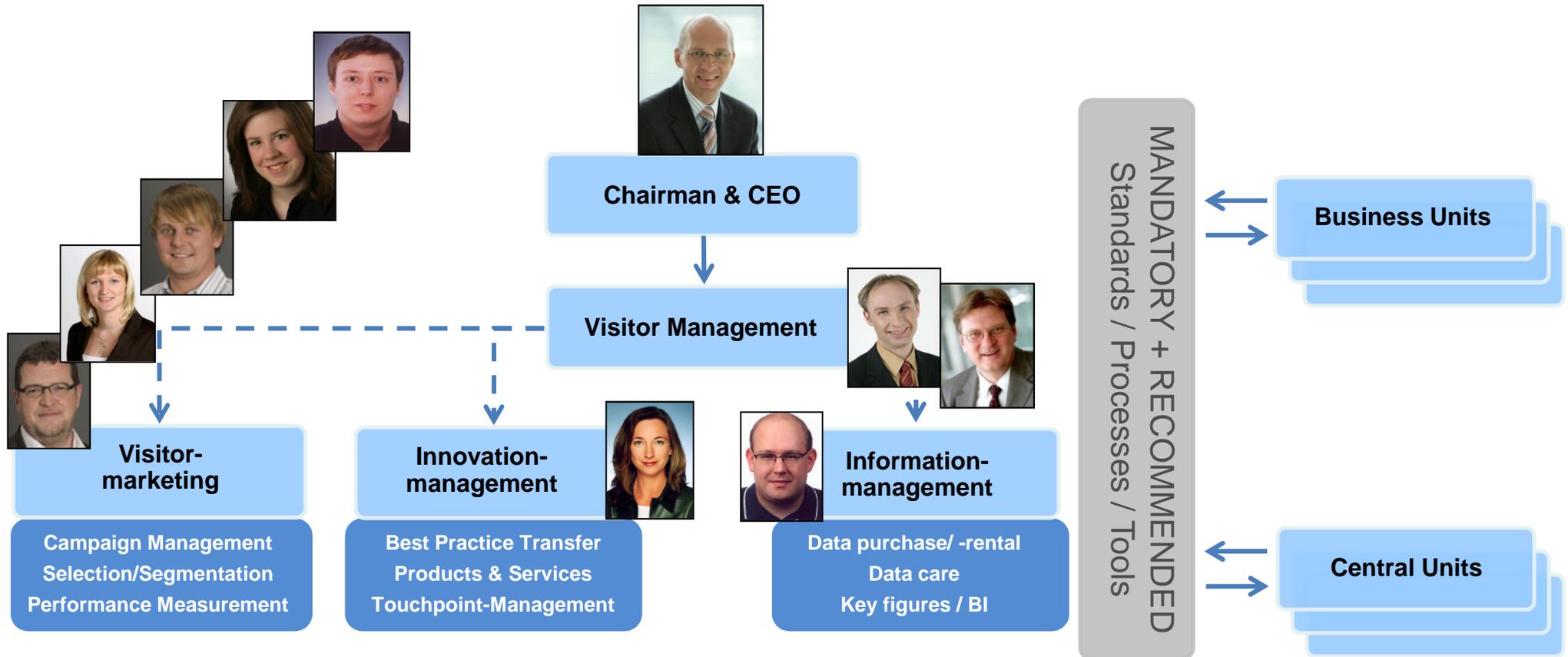
Messe München
International





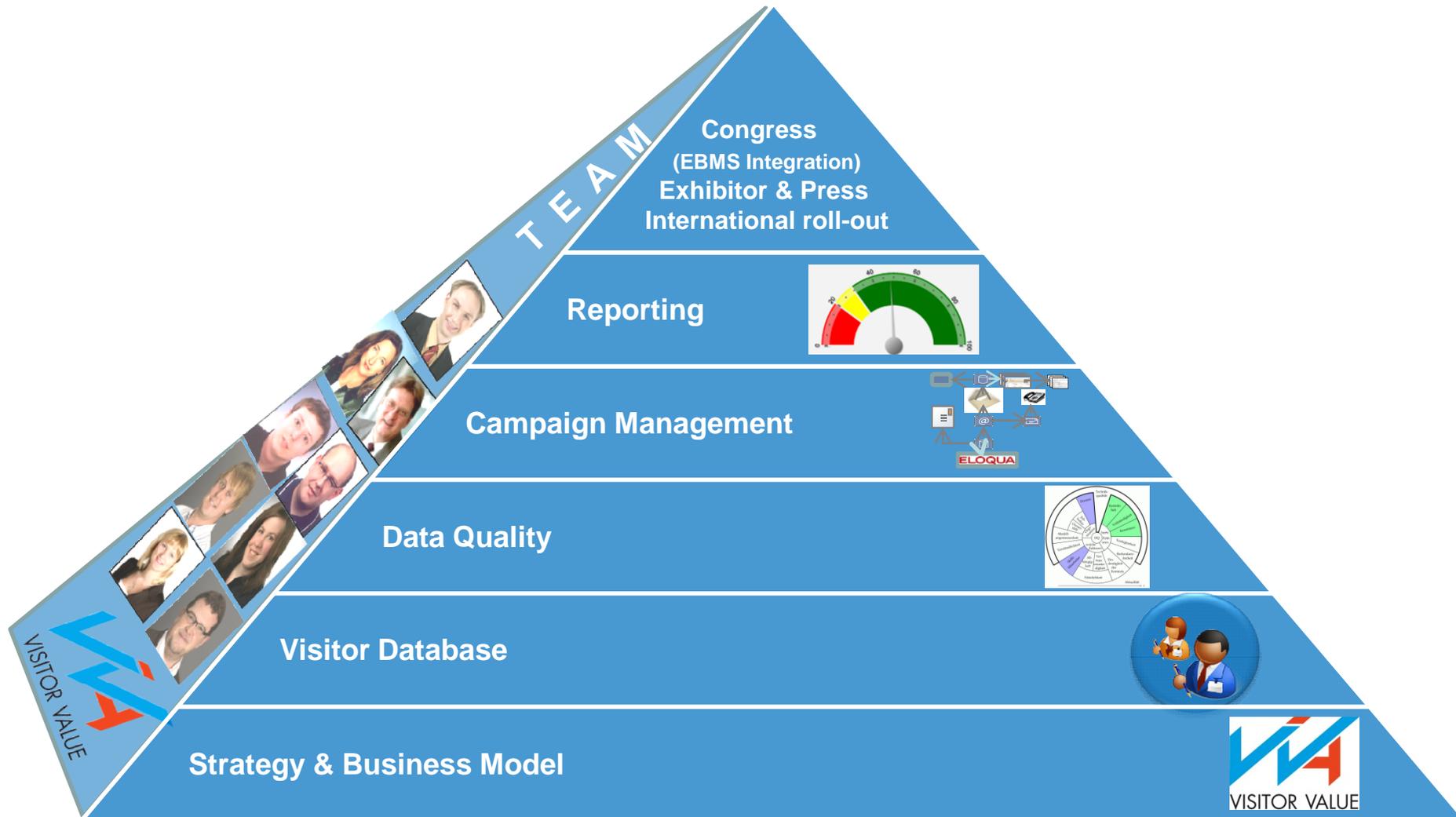
Messe München
International

A dedicated and motivated team with members from various business units was the most important success factor





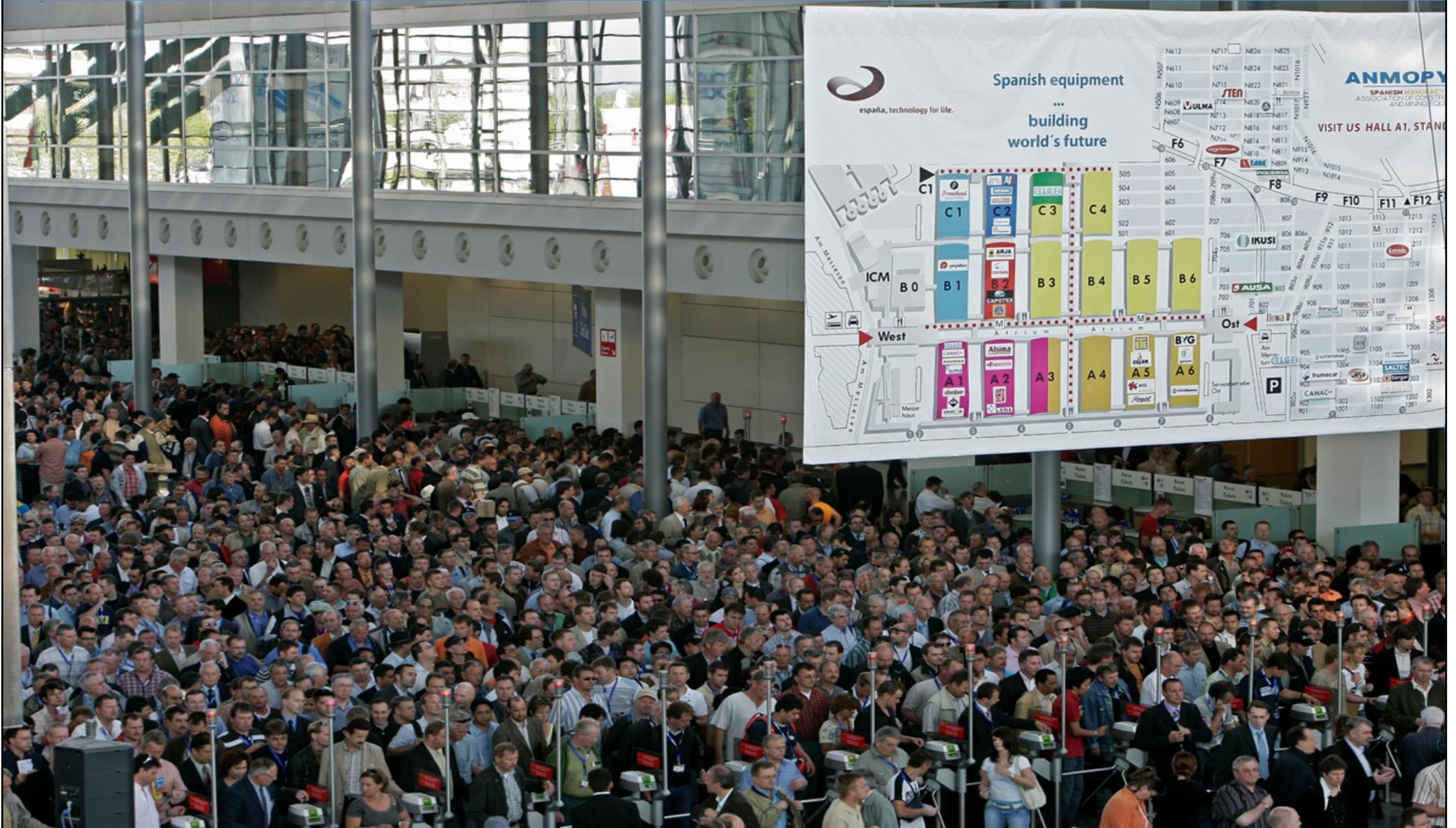
Messe München
International





Messe München
International

ViVa is a great success and exceeded the expectations
of the business plan





Messe München
International

ANHANG

Ausschreibung UFI

- Objectives:
 - What were the objectives for conducting CRM activities within your exhibitions?
 - Did your CRM application replace an existing programme or is it a newly applied solution?
 - What added value services did your project seek to provide?
- Actions:
 - What measures did you take to reach these objectives?
 - What were the specific challenges faced? How were these overcome?
 - Was your CRM application outsourced or developed in-house?
- Results:
 - Were your objectives reached?
 - What were the benefits for your customers?
 - Did you increase your revenues?
 - What were the quantitative and/or qualitative effects on your exhibition activity?



Summary – Key success factors

- Clear role definition and responsibility of Marketing and Sales
- Seamless system integration to avoid gaps and unnecessary efforts
- One 360° view of the customer; one-click-reports
- Accompany the CRM project with parallel activities in other areas (business process redesign, organizational change, trainings, salary models). Technology can be the enabler
- Restructure and professionalize your Customer Data Management
- CRM is a business project – with broad support from the IT department
- Implement a strong CRM Governance and Change Management
- TOP-Management support is mandatory