

## **UFI Explori Industry Resilience Study 2020 Participant FAQs**

**What's in it for us?** In addition to supporting unique new insight for the industry as a whole, participating organisers will receive a full report on the results of their own shows. If commissioned independently, a similar research project undertaken on behalf of your company could cost upwards of \$2,850.

**Is this GDPR compliant?** Careful consideration has been given to the project methodology to ensure it respects the privacy of all the participants. Seeking feedback from your customers about a service they have recently experienced would be considered a Legitimate Interest under GDPR. We are also not asking you to transfer any personal data to us as a third party, data will remain wholly within your organisation. The only identifying information that is captured as part of normal processing is the IP address to prevent duplicate or spam completions. We can use an alternative methodology that does not capture IP addresses if you request.

When a respondent chooses to complete the survey, they are opting-in to have those anonymous responses processed. Respondents are asked to give explicit consent before sharing any personal contact details with Explori for the purpose of participating in a follow-up interview. We will delete any contact details provided at the close of the project and not use it for any other purpose.

**Who are you asking us to send the survey to?** Exhibitors and visitors who registered to attend your event.

**Should we be concerned about fatiguing our data / unsubscribes?** Surveys like this are non-invasive and not perceived as a persistent sales/marketing communication. Most people value the opportunity to share their views on something relevant to them whether they choose to respond or not. Participants in similar global studies we have conducted have not reported any issues with unsubscribes.

**When does the survey go live and when will it close?** Field work is now open. Your survey will be live for around two weeks.

**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.

**How many contacts should we send the survey to?** As many as possible. The bigger the survey response, the deeper the analysis can go.

**How long will the survey take to complete?** This will vary slightly as respondents will be served different question options, governed by their previous answers, but most respondents will take no longer than 5-7 minutes.

**Can I see a copy of the survey before I agree?** Yes, you can review a test survey and a full text of all questions.

**Can I make any changes to the survey?** The survey we provide will be tailored to your individual event circumstances and will have different versions for visitors and exhibitors. However for the purposes of creating wider industry insight, we are not able to offer bespoke surveys free of charge as part of this project. However, Explori is a full service research agency, specialising in the live events sector. If you would like to explore any area of your event in more detail, or conduct in- depth interviews with your stakeholders, we would be happy to discuss your needs and create a bespoke proposal. Any bespoke research would be exclusive to you and not included in any wider industry report.

**Can we use our own branding / copy for the survey email?** Yes, we will provide some suggested copy and some guidelines that will help get the best possible response rate, but otherwise you are free to amend the copy for your audience and add your own branding for your company or show.

**Will we be listed as a partner on the research project?** Unless you specifically choose to identify yourself, Explori and UFI will not disclose which organisers have participated in the survey and interviews. This is to ensure responses and interview comments cannot be inadvertently identified.

If you wish to position yourself as a study partner on any emails to your databases, we are happy for you to do this.

### **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.