



CRITICAL SUCCESS FACTOR #5: MEASURE YOUR PERFORMANCE & ROI

关键成功因素#5:衡量您的表现与投资回报率

You're in the home stretch now! The first four exercises have helped you address the critical exhibiting success factors and build a firm foundation for executing an effective and profitable exhibiting program.

您现在进入冲刺阶段了!前四个练习已经帮助您聚焦了参展成功的关键因素,并为执行高效率高收益的参展计划打下坚实的基础。

You've probably heard the old saying "what gets measured, gets done." Now we're going to discuss some simple exhibiting performance metrics you can use to assess your exhibit performance and Return on Investment.

您可能听过那句老话:“所测即所得”。现在我们来讨论一些简单的参展绩效指标,你可以用它们来评估你的参展效用和投资回报。

1. Refer back to your three SMART exhibiting goals and assess progress made toward each goal.

回顾您的三个SMART参展目标,并评估每一个目标的进展。

2. Use the Exhibiting Cost Control tool to track where your exhibiting dollar was spent. Compare it to the benchmarks and determine if you were over or under budget in each major spend area.

使用参展成本控制工具来追踪您的参展成本都花在哪些地方。将它与行业标杆进行比较,然后确定您在每个主要支出领域的预算是否超出或低于预算。

3. Use the Exhibiting & Financial Performance Metrics tool to determine how your exhibit program performed. At a minimum, be sure to calculate the metrics shown below.

使用展览&财务绩效度量工具来判断您的展览成效如何。至少,请确保计算如下所示的指标。

4. Compare your actual exhibit interactions to your Exhibit Interaction Capacity goal. A quick and easy way to do this is to multiply your lead count 2.4 (an industry benchmark-stop to literature ratio).

将实际的展会互动数与您的展品交互能力目标进行比较。要做到这一点,一个简单快捷的方法是将您的潜在客户数据乘以2.4(基于文献的行业标杆比率)。

a. **Example:** 50 leads x 2.4 = 120 Interactions.

例子:50个潜在客户x 2.4 = 120次交互。

5. Calculate your Cost Per Interaction by dividing your total show investment by the number of interactions.

用总展会投入除以与潜在客户的互动数来计算每一次的互动成本。

a. **Example:** \$10,000 investment/120 interactions = \$83 Cost Per Interaction

例子:\$10,000 投资金额/120次交互= \$83 每次交互所需成本

b. **As a benchmark,** the average cost of a field sales call is \$596 (Source: CEIR, 2009)

以行业标杆来看,每次售拜访的平均成本为596美元(来源:CEIR, 2009)。

6. Calculate your Cost Per Lead by dividing your total show investment by the number of leads captured.

计算每个潜在客户的成本则是用你的总展示投资额除以捕获的潜在客户数量。

a. **Example:** \$10,000 investment/50 leads = \$200 Cost Per Lead

例子:\$10,000投资金额/50个潜在客户 = \$200 每个潜在客户的成本

b. **As a benchmark,** the average cost of a show lead is \$283 (Source: Exhibit Surveys, 2013)

作为基准, 每获得一位展会潜在客户的平均成本为283美元(来源:Exhibit survey, 2013)。

c. Also compare to your average sale amount, other shows, and other lead generation media.

还要与您的平均销售额、其他环节和其他可以提供潜在客户的媒介进行比较。

7. Calculate Potential Lead Revenue Value of your leads by multiplying the number of leads captured by your average sale amount.

可以用获取的潜在客户的数量乘以您的平均销售额, 计算潜在客户营收价值的线索。

a. **Example:** 50 leads x \$2,500 average sale amount = \$125,000 Potential Lead Revenue Value

例如:50个客户线索x 2,500美元的平均销售额= 12.5万美元的潜在营收价值

8. Calculate Potential Lead Value ROI by dividing the Potential Revenue Value by your total show investment.

可以用潜在的收入价值除以你的总投资, 计算潜在客户价值的投资回报率。

a. **Example:** \$125,000/\$10,000 investment = \$12.50 to \$1 Potential Lead Value ROI

例如:\$125,000/\$10,000投资额= \$12.50/\$1潜在客户价值投资回报率

9. Calculate Hard Dollar Return on Investment by tracking at-show sales orders and leads that convert to sales over time, then comparing to total show investment.

通过追踪展中成交订单和后期转化的潜在客户, 计算硬钱成本的投资回报率, 然后与参展总投资进行比较。

a. **Example:** \$65,000 at and post show sales /\$10,000 investment = \$6.50 to \$1 Hard Dollar ROI

例子:\$65,000当下或后期成交额 /\$10,000 投资额= \$6.50/\$1 硬钱成本投资回报率

As you can see from these measurement exercises, tradeshow deliver significant cost savings in terms of face-to-face contact, and a potentially high return on investment, when executed properly.

您可以从以上的测量练习中看出, 因为能够进行面对面的交流与沟通, 一场完美组织的展会将会带来显著的成本缩减与潜在的高投资回报。

We hope you completed all five of these new exhibitor on-boarding exercises, and you use these exercises, not just for the Exposition, but for every show you do going forward.

我们希望您完成这五个全新的参展商准备练习, 因为使用这些练习, 不仅仅是为了本次展会, 而是您在今后的每一个展览中都可以用到它们。

We hope you have a positive and profitable experience at the Conference and we look forward to having you as an exhibitor again next year. In the meanwhile, if you have any questions, or if there is anything we can do, please feel free to contact us. Thank you!

我们希望您在大会上获得一份积极而有益的经验, 同时也期待着您明年继续参展。同时, 如果您有任何问题, 或者有什么我们可以为您做的, 请随时与我们联系。感谢!