

Telecoms giant optimises Trade Show presence

AIM

To support a leading supplier of telecommunications network equipment & services in maximising their investment in the world's leading mobile communications conference & exhibition (55,000 attendees).

TASK

Annual programme of research to measure perceptions and attitudes, make recommendations via on-site and post-event research.

APPROACH

500+ onsite interviews with customers and targets, from telecoms experts & influencers to client-side key account managers and business developers. Innovative data collection via PDA and live feedback reported to client's exhibition team on a daily basis and a post-event web survey.

Telecoms giant optimises Trade Show presence (2)

RECOMMENDATIONS

BPRI encouraged the client to build further on significant improvements seen from previous year regarding staff training and engagement, approachability, interactivity and meeting room facilities.

RESULTS

Implementation of recommended changes and tactical staff-coaching led to a significant increase in satisfaction ratings from customers and targets, as well as staff. More current and potential customers want to deepen their relationship with the client, perceptions are more positive than ever and the client is building a firm market position as a partner for the future.