



Top Ten Facts

10. **29% of respondents say they will transition from event marketing to experience marketing in the next 12 months;** 33% already transitioned
9. **66% of respondents plan on implementing or have already implemented green initiatives within the event function;** 44% are doing so as a result of a corporate responsibility mandate and report that green accounts for 13% of their event budget
8. **The majority of respondents rank the influence of procurement in marketing decisions as low** with 17% of respondents indicating that the role of procurement/purchasing is increasing at their organizations
7. 10% of the overall corporate budget is dedicated to marketing with **25% of the average marketing budget spent on event marketing**
6. 44% of respondents indicate that event marketing is taken under consideration along with other mediums and 32% characterize events as a vital component of the marketing plan; **11% say events are a lead tactic**
5. **Event marketing (32%) and Web marketing (32%) and are the first marketing channels to benefit from an increase in the overall marketing budget;** Events (53%) and print advertising (48%) are the channels first affected by a decrease in the marketing budget
4. **53% choose event marketing as the discipline that best accelerates and deepens relationships** followed by public relations 19%
3. **64% of respondents state that they do engage in some form of post-event measurement** with 43% of them measuring to justify expenditures
2. Among North American respondents, **companies that measure are over two times more likely to receive increases in their marketing budget than those that do not measure**
1. **26% of respondents choose event marketing as the marketing discipline that provides the greatest ROI** followed by Web marketing 20%

Contact Information:

EVENT | MARKETING I N S T I T U T E

Event Marketing Institute

10 Norden Place, Norwalk, Connecticut 06855

Kerry Smith, President/Executive Director

www.eventmarketing.com

The Event Marketing Institute (EMI) is the leading research organization serving the event marketing industry, dedicated to developing insights and business intelligence for individuals and companies using live marketing as a strategic marketing initiative. Through comprehensive research and education, EMI empowers members to overcome the challenges posed by today's fragmented media environment and equips them with a research-based foundation upon which to build more effective, performance-driven event marketing programs.



GEORGE P. JOHNSON
experience marketing

George P. Johnson

3600 Giddings Road, Auburn Hills, Michigan 48326

David Rich, Senior Vice President, Strategic Marketing/Worldwide

Phone: 617.535.9522

David.Rich@gpj.com

www.gpj.com

GPJ is the premier worldwide experience marketing agency specializing in using branded live experiences and environments to help clients cut through marketplace noise, differentiate from the competition and create lasting relationships that directly impact the bottom line. Through an integrated service offering that combines Program Strategy, Creative, Technology and Delivery capabilities, GPJ provides a full suite of relationship-building event, exhibit and live experience solutions that organizations use to drive deep brand engagement, preference and loyalty through customer-centric experience marketing campaigns. Frequently cited for its thought leadership, GPJ is known for its annual *EventView* report, frequent white papers and standards-setting collaborations with leading event and marketing trade associations. Consistently ranked one of *Advertising Age's* "Top 25 Marketing Agencies", GPJ provides its services through 25 offices around the world.



Meeting Professionals International

3030 LBJ Freeway, Suite 1700, Dallas, Texas 75234-2759

Katie Callahan-Giobbi, Executive VP MPI Foundation

& Chief Business Architect

Phone: 972.702.3000

www.mpifoundation.org

The MPI Foundation powers the vision of Meeting Professionals International (MPI), the meetings and events industry's largest and most vibrant global community comprised of more than 23,000 members representing 79 countries worldwide. Contributions from MPI members, chapters, and organizations are invested in high-impact programs to support a rich, global meetings and events industry and shape the future of the meetings and events profession. For more information, visit mpifoundation.org.