

# June 19 Advisory Board Monthly Call Recap

## Overall Goals, Initiatives and Survey Results

### Advisory Board Participants

Sam Stanovich – National Restaurant Association

Richard Verrecchia – Fintech

Gary Namm – Tampa Bay Partners

Glenn Schmitt – MarkeTeam

Robert Smith – Nightclub Security Consultants

### Review Survey Results

- Show Floor
  - o Suppliers Under Represented
    - Food
    - Foodservice Equipment
    - Spirits
    - Music/Video/Entertainment
  - o Companies Needed
    - Emerging craft spirits, beer, wine.
    - Larger spirit companies – InBev, Coors, Jagermeister, Red Bull
    - Non-alcohol Beverage suppliers (coffee, tea, energy, soda, etc.)
    - Major Food Brands
    - Sound Companies
  - o Needs Improvement
    - Ability to better compare and contrast products and suppliers
    - Having pavilions helps to find what attendees are looking for and keep track of what they liked
    - Ability to make appointments with vendors prior to the show
- Marketing
  - o Would like to see
    - Make mobile app relevant throughout the year
    - Attract more young people to the event – they are the future
    - Have a slightly sexier vibe though materials and ambiance at the show
  - o Needs Improvement
    - More emphasis on early reg discounts
    - Registration is always a challenge
    - Outline important reasons to attend via targeted messaging via demo questions
- Conference
  - o Keynotes
    - Major Industry Companies - BWW, AB, Miller, Etc
    - Global Leaders – Apple, Microsoft, Sony
    - Doesn't need to be Industry Related

- Missing from Program
  - Educational certification – Tips, BarSmart, USBG
  - Infotainment, Entertainment and Digital
  - Session on the show floor or vendor specific demonstrations
  - Speed dating
  - Food related sessions
- Nightlife
  - Parties Attended
    - Attended Unofficial Events
    - Welcome Kick-Off
    - Platinum Party at Hakkasan
    - Top 100 Platinum Party at XS
  - Would like to see incorporated
    - Casual Mixer
    - Product specific events (i.e. Beer tasting, spirit launch party, food tasting, etc.)
    - Vendor specific events and mixers
  - Needs improvement
    - VIP aspect of nightly parties

### **Review Post Meeting Notes**

- Answer the following questions in each key area.
  - Are these initiatives appropriate?
  - Should we be focusing on something else?
  - What initiatives take priority?
    - Show Floor Opportunities
      - Recruitment and expansion of music and DJ exhibitors and content
      - Host online exhibitor tutorials for pre-show planning
      - Creation of bar food pairing area or pavilion
      - Create bar food challenge
    - Marketing Initiatives
      - Find ways to better use video content
      - Develop new ways to pull qualified attendees
      - Streamline registration for groups
      - Provide and partner with more online resources to get name out there
    - Conference Initiatives
      - Live streaming or online videos of sessions
      - Content for VIBE Junior operators
      - Accredited Program
      - Add incentives to recruit top speakers

- Create hands on classes
    - Create pre-qualification classes via web prior to event
  - Nightlife Programming
    - Unfortunately we do not have any from the meeting. However, we can get insight from this call. Mike – you should attend the Ad Board meeting next year.
- What are the Top 3 Goals / Initiatives that the NCB team should set out to accomplish for the 2015 Show?

### **Nightclub & Bar's 2015 Top Line Goals**

- Review top line initiatives and goals from internal meeting
  - Marketing
    - Grow database list with qualified industry professionals
    - Grow industry influence
    - Increase conversion rate between list and registrations
    - Distinguish messaging (i.e. Bar vs. Nightclub)
    - Focus on three programs (new, frequency and spend)
  - Show Floor
    - Creative packaging and pricing to bring in 5 top key accounts
    - Growth of target markets (food, wine, technology, etc)
    - Grow premium elements and lead generation capabilities
  - Conference Program
    - Distinguish educational sessions (i.e. Bar vs. Nightclub)
    - Hands-on training and new tracks
    - Speaker Engagement
      - Gain 10 pieces of video content
      - Encourage to produce articles or interviews
      - Network through their contact lists
  - Nightlife
    - Strengthen relationships with local nightclubs and bar
    - Grow local industry influence
    - Grow direct face-to-face key target market relationships

### **Achieving Goals and Initiatives**

- What can Ad Board Members do to help the NCB team reach these goals?
  - Survey Results
    - Regional event blitz to drive attendance
    - Providing Ad Board specific marketing materials (i.e. executive logo for website and promo materials).
    - Help bring back anchor companies
    - Assign members a specific segment to go after (i.e. subcommittees)
    - Email blasts / SM posts to ad board contact lists
- What outside sources should the NCB team tap into?

- PR Company
- Social Media Company
- Mobile App Company
- Publicist / Agent for Celebrities
- Other thoughts on how the NCB team can more effectively hit strategic goals?

### **Advisory Board Conference Call Overall Additional Comments**

- Show Floor
  - Food and Beverage pairing
  - Pavilions help to easily identify areas for attendees
  - Customize educational sessions or demonstrations for the show floor
  - Look back and understand the attendees and who servers food (add it to demo questions during registration)
  - Like to see cooking apparatuses and equipment companies specific to the bar industry
  - Set up food stations for companies to display products on a rotating basis throughout the event so they are not inundated with attendees that are just hungry from tasting
  - Create a scavenger hunt on day two with a prize for attendees
- Awards
  - Create a best in show awards program
  - Submissions sent prior to the event and have a committee vote on them
    - Awards could be in the following categories
      - Best year over year
      - Best new company
      - Category specific
- Overall
  - Use Taffer and “celebrities” in the industry to draw people to the event and keep them there longer
    - Mixologists, chefs, authors, etc.
    - book signings, appearances, demonstrations
  - Ad Board members required to reach out to at least 5 sponsor companies and 5 attendee venues that they have relationships with to encourage them to attend or exhibit
    - Provide specific categories or regions so there is less overlap
    - Ad board to copy Kristen or marketing on these emails
    - Marketing to provide standard template that they can use for this purpose and additional overall blasts for their contact lists
- Marketing
  - Focus on the local market including operators and celebrities
    - Maybe provide a 1-day only pass for locals to attend on Wednesday, driving day 2 floor traffic
  - Reach out more thoroughly to National Groups and Associations

- Work with secondary markets state restaurant/tavern associations and colleges or alumni programs
    - Utilize LinkedIn and post and follow professional groups in the industry
  - Utilize facts from post show report to encourage attendees to attend and to push out to other publications
    - These numbers are really powerful and will create more buzz across the industry.
  - We are the one event that is still growing and has the potential to grow even more.
- Conference Program
  - Need to figure out a way to make our program the Authority in the industry
    - Some stamp of approval
  - Create a hit list and utilize the Ad Board to reach out in order to draw in top speakers
    - In addition - Vet topic list through Ad Board to see if they are on target and top prompt potential speakers
  - What is the “ah ha” data that we can pull from the sessions and push out through other media outlets so they come to us looking for this new research or information every year
  - Utilize mobile app for immediate responses and to push research from sessions.
- Nightlife / Networking
  - Have a pre-tradeshow networking event at the convention center or Hilton (within walking distance) when attendees pick up their badges or immediately following the show floor so people don't have to stand in the cab line
  - Nightlife parties are great but need to find a way to create a more prominent NCB VIP experience. Exclusive – how do I get that as an attendee
  - Need more mixers for networking – however this is difficult because people want to relax and there are so many non-ncb events