

# UFI / Explori Resilience Study

This document outlines the objectives of the study, the methodology and data controls.

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## Background

Explori, in partnership with UFI, the Global Association of the Exhibition Industry, are inviting event organisers who have recently cancelled, postponed or gone virtual with their event, to participate in an international study. The study aims to understand the impact of these changes on visitors and exhibitors and identify best practice for future resilience.

This research will aim to identify a number of things, including:

- The resilience of face-to-face events
- The economic impact of business opportunities lost
- The unrecoverable costs to visitors and exhibitors
- The impact on brand equity of cancellation or postponement
- How effective are virtual events at meeting customer objectives?
- Any direction from our customers as to how any impact can be mitigated in future

There is no cost to participate in the research and you will receive a report of results own results, plus an industry-wide insight piece based on anonymised aggregated data.

## Who should participate?

Event organisers who have recently cancelled, postponed or gone virtual with their event. You will need to have permission to access the email addresses of the exhibitors and visitors who had registered to attend. Those who have cancelled or postponed their event can participate immediately. If you are running a virtual event, survey sends should be 1-2 working days after your virtual event takes place.

## Methodology

Research will be conducted via e-survey to visitors and exhibitors to affected events. Firstly we will ask you to confirm the following basic information about each of your affected events:

- Event name
- Original event date
- Sector the event served
- Whether it has been postponed, cancelled or gone virtual
- The date on which the change was communicated to visitors and exhibitors

You will be provided with a survey for your visitors and a survey for your exhibitors on each affected event. The questions in the survey will reflect whether the event has been postponed, cancelled or has gone virtual. In addition it will include some common questions about the future of the wider sector.

## Distribution

You will be provided with unique survey links for visitors and exhibitors on each of your affected shows. You will also be provided with recommended covering email copy. You will then be asked to distribute the unique links to all relevant visitors and exhibitors using your own email tools. Responses to the survey will be collected by the Explori platform, but this will not collect personal information such as email addresses. You will need to manage any unsubscribes and reminders to get the best possible response.

## Access to results

You will be provided with a report with the results for each of your affected shows. As a participant, you will also receive a copy of the full industry report, we anticipate this being available summer 2020. This will focus on wider trends and learnings - it will not identify any participating organisers or shows and will not make any individual shows identifiable. This report will also be made available to other stakeholders such as UFI (the Global Association of the Exhibition Industry) who advocate and share best practices on behalf of the industry.

## Who are Explori?

We are a technology and research provider specialising in the live events sector. We currently work with over 3,000 trade shows, public events, conferences and meetings all round the world to help them understand and drive value through their customer experience. We have been UFI's research partner since 2015 and regularly conduct large industry

studies in partnership with them, including the Global Insights projects, which examine trends in visitor and exhibitor experience. [The Global Insights reports can be downloaded here.](#)

We are headquartered in London and have been serving the events industry since 2011. Our clients include Informa, Clarion Events, Diversified Communications, Emerald Expositions, Messe Frankfurt and many more.

## Who are UFI?

UFI is the global trade association of the world's trade show organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents more than 50,000 exhibition industry employees globally, and also works closely with its 60 national and regional association members. More than 800 member organisations in 89 countries around the world are presently signed up as members. Around 1,000 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.