



DÜMMEN  
ORANGE®

*for you*

*CTSM*

# PORTFOLIO

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Dümmen Orange  
2020*

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*SECTION 1*

**VITAL STATISTICS**

## Section 1: Vital Statistics

### CANDIDATE PROFILE

I've taken a very non-traditional route throughout my career. My roles have grown organically from one to the next, creating a well-rounded education and perspective, while blending both the technical and creative into one unique path. For as long as I can remember, I have always been a planner, and I've always loved details. It was fun for me to brainstorm different ways a project can go, then watch how it all unfolds. As technology has grown, I've developed ways to integrate those exciting tools into my planning and everyday life. I could understand the technology very easily and was interested to see how I could find more creative ways to use it.

I discovered my path in high school with my participation on the yearbook committee. Planning out the chapters, deciding what to feature, making sure we had the photos needed, then finally creating the page layouts was very enlightening and satisfying. I followed that with a major of Visual Communication Technology at Bowling Green State University. The program taught me about the four core mediums (print, photography, video, and interactive media), then it taught me how to put them all together into a complete solution. While at BGSU, I had my first interaction with a trade show. I had the opportunity to attend Graph Expo (2008) and Print (2009) with other students in my class. I got to see the scale of the printing industry and all the different companies coming together to show the world what they do and the new technologies being developed.

My professional career started in the creative department at American Greetings, then transitioning to a production artist role at a local graphic production house. Both roles were heavy focused on graphic design and printing. While I loved the creative outlet of both of these roles, I craved a role that was more wide-reaching. I wanted to work more in marketing and experience projects from beginning to end, not just the creative.

I found that first role at Emilia Personal Care, a company that specialized in private label skincare. While there, I was able to gain experience with packaging design, brand strategy & product launch, and, for the first time, trade show management. I was put in charge of coordinating the company's display at three shows a year. I was able to lead a booth refresh, show planning & logistics, and on-site execution. It was here that I started to explore the possibility of trade show and event planning as a full time career. I learned that trade shows blended creative displays



with detailed planning and technical knowledge which were key areas I excelled in. I found I was excited about working with the team to develop the booth strategy and ensure the team and customers all had their needs met while attending the show.

I took this knowledge with me into my current role as Marketing Specialist at Dümme Orange. In this role, I am based in the North American marketing team, which is comprised of 3 other people (see next page). I get to 'wear many hats' including design, marketing strategy, sales support and trade show management, but on a larger scale. While managing a portfolio of 22 annual shows and events, I work with both the product management team (procures the display material) and the sales team (determines the show strategy). My role is to then execute that agreed upon strategy.

I inherited a very mature trade show program from the sales department. Due to the scale of the program, I decided to pursue additional education in trade show management. I knew that very little was done to track strategy, budgets, ROI or asset inventory and I could use those learnings to vastly improve the effectiveness of the show portfolio. In my tenure, I've developed a budget tracking system, launched display packages, created a consistent booth aesthetic, simplified inventory tracking, introduced ROI measurement protocols, and negotiated a new agreement with a local display house to store and ship materials for larger shows.





## JOB RESPONSIBILITIES

- Manage all aspects of company presence at 26 events and trade shows in USA and Canada, working closely with sales and product management to determine strategy and ensure all events run smoothly
- Source and maintain promotional material, customer gifts and corporate apparel
- Preserve consistent corporate branding while designing materials like flyers, signage, catalogs and presentations

## MARKETING DEPARTMENT ORGANIZATION CHART



## COMPANY PROFILE & HISTORY

Dümmen Orange is a worldwide leader in the breeding and young plant production of cut flowers, annuals, perennials, pot plants, tropical plants, succulents, and bulbs. We represent a legacy of floricultural excellence more than a century in the making. By uniting the world's top breeders under one distinctive brand, we blend traditional techniques and emerging technologies. Globally accessible and locally embedded, we continue to be at the forefront of our industry while bringing stability and opportunities to our partners and associates worldwide. Today, we employ more than 7,700 people worldwide. Our annual sales turnover is over \$440 million (360 million Euros). In addition to a large marketing and sales network, we have a strong network of production locations. The key to our success is a broad and deep product range supported by a global supply chain. We embrace our social responsibility and invest in the health, safety, and personal development of our staff worldwide.

### QUICK FACTS

- **Founded:** 1962
- **Re-branded:** From one collection of beautiful companies to one company with beautiful collections in 2015
- **Companies that merged:** Barberet & Blanc, Bartels, De Eeuwige Lente, DNA Green Group, FlorExpo, Fides, Golden State Bulb Growers, G.Geerlings & Zonen B.V., Olij Roses, Paul Ecke Ranch, Red Fox, Rijnplant, Sande, SOGO, Terra Nigra, Wander Tunier
- **President/CEO:** Biense Visser
- **Headquarters:** De Lier, Netherlands
- **Locations in:** United States, Canada, Colombia, Brazil, Guatemala, El Salvador, Ecuador, Kenya, Uganda, Tanzania, Ethiopia, Germany, Italy, Netherlands, France, United Kingdom, China, Japan, Taiwan
- **Employees:** 7,700 worldwide
- **Products:** 4,000+ flower and plant varieties



### North American Office

Located in Columbus, OH



## COMPANY MISSION & VALUES

*Our Mission: With deep-rooted commitment to our people, our values and our unsurpassed passion for excellence, we are uniting the world through the language of flowers.*



### EMPOWERING EXPRESSION

Flowers speak to the best of our human nature - beauty, joy, love, life, art - empowering us to connect, communicate and share every day



### INSPIRING CONFIDENCE

Trust - earned by doing business honestly, transparently, accountably and reliably - inspires confidence in our relationships and pride in our legacy.



### EVOLVING EXCELLENCE

From products that outperform to leadership that outshines, continually evolving our standards of excellence feeds dynamic growth and deep-rooted success.



### PASSIONATE PURPOSE

Passion lives in every moment and every detail of our work, uniting our mission, our people, and our planet in a vibrant cycle that's both sustaining and sustainable.



### BOUNDLESS SOLUTIONS

Serving the individual needs of our customers with sincerity and ingenuity fuels boundless floriculture solutions and business opportunities that advance mutual success.





# COMPETITION

**DÜMMEN ORANGE MARKET SHARE: 34%**  
*Average market share as published in National Garden Bureau  
Vegetative Cutting survey conducted 2016-2018*



## BALL HORTICULTURAL

Starting as a wholesale cut flower operation started by George J. Ball in 1905, Ball Horticultural Company has grown into a global family of breeders, research and development teams, seed and vegetative producers, and distribution companies. While headquartered in Chicago IL, Ball has a strong presence on six continents in 18 countries. At Cultivate, Ball divided up each brand across 6 six separate booths sitting next to each other.



## SYNGENTA FLOWERS

Syngenta Flowers North America is one of the largest wholesale breeders of hybrid flower seed and cuttings in the world – developing and producing flower seeds and cuttings for growers internationally. Syngenta displayed new products and series in a 40 ft x 50 ft booth.



## BEEKENKAMP

Established in 1951, Beekenkamp is a family run business based in Holland. Beekenkamp is working in vegetables, pot and bedding plants, packaging and chrysanthemums. They chose to build a tall 'X' shaped display in a 20 ft x 20 ft booth.



## DANZIGER

Founded in 1953 and based in Israel, Danziger is engaged in the research, breeding, development, propagation, production, sale and marketing of varieties of cut flowers, annuals and perennials. Using a 20 ft x 40 ft booth, Danziger focused on displaying individual new varieties.



## SAKATA

Since 1913, Sakata has been striving to be an innovative creator and supplier. headquartered in California, they produce vegetable and ornamental seed and vegetative cuttings. At Cultivate they premiered new products in a 20 ft x 60 ft booth.



## SUNTORY

Based in Japan, Suntory Flowers is part of a family of companies, encompassing 321 different companies worldwide. They are focused on the intersection of modern genetics, innovation and the joy of gardening. At Cultivate, they premiered new products in a 20 ft x 60 ft booth.

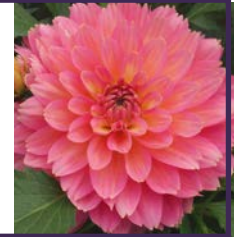


## PRODUCT OVERVIEW

Dümmen Orange represents a legacy of floricultural excellence more than a century in the making, providing the largest selection of superior flowers and plants on earth across six categories - annuals, perennials, tropical plants, potted plants, cut flowers, and flower bulbs - adding new and newly perfected varieties every year.

### ANNUALS

Easy to plant and rewarding to grow, our collection of Petunia, Calibrachoa, Coleus, Pelargonium, New Guinea impatiens and more provides the extensive variety and exemplary quality growers and their customers trust for designing gorgeous seasonal gardens and flower beds.



### PERENNIALS

Simple to tend and simply stunning, year after year, our wide assortment of herbaceous and evergreen perennials - including trend-setting new Phlox, Salvia, Dianthus, Leucanthemum, Coreopsis and more - lend lasting beauty and low-maintenance structure to any landscape.



### POTTED PLANTS

Beautiful indoors and out, our resilient container plants radiate with life's energy no matter where they're potted. Our wide selection of Garden Chrysanthemum, Kalanchoe, Poinsettia, Saintpaulia, Pot Chrysanthemum and more are perfect for containers big and small.



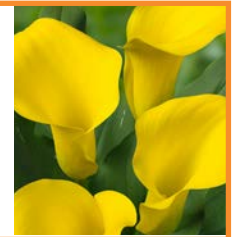
### TROPICALS

Expertly bred for easy-care beauty indoors and out, our tropical and succulent collections include Anthurium, Aloe, Echevaria, Euphorbia milii, Kalanchoe, Sedum, Tillandsia and more. These standout and innovative selections suit a wide range of color palettes, design schemes, and container sizes.



### BULBS

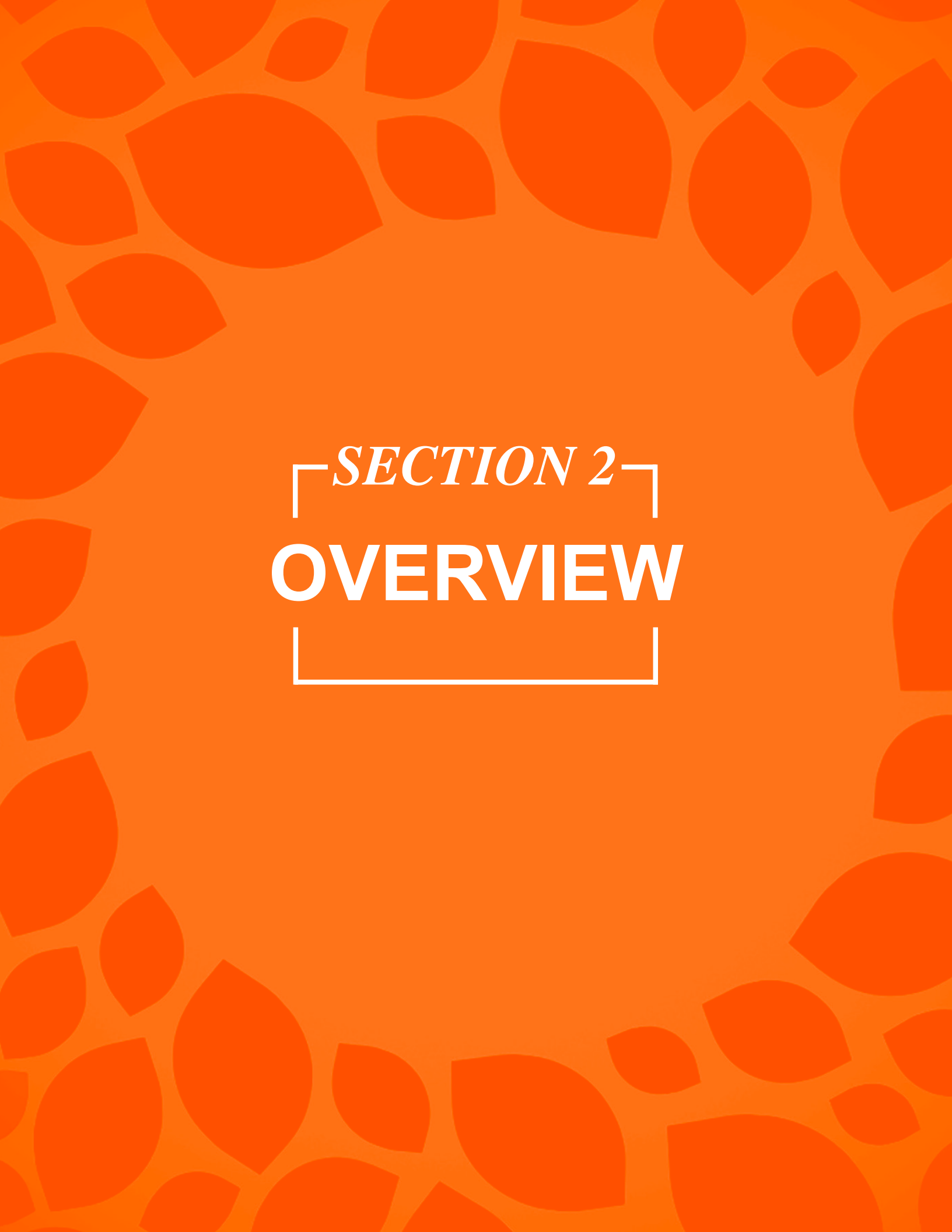
Calla lilies and the wide range of other flower bulbs including tulips, hyacinths, daffodils, and lilies delight consumers all around the world. In gardens, indoors in pots, and the many variants of bulb flowers for the vase.



### CUT FLOWERS

Highlighted by the superior beauty and hardiness of our renowned rose, Carnation, Chrysanthemum, and Gerbera varieties, our cut flower collection delights growers, florists, and bouquet recipients alike with countless irresistible selections in nearly every shade under the sun.





*SECTION 2*

**OVERVIEW**



Section 2: Overview

TRADE SHOW PROGRAM INTRODUCTION

As mentioned in my candidate profile at the beginning of this portfolio, I inherited a very mature program where very little was done to properly manage the program. It was very clear that I could use this as an opportunity to overhaul program management, introduce standard operating procedures (SOPs), and streamline the process. I adapted a phased approach to the improvements I wanted to make.

Phase one was focused on learning the industry and the current planning process. I was able to experience what worked well in the current process and identify the pain points. My role was to manage 90% of our trade show portfolio from beginning to end. I worked with sales to determine the strategy for each show, then I made sure everything was properly implemented. That included product messaging, budgeting, graphic design, operations, logistics, creative, on-site set-up when needed, and post-show follow-up.

For the remaining 10% of the portfolio (two of our largest shows), a sales manager was assigned as the primary lead for the show and completed strategy, display design, product messaging and managed the budget. I acted as primary support for the show planning, taking over creative, scheduling, logistics, and registration.

I joined the CTSM program during my second year with Dümmer Orange. Many of the classes I attended sparked ideas for ways to increase efficiency and communication within my team.

PROGRAM IMPROVEMENTS

Phase two included a general show refresh. Throughout our fiscal year 2018, I was able to start to adapt and introduce learnings from the CTSM program into my show portfolio. Here are some details of projects and improvements I was able to complete.

I created a new budget tracking excel template. Prior to creating this template, there was no existing processes in place track and review trade show invoices. I used this new template to increase visibility to the overall planning process and promote accountability to stick to show budgets. All invoices were put into this tracker and double-checked against previous payments, original quotes and on-site services rendered. Invoices are entered on a second tab, then automatically categorized and placed based on cost center and show code.

Show name Show Code Show date Show city Booth size(s) Approved Budget Amount Sales Manager	CANWEST			PMA Fresh Summit			MANTS			TPIE			THD CAST			All Show Totals			
	Plan	Actual	Variance	Plan	Actual	Variance	Plan	Actual	Variance	Plan	Actual	Variance	Plan	Actual	Variance	TS Budget	Planned	Actual	Remaining
	\$ 1,512	\$ 1,458	\$ 54	\$ 15,200	\$ 15,200	\$ -	\$ 2,250	\$ 2,329	\$ (79)	\$ 2,150	\$ 4,300	\$ (2,150)	\$ 77	\$ -	\$ 77	\$ 48,531	\$ 137,303	\$ 135,255	\$ (3,466)
<b>Trade Show Costs</b>																			
<b>Booth space</b>	About 1/3 entire budget usually. New Vanities Space.																		
<b>Exhibit-related costs</b>																			
Plant Material	\$ 1,151	\$ 1,227	\$ (46)	\$ 1,000	\$ 1,357	\$ (357)	\$ 270	\$ -	\$ 270	\$ -	\$ (46)	\$ 46	\$ 423	\$ 283	\$ 140				
In & Out Fees	\$ -	\$ -	\$ -	\$ 1,000	\$ 376	\$ 624	\$ 376	\$ 376	\$ (0)	\$ 726	\$ 726	\$ 0	\$ -	\$ -	\$ -				
Set Up & Dismantle Fees	\$ -	\$ -	\$ -	\$ 3,000	\$ -	\$ 3,000	\$ -	\$ -	\$ -	\$ 2,400	\$ -	\$ 2,400	\$ -	\$ -	\$ -				
<b>Promotions + Printed Material</b>																			
Plant Tags	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
Printed Flyers	\$ -	\$ -	\$ -	\$ 285	\$ 696	\$ (411)	\$ -	\$ -	\$ -	\$ 180	\$ -	\$ 180	\$ -	\$ 170	\$ (170)				
Printed Invitation	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
Pre-Show Promo	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
At-Show Promo	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
Post-Show Promo	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
At Show Signage	\$ 249	\$ 22	\$ 226	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000	\$ 1,994	\$ (994)				
<b>At-Show Services</b>																			
Freight	\$ 250	\$ -	\$ 250	\$ 3,000	\$ 4,086	\$ (1,086)	\$ 815	\$ 969	\$ (154)	\$ 5,208	\$ 5,524	\$ (316)	\$ 2,000	\$ 1,508	\$ 492				
Drayage/Material Handling	\$ -	\$ -	\$ -	\$ 2,000	\$ 2,153	\$ (153)	\$ 320	\$ 412	\$ (92)	\$ 3,116	\$ 3,737	\$ (620)	\$ -	\$ -	\$ -				
Electric	\$ -	\$ 38	\$ (38)	\$ 140	\$ 229	\$ (89)	\$ 95	\$ 112	\$ (17)	\$ 183	\$ 221	\$ (38)	\$ -	\$ -	\$ -				
Sign Hanging/Rigging/Lighting	\$ 381	\$ 189	\$ 192	\$ 2,000	\$ -	\$ 2,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
Carpet or flooring	\$ 397	\$ 305	\$ 92	\$ 1,235	\$ 1,896	\$ (661)	\$ 334	\$ 344	\$ (10)	\$ 403	\$ -	\$ 403	\$ -	\$ -	\$ -				
Water	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
Local Display Transport	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 724	\$ -	\$ 724				
Catering & Entertainment	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,195	\$ 1,112	\$ 82				
Furniture rental	\$ 783	\$ 611	\$ 173	\$ 100	\$ 112	\$ (12)	\$ 104	\$ 306	\$ (202)	\$ 446	\$ 425	\$ 21	\$ 7,605	\$ 7,544	\$ 61				
Mac Display Accessories	\$ -	\$ 392	\$ (392)	\$ -	\$ 212	\$ (212)	\$ 98	\$ -	\$ 98	\$ 969	\$ 501	\$ 468	\$ 500	\$ 834	\$ (334)				
<b>Staffer Costs</b>																			
Labor	\$ 2,400	\$ 2,900	\$ (500)	\$ -	\$ 399	\$ (399)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,024	\$ 9,305	\$ (2,281)				
Travel	\$ -	\$ 992	\$ (992)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 749	\$ 928	\$ (180)				
Hotels	\$ 1,191	\$ 1,355	\$ (165)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,368	\$ 2,468	\$ (99)				
Meals	\$ 121	\$ 196	\$ (75)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 263	\$ 480	\$ (217)				
Booth Staffer Attire	\$ 567	\$ -	\$ 567	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
Tax, ground transport, parking	\$ -	\$ 594	\$ (594)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,006	\$ 1,425	\$ (419)				
Staffer show registration	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20	\$ -	\$ 20	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
Staffer Misc	\$ 398	\$ -	\$ 398	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
<b>Miscellaneous</b>																			
Membership Fees	\$ 261	\$ -	\$ 261	\$ 825	\$ -	\$ 825	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
Speaker Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
Sponsorships	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
Gifts	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
Tips	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
Guest Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
<b>Total</b>	\$ 9,650	\$ 10,279	\$ (689)	\$ 29,785	\$ 28,725	\$ 3,060	\$ 4,642	\$ 4,907	\$ (265)	\$ 15,781	\$ 15,389	\$ 392	\$ 24,933	\$ 28,051	\$ (3,118)				
All Funds Converted to US Dollars																			

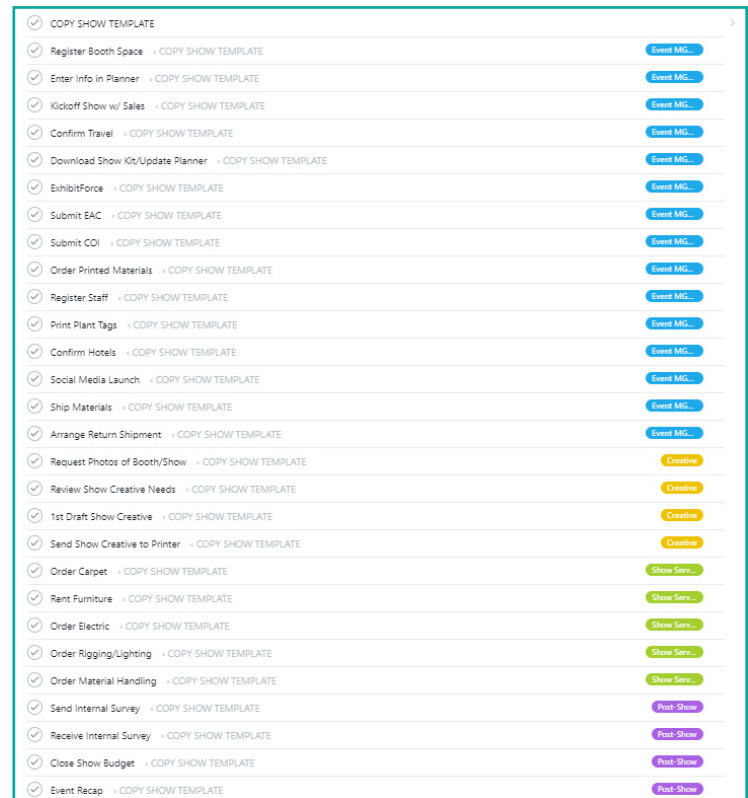
\*\*See appendix page 48 for full size screenshot of budget tracker



## PROGRAM IMPROVEMENTS

I entered into a new partnership with local display house. That display house would manage shipping and storing materials for larger shows in my portfolio. They would also manage I&D for the largest of our shows as needed.

I introduced Asana, a task management solution, to keep all deliverables and deadlines on track. This tool was then launched in all Dümme Orange marketing departments globally. I used this tool to create a trade show task template with all the subtasks that go into planning a trade show broken down into smaller & more manageable bites. Each subtask is categorized and assigned to a person with a specific deadline. I duplicate this template and use it every time I kick off planning a new show. As discussed in **758 Thrive Under Deadlines**, this demonstrates an approach called execution focused. That means a person should break down an overarching task into smaller subtasks that are realistic. This creates positive motion as I check off smaller boxes that are leading up to the bigger task completion.



\*\*See appendix page 49 for full size screenshot of Asana template

As stated in **61718 Graphics Boot Camp (ELC #6)**, every graphic representation of your company and its messaging should be consistent in every way. This increases effectiveness, brand awareness, and the overall impression others have of your company. A suggested approach is to keep it simple and consistent. It was also suggested in **62019 The @ Show Experience (ELC # 2)** that exhibit design should be flexible and modular. I took this direction and applied it to my own trade show materials. I was able to source new trade show display materials and redesign all display graphics. I also introduced ‘tiered’ display packages for ordering booth materials for use at shows. The goal of this redesign was to create brand consistency that could scale up or down depending on the size of the show. The overall aesthetic of the booth was maintained throughout our entire portfolio. The actual materials sourced were lightweight and easy to setup, thereby reducing shipping costs and time/labor needed for pre-show setup.

- Special Events: shows or events outside standard trade show parameters
- Tier 1 20x20 booth or larger
- Tier 2 10x20 booth
- Tier 3 10x10 booth
- Tier 4: 6’ table or less





# PROGRAM IMPROVEMENTS



SPECIAL EVENT BOOTH EXAMPLE



BEFORE REFRESH BOOTH EXAMPLE



TIER 1 BOOTH EXAMPLE



TIER 2 BOOTH EXAMPLE



TIER 3 BOOTH EXAMPLE



TIER 4 BOOTH EXAMPLE

\*\*See appendix pages 50-56 for full booth refresh presentation deck



# PROGRAM IMPROVEMENTS

The sales and marketing departments at Dümnen Orange are often misaligned. Per **348 Sales and Marketing Alignment, How to Get & Stay on the Same Page (ELC # 2)**, this is due to lack of role clarity, different views on objectives, different interpretations of definitions, and different perspectives. Ms. Ellen Kaminski stated that communication is key and suggested we perform several exercises that allow us to complete joint planning sessions and post-show reviews. Following this course, I proposed creative briefs (length based on size of show) to align on show objectives. I also implemented the exercise ‘Start, Stop, & Continue’ review following our larger shows.

### GENERAL SETUP - KICKOFF

- **Complete creative brief for show at show kickoff with sales lead**
  - Define project team
  - Align on job assignments
  - Define target audience
  - Define sales goals for ROI tracking
  - Review budget
  - Determine key milestones
  - Determine internal/external communication needs
  - PR Generation
  - Review customer experience plan
  
- **Kickoff timeline by tier:**
  - Tier 1 Shows + Large Events: 10 – 12 months prior to show
  - Tier 2 Shows: 6 months prior to show
  - Tier 3 Shows: 6 months prior to show
  - Tier 4 Shows: 3 months prior to show

\*\*Creative brief will be customized per tier. Smaller shows do not need the level of detail/oversite that larger events will need.

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START, STOP, CONTINUE  
EXERCISE

TOPIC: PRE-SHOW PLANNING/COMMUNICATION

(Section could include social activity, advertisements, sponsorships, etc.)

<p><b>Start</b></p> <p><i>What is not being done, but should be? What can we do to get better results? What are some new ideas worth trying?</i></p> <p><b>Examples to get you started:</b></p> <ul style="list-style-type: none"> <li>• Direct mail to top targets</li> <li>• Personalize invites from sales reps</li> </ul>	<p><b>What Should I/We Start Doing?</b></p>
<p><b>Stop</b></p> <p><i>What is not working or helping us? What is impeding our success? What isn't practical? What is not delivering desired results? What do we/others dislike?</i></p> <p><b>Examples to get you started:</b></p> <ul style="list-style-type: none"> <li>• Email marketing 3 months prior to event</li> <li>• Ineffective advertising spend</li> </ul>	<p><b>What Should I/We Stop Doing?</b></p>
<p><b>Continue</b></p> <p><i>What is working well? What do we want to keep? What is worth continuing to see if it's worthwhile? What do we like/need?</i></p> <p><b>Examples to get you started:</b></p> <ul style="list-style-type: none"> <li>• Social media posts</li> <li>• Drafting &amp; maintaining creative brief</li> </ul>	<p><b>What Should I/We Continue Doing?</b></p>

\*\*See appendix pages 57-60 for full ‘Start, Stop, Continue’ exercise templates





## SPECIAL CIRCUMSTANCES

Unfortunately, I have limited visibility to sales goals and opportunities. Dümme Orange does not track ROI or leads at shows because shows are looked at as a networking opportunity rather than a lead gathering opportunity. Sales figures and travel/meeting costs are not shared with marketing. Any sales leads are managed strictly by the sales team and conversion percentages are not communicated. Currently, no CRM system has been implemented. We are working as an organization to improve transparency, but change in structure and processes can be challenging. The lack of communication makes it very difficult to quantify true ROI at events and trade shows.

I have been in the process of getting a proposal approved to begin tracking ROI at shows and an overall trade show management strategy. My goal was to implement these changes in FY2020. My global director of marketing approved the proposal, but I have not yet convinced my director of sales of the benefits these actions can bring to our organization.

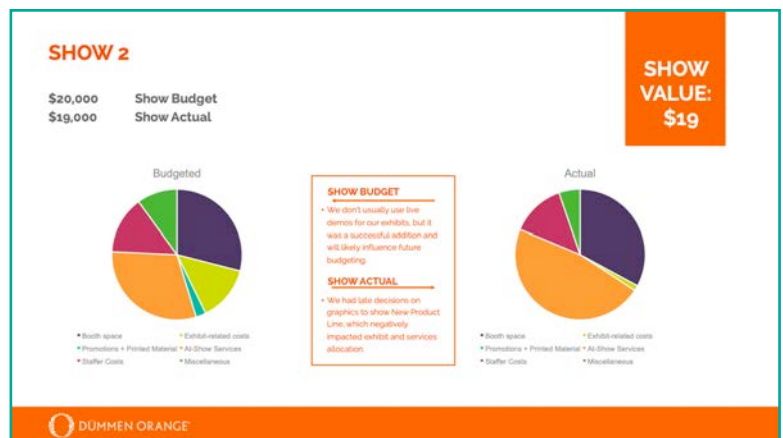
In the proposal I referenced:

- 10817 – How to Measure the Value of Trade Shows, Part I (ELC #17)
- 20318 – The Nuts & Bolts of Budgeting for Results (ELC # 7)

I used the payback ratio from 10817 as the basis for my ROI method and converted the post-show reporting methods presented 20318 into Dümme Orange templates so I can better communicate show results.

The show I used for this portfolio was a case study to test out some of the methods I was proposing. The objectives chosen and detailed out in the next chapter include tactics that could be manually measured by the marketing team on-site.

PROGRAM WORTH BY SHOW					
SHOW 1		SHOW 2		SHOW 3	
Sales Opportunity	\$165,500	Sales Opportunity	\$331,000	Sales Opportunity	\$978,000
Cost Savings	\$5,000	Cost Savings	\$20,000	Cost Savings	\$100,000
CRM Value	\$4,000	CRM Value	\$25,600	CRM Value	\$96,000
Promotional Value	\$3,000	Promotional Value	\$7,500	Promotional Value	\$10,000
<b>Total ROI/ROO Value</b>	<b>\$177,500</b>	<b>Total ROI/ROO Value</b>	<b>\$384,100</b>	<b>Total ROI/ROO Value</b>	<b>\$1,184,000</b>
Cost of Show	\$5,000	Cost of Show	\$20,000	Cost of Show	\$100,000
<b>Value of Show per Dollar</b>	<b>\$36</b>	<b>Value of Show per Dollar</b>	<b>\$19</b>	<b>Value of Show per Dollar</b>	<b>\$12</b>
Every dollar spent on this show returned \$36 in ROI/ROI value to the exhibitor.		Every dollar spent on this show returned \$19 in ROI/ROI value to the exhibitor.		Every dollar spent on this show returned \$12 in ROI/ROI value to the exhibitor.	



\*\*See appendix pages 61-66 for full ROI proposal deck & excel calculator



## SHOW SCHEDULE

The fiscal year for Dümme Orange runs from October – September. The heaviest season for trade shows runs during the fall from August – November. Planning for this season crosses over two different fiscal years, which complicates budget management and tracking as we must be very careful to make sure each invoice is applied to the appropriate fiscal year.

Our largest two shows with the highest industry visibility and biggest budgets occur in the second half of the fiscal year. If Dümme Orange is not on target with sales, these two shows are the first to have potentially cut or reduced budgets. This opens discussions about changes in event scope, messaging, and customer experience. When none of these changes are approved, I begin communications about going over-budget.

### IN THE 2019 FISCAL YEAR, I MANAGED 22 SHOWS

- Special Events: 4 events
- Tier 1: 4 shows
- Tier 2: 4 shows
- Tier 3: 3 shows
- Tier 4: 7 shows

Start Date	End Date	Code	Booth #	Region	Show Name	Location	Tier
3-Oct	4-Oct	CGHC19	458	Canada	Canadian Greenhouse Conference	Abbotsford BC	1
16-Oct	18-Oct	WFFS19	39	Cut Flowers	WF&FSA (Wholesale Florist & Florist Supplier Association)	Miami, FL	3
19-Oct	20-Oct	PMA19	5476	NAM	PMA (Produce Marketing Association) Fresh	Orlando FL	2
18-Oct	18-Oct	BCGD19	N/A	Canada	BC (British Columbia) Grower Day	Delta BC	4
8-Nov	9-Nov	SASK19	N/A	Canada	Sask (Saskatchewan Green Trades)	Saskatoon SK	3
14-Nov	15-Nov	FIHO19	701	Canada	FIHOQ (La Fédération interdisciplinaire de l'horticulture ornementale du Québec)	Drummondville QC	1
15-Nov	16-Nov	GIS19	205-207	Canada	GIS (Alberta Green Industry Show)	Edmonton AB	2
9-Jan	11-Jan	MANT19	709/711	Southeast	MANTS (Mid-Atlantic Nursery Trade Show)	Baltimore MD	2
16-Jan	18-Jan	TPIE19	229	Northeast	TPIE (Tropical Product International Expo)	Fort Lauderdale FL	1
27-Feb	28-Feb	THD19	N/A	Southeast	THD (The Home Depot) TRIALS	Pomona CA	E
23-Mar	27-Mar	CAST19	N/A	NAM	CAST (California Spring Trials)	San Luis Obispo CA	E
19-Jun	19-Jun	DRWN19	N/A	Perennials	Darwin Perennial Day	West Chicago IL	4
14-Jul	16-Jul	CULT19	1231	NAM	Cultivate	Columbus OH	1
8-Aug	8-Aug	WELB19	N/A	West	Welby Open House	Arvada CO	4
14-Aug	14-Aug	ABGD19	N/A	Canada	Alberta Grower Day	Red Deer, AB	4
19-Sep	19-Sep	SAF19	N/A	Cut Flowers	SAF (Society of American Florists) Supplier	Amelia Island FL	4
10-Sep	10-Sep	MBGD19	N/A	Canada	Manitoba Grower Day	Winnipeg MB	4
5-Sep	6-Sep	PPC19	22	Southeast	Plug & Cutting Conference	Charlotte NC	3
18-Sep	18-Sep	SANT19b	N/A	Canada	Sant Open House	Kleinburg, ON	E
24-Sep	24-Sep	BCGD19B	N/A	Canada	BC (British Columbia) Grower Day	Langley, BC	4
25-Sep	26-Sep	CNWS19b	237	Canada	CanWest	Abbotsford BC	E
25-Sep	26-Sep	GRIF19b	N/A	Northeast	Griffin Grower Expo	Lancaster PA	2

In 2019, I was given additional responsibility and acted as lead for both CAST and Cultivate, the largest two shows in our portfolio. These two shows were previously led by a sales manager and I acted as support. I took over tasks like strategy approval, display design, product messaging and managed the budgets.







*SECTION 3*

**MEASURABLE  
SHOW OBJECTIVES**

## Section 3: Measurable show objectives

### INTRODUCTION TO SHOW FOCUS

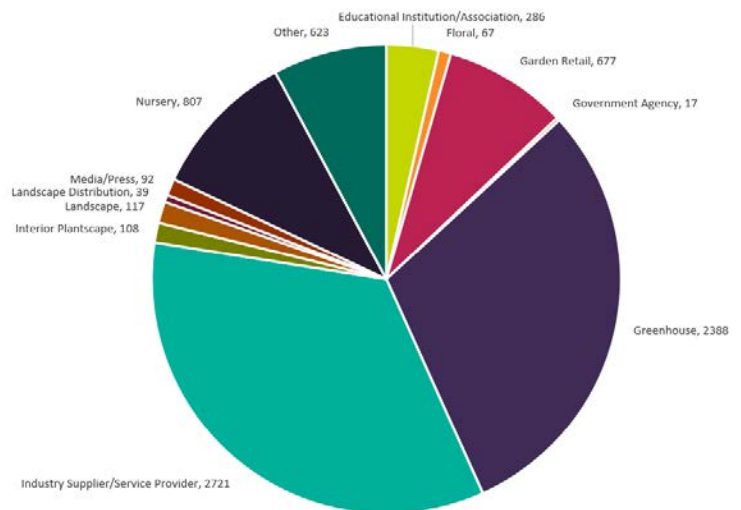
The show I am focusing on in this portfolio is Cultivate, which is held in Columbus, OH at the Greater Columbus Convention Center on July 15, 2019 – July 17, 2019. It is our largest standard trade show that we participate in with costs and attendees that can be up to 4x larger than some of our other regional shows. Our display and participation also changed the most over the last couple of years, so the opportunity to implement ELCs learned was greater with this specific show.

Cultivate is the largest all-industry trade show and conference for the horticulture industry. The event is hosted by AmericanHort, an industry association that advocates for the industry on a federal and cultural level. They represent the entire horticulture industry, including breeders, greenhouse and nursery growers, retailers, distributors, interior and exterior landscapers, florists, students, educators, researchers, manufacturers, and all of those who are part of the industry market chain.



### TARGET CUSTOMER DEFINITIONS

- **Grower:** The entity who buys a cutting through a broker or directly from a breeder. They first grow the cutting into a finished and flowering plant. They can then either sell it to a retailer or to the end consumer using their own Independent Garden Center.
- **Broker:** The entity who acts as a middle man between the breeder and the grower. They sell the cutting to the grower for the breeder and take a cut of the sales price.
- **Retailer:** The entity who sells a fully grown plant to the end consumer. They buy the finished product from preferred growers.



### SPECIFICS ABOUT OUR PARTICIPATION

Our participation for this show went through a lot of changes during the planning and execution stages. Those changes are detailed out in section 4. My role was to lead the project and manage the event budget. Input was to be provided by the sales teams and product management teams. But my understanding was that final decisions were to be made by the marketing department. I was also to be the main contact for all show vendors, and act as on-site lead when the show started. During the first quarter of 2019, show strategy changed and our participation at the show was adjusted. A new key stakeholder team was also put in place. I was now in charge of implementing the direction agreed upon by the key stakeholders of the event while managing the show budget and advising of any issues that arose.

#### Key stakeholders for the event:

- National Sales Account Manager (project owner)
- Marketing Manager
- Sales Director (for visibility only)
- Product Managers for all plant material to be displayed - Annuals, Perennials, Potted Plants, Succulents

Our initial strategy was to repeat what was done the year prior. Setting specific goals and objectives was not a primary focus of the show in years past. That trend continued in the initial planning for 2019. A few weeks before the show, I was able to set a few objectives that I was confident we would be able to measure. I made the decision on what the objectives would be based on previous years' activity and the new strategy for this year. I then reviewed the objectives with the Sales Director and sent them out to the team once I received approval. The intent was to give the team a baseline of data that would allow us to improve our participation in future years. I was responsible, with the help of the marketing department, for tracking the progress of each of the objectives throughout the show. The results were then integrated into a post-show report as detailed in section 6.

#### Original Strategy:

- Focus on product genetics
- Display new products in booth
- Meet with new & existing customers

#### New Strategy:

- Focus on customer experience
- Create an unforgettable experience with a customer party that is fun and exciting
- Improve relationships by offering additional training and educational experiences ,, ≥
- Display new products in booth

Active planning took place over the course of 4 months from April 2019 - July 2019. Our final booth components consisted of a 20 x 60 ft booth, a ballroom to host 35 guests for educational sessions and a separate ballroom to host a VIP party for 250 guests. In the past, we have always held 1-2 customer receptions on the rooftop patio of our building. The past events were always more networking driven. But with the new focus on customer experience, it was determined that the style of the event had to change. The event was set for one night, and was upgraded to a party with a live band to allow for a more casual by exciting atmosphere. The event was also themed to encourage more guest participation with party favors, decor and costumes encouraged.

#### The communication strategy for planning the event consisted of the following:

- Semi-weekly 1-on-1 meeting with the project owner (sales account manager)
- Weekly meetings with marketing manager
- As needed emailed updates to key stakeholders on key decisions made
- Monthly town hall style meetings with all participants in the show, recordings and slides distributed post update
- Monthly internal e-newsletters distributed to all participants and company executives





## FINAL SHOW COMPONENTS



20 X 60 BOOTH



PARTY FOR 250 KEY CUSTOMERS



35 SEAT BALLROOM OFF-SITE

## OBJECTIVES

Due to the lack of visibility to sales figures and goals, I set goals and tactics primarily focused on 'Return on Objectives' as highlighted in **20318 – The Nuts & Bolts of Budgeting for Results (ELC # 4)**. These tactics could be manually measured on the show floor by a member of the marketing team and via post show research. The overarching strategies were reviewed with the Sales Director prior to the show and were based on previous planning conversations and reviews from previous events.

Our show strategies and tactics follow the below definitions as listed in **30818 Business Marketing Strategies and Trade shows**

- **Strategy:** A plan of action intended to accomplish a specific goal
- **Objective:** Measurable results set in a specific time frame – what we want to accomplish
- **Tactic:** Specific activities and actions



## Section 3: Measurable show objectives

Strategy	Tactics	Assessment method	Measurement goal
<b>Foster existing relationships</b>	Meet with brokers groups in training ballroom offsite and perform extended training meeting	review ballroom meeting schedule & count meetings that actually occurred	6 broker meetings
	Meet with key customers in ballroom offsite and perform extended training & account check-in	review ballroom meeting schedule & count meetings that actually occurred	16 key customer meetings
	Meet with existing customers in booth throughout show	sales managers count & report in-booth meetings	30 existing customer meetings
	Meet with top media outlets in booth	marketing manager counts & reports in-booth meetings	2 media meetings
	Meet with top brokers to conduct a business review	sales director counts & reports in-booth meetings	4 broker business reviews
<b>Improve Customer Experience</b>	Host customers and brokers at revamped customer party	count total number of VIP passes left after party. 250 total available	250 guests
	Hand out VIP passes to customer party in booth the day of the party	count beginning of day and end of day inventory levels in booth	150 VIP passes
	Host media groups at customer party	count media groups who picked up VIP passes for party	3 media groups
	Send out digital thank you note post show to attendees who RSVP'd for VIP party in advance and provided email addresses.	Export online RSVP list and count # of unique email addresses, confirm receipt via online email tool (Emma)	send to 200 recipients
<b>Increase brand awareness (Basewell)</b>	Hand out branded coffee sleeves via show sponsorship to all attendees	show organizer counts & report inventory levels	10,000 coffee sleeves
	Hand out new expanded basewell brochures	count pre-party and post-party inventory levels	350 brochures
	Perform product demonstrations on Basewell rooting technology in the booth	product managers track & report in-booth demos	40 demos
	Giveaway grand prize of our new product as a contest prize at our customer party	confirm prize awarded post show	1 grand prize
<b>Showcase new products</b>	Showcase Begonia l'Conia's in the booth and distribute annual catalogs to new and existing customers	count pre-party and post-party inventory levels	700 annual catalogs
	Feature new Garden Party Perennial Duos in the booth and distribute catalogs to new and existing customers	count pre-party and post-party inventory levels	150 perennial catalogs
	Premiere "Give Thanks" Rainbow Pot mum retail concept and distribute postcards to new and existing customers	count pre-party and post-party inventory levels	100 postcards
	Highlight "Calla Your Life" retail concept and distribute 50 calla catalogs and 50 calla your life flyers to new and existing customers	count pre-party and post-party inventory levels	50 calla catalogs
	Introduce new potential customers to the overall Dudden Orange portfolio by walking them through the resources and support we have available for them.	sales managers count & report in-booth meetings	25 new customers
	Host 100 visitors (both new and existing customers) in booth each day	count visitors in booth hourly though show	300 visitors
<b>Improve show communications</b>	Complete post show survey to target customer list of key customers. Send survey to attendees (based on party RSVP list), and receive 40 responses	Export survey responses & count # of unique responses	40 responses
	Complete facebook live posts in booth	count # of posts that were posted	6 live posts
	Receive overall views (combined live and post live views) for each post (5 individual posts).	confirm of views via online portal post-show	300 views each
	Receive 3,000 overall views for 1 boosted post.	confirm of views via online portal post-show	3,000 views



*SECTION 4*

**MANAGEMENT OF  
EXHIBIT DESIGN  
& PRODUCTION**



### EXHIBIT DESIGN

Our Cultivate booth has undergone a major refresh in the last couple of years. The booth refresh coincided with an overall show expansion run by AmericanHort as well as the completion of a major facility upgrade at the Greater Columbus Convention Center. We decided to take advantage of the additional space available to increase our booth space and update our booth with a new structure.

I led the overall project and designed the graphics with a sales manager acting as the key stakeholder and advisor. Our team had a very clear vision that we wanted to achieve. We also had a pretty good idea of how we wanted the booth to look, and knew we needed to work with an exhibit house to bring it to life. This vision required a very custom build on a limited budget (160k). We worked with two different design houses to complete RFPs, and ultimately chose Skyline Exhibits to be our partner in this project. We chose Skyline due to their ability to fully realize our vision in the most cost effective way. We also were hoping to expand our partnership with the chosen exhibit house to include show management and storage. Skyline was best equipped to handle our growing needs, and was located less than 10 miles from our office.

The refresh process took approximately 8 months to complete, with an initial kickoff that occurred in December, 8 months prior to the show. Here is our project timeline:

- December: project kickoff with both exhibit houses via GoToMeeting
- January: in person meeting with both exhibit houses to review initial concepts and discuss costs
- February: Skyline chosen as booth designer, initial concepts developed into final design
- March: we signed the contract with Skyline to move forward with the official build
- May: perform in person inspection of booth build at Skyline headquarters in Minnesota
- June: ship booth to Ohio, store until show
- July: execute new booth for first time
- August: review project and determine if any minor changes needed to be considered for the next year
- Additional communication also occurred via email throughout the entire process.

Our goal of the new booth was to create an impressive, contemporary, and gorgeous booth that acted as a landmark on the show floor. We wanted our customers to be able to find the Dümme Orange booth no matter where they were in the exhibit hall. The structure helped to achieve this goal based on the sheer size of the materials the booth consisted of three 4'H x 16'W diameter skyflier hanging signs and thirteen 13'H x 6'W diameter display columns.

But it was the graphics that truly drew the attention. In **61718: Graphics Boot Camp (ELC # 5)**, I was taught that trade show graphics should have consistent graphics and color treatments. The design should be simple, with logo and content placement in line with how they will be viewed and architectural elements. This improves brand awareness and overall impression of the booth. Using these tips, I designed graphics using our key PMS orange color. One of our matching brand patterns was used to balance this color. With these elements, the booth was colorful, bright, and eye-catching.



OLD BOOTH DESIGN



BOOTH RE-DESIGN



2019 BOOTH REDUCTION

### CHANGE IN SCOPE

Planning for Cultivate 2019 began in May 2018 with my budget proposal to the board of directors. Due to the overall booth refresh we just completed, I was not expecting any large changes to the structure and needs of the show other than some basic improvements or increases to sponsorship spend. I planned for a similar booth and customer reception(s) from the year before. However, this year's show has been most challenging as I have encountered several unexpected obstacles detailed below.

The requested budget for this show was not approved. I requested \$120,000 based on previous years' spend and was allotted \$100,000. This presented several issues, as most of the costs in the requested budget were hard costs. As detailed in **20318 The Nuts & Bolts of Budgeting (ELC # 3)**, I had to explain to my executive team that costs like booth space, carpet, lighting, and structure were all set (hard) costs based on the size of the booth. The only way to meet the newer lower budget would be to cut the size of the booth down.

While my executive team ultimately did decide to cut booth space (December 2018/January 2019), we did have to discuss and plan for the potential negative impact cutting that space would incur.

- Negative customer image – cutting costs = cutting quality
- Less space to show our large product assortment
- Loss of big 'WOW' factor as guests arrive at booth
- Once we let go of that space, we would never be able to get it back.
- Other exhibitors (potentially competitors) would now own the space.

While we were discussing whether or not to cut the booth space, an opportunity presented itself to us to rent a large ballroom very close to the convention center (January 2019). One of our breeding partners held the space and was looking to get out of their contract, they were offering the space to us to use as a meeting/educational space for brokers and customers. We felt that this would be a good way to combat that negative image for cutting our booth space. We were no longer reducing our presence at the show, but we were reallocating to better serve the customers. We would offer catered meals to brokers and refreshments to key customers, helping them feel more relaxed as we completed deeper reviews or training. While this did increase our catering cost, overall it was still a lower overall cost to the booth expenses for the extra booth space. I was able to estimate those costs using the ballpark method from **20318 The Nuts & Bolts of Budgeting (ELC # 2)**.

Reserving this ballroom also gave us the opportunity to host our customer receptions in a new location closer to the convention center. The new location allowed us to relaunch the customer reception into a more upscale aesthetic, however, due to budget and size of the room, we would be limited to a smaller, more exclusive group of customers.

Detailed planning kicked into high gear April 2019. I learned at this time that my sales director wanted to expand the customer reception into a larger VIP themed party. The new direction was to focus on customer experience instead of standard product messaging or networking. The executive team wanted our booth and especially the party to be memorable and fun/exciting. Instead of one party for 100 guests, we now needed to host 250 guests, hire a live band, and improve the bar offerings. I did review the budget for the new event scope and did advise the team that we would go over budget by approximately \$15,000. These extra expenses were approved, and implementation moved forward.



## LIST OF NEEDS

Here is a comparative list of the original needs for Cultivate vs. the revised needs:

### ORIGINAL NEEDS LIST

#### Booth

- 20 x 60 main booth (Annuals & Basewell)
- 20 x 40 supplemental booth (Potted, Tropicals, Bulbs)
- 20 x 20 supplemental booth (Perennials)
- 2 x New Varieties display bays in New Variety Pavilion on show floor
- 1 enclosed conference room (capacity 6)
- 1 enclosed/built-in storage closet
- 3 x branded 16' hanging skyflieger signs
- Overhead box truss lighting system for all 3 booths
- Rented white carpet package for all 3 booths
- 20 amp electric in all three booths
- 308v - 3 phase electric for overhead lighting
- 7/8" water hookup
- 13 display columns
- 5 x 'Annual' column header graphics
- 3 x 'Perennial' column header graphics
- 2 x 'Potted' column header graphics
- 2 x 'Tropical' column header graphics
- 1 x 'Bulb' column header graphic
- 10x20 area dedicated to retail messaging (front of main booth)
- 2 x in-booth meeting tables (1 cocktail table with 4 chairs each)
- 1 x conference table & 6 orange chairs for conference room
- 1 x postcard graphics for corporate info

#### Parties

- Rooftop community room of our local office reserved for customer parties & staff dinner
- 2 x nights customer party x 100 guests each night
- Heavy hors d'oeuvres & mid-tier alcohol served at customer parties
- Personal (digital + printed) invitation to party from sales team
- 1 x night staff appreciation & company awards party
- 1 x Sit down buffet dinner for employees & +1s

### REVISED NEEDS LIST

#### Booth

- 20 x 60 main booth
- 1 enclosed conference room (capacity 6)
- 1 enclosed/built-in storage closet
- 1 x branded 16' hanging skyflieger signs
- Overhead box truss lighting system
- Rented white carpet package
- 20 amp electric in back of booth
- 108v - 3 phase electric for overhead lighting
- 5 display columns
- 2 x 'Annual' column header graphics
- 1 x 'Perennial' column header graphics
- 1 x 'Potted' column header graphics
- 1 x 'Tropical' column header graphics
- 10x20 area dedicated to basewell messaging (front of booth)
- 2 x in-booth meeting tables (1 cocktail table with 4 chairs each)
- 2 x Tiered swivel tables, reskined for basewell branding
- 1 x conference table & 6 orange chairs for conference room
- 1 x postcard graphics for corporate info
- 1 x new wall graphics for 'Industry Investments' message
- 1 x new booth graphics for Basewell
- 1 x new brochure graphics for Basewell
- 1 x new postcard graphics - 'Give Thanks' concept

#### Parties

- 1 x off-site extra-large ballroom for Key customer VIP party
- 1 x night Customer VIP party - 80's theme x 250 guests
- 1 x live band for VIP Party
- 8 x printed (black light / theme specific) product highlight signs
- Heavy hors d'oeuvres & premium alcohol served at customer party
- Personal (digital only) invitation to party from sales team
- 1 x off-site large ballroom for employee dinner
- 1 x night staff appreciation & company awards dinner (80 guests)
- 1 x Sit down buffet dinner for employees & +1s

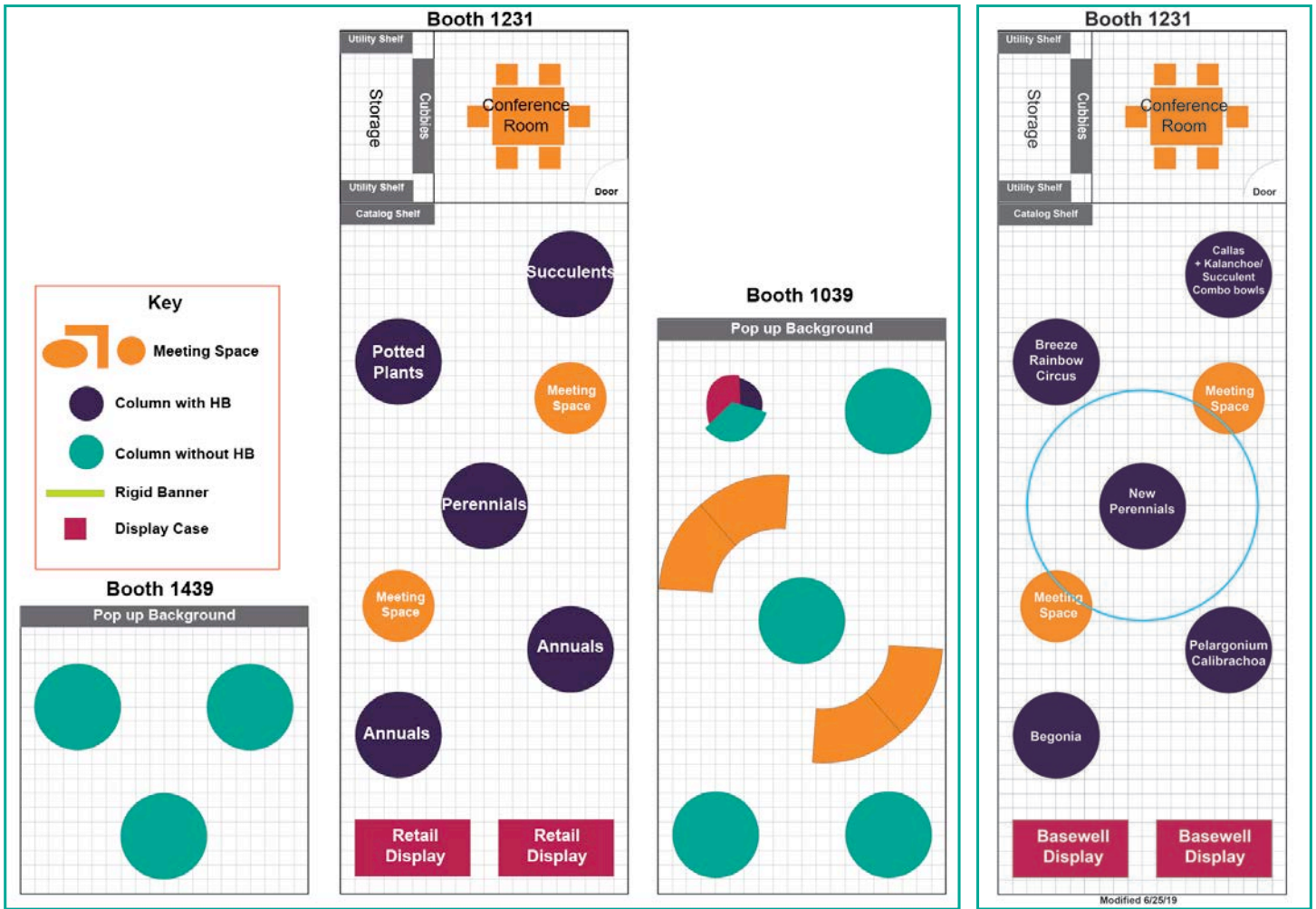
#### Educational Sessions

- 1 x off-site large ballroom for broker/key customer educational sessions
- 2.5 days x 1 hr educational session slots available for brokers & key customers (capacity 35)
- 5 x catered meals for broker educational sessions
- All day snacks/beverages for education meals





# BOOTH FLOOR PLAN



ORIGINAL BOOTH FLOOR PLAN

FINAL FLOOR PLAN



## Section 4: Management of Exhibit Design & Production

### BUDGET PLANNING

Due to the changes in scope throughout the year, I did have to make sure I kept detailed records of the budget estimates vs. final spend. Every invoice was reviewed carefully and challenged as needed to keep as close as possible to the approved budget. Since we were slated to go over budget, we did have to make sure we justified every expense and communicated any major change to the executive team.

		Budget Version			
Trade Show Costs	Notes	v1 - Original Plan	v2 - Reduced Booth Plan	v3 - Larger Party Plan	v4 - Final Actual
<b>Booth space</b>	About 1/3 entire budget usually. New Varieties Space	\$ 39,980	\$ 20,780	\$ 28,696	\$ 28,755
<b>Exhibit-related costs</b>					
Plant Material		\$ 6,739	\$ 7,000	\$ 5,033	\$ 5,008
In & Out Fees	Skyline fees for processing/inspecting materials in & out of storage	\$ 2,250	\$ 2,250	\$ 2,100	\$ 675
Set Up & Dismantle Fees	Skyline fees for installing and dismantling exhibit on site	\$ 3,924	\$ 3,500	\$ 2,688	\$ 2,688
<b>Promotions + Printed Material</b>					
Plant Tags	Printing Costs for plant tags	\$ -	\$ -	\$ -	\$ -
Printed Flyers	Printing, postage, mail house, list rental	\$ -	\$ -	\$ 300	\$ 200
Printed Invitation	Printing, postage, Envelopes	\$ -	\$ 500	\$ -	\$ 12
Pre-Show Promo	Printing, postage, mail house, list rental, Media email blasts	\$ -	\$ -	\$ -	\$ -
At-Show Promo	Ads, press kits, sponsorships, giveaways, at-show events, or professional talent at show	\$ -	\$ 500	\$ -	\$ -
Post-Show Promo	Follow-up and lead fulfillment	\$ -	\$ -	\$ -	\$ -
At Show Signage	Printing, Shipping, Hardware for hanging	\$ -	\$ 1,000	\$ 3,800	\$ 3,634
<b>At-Show Services</b>					
Freight	Exhibit, product, literature, giveaways Cost to bring the exhibit and crates from storage into the hall and back.	\$ 6,688	\$ 4,800	\$ 3,000	\$ 2,573
Drayage/Material Handling	Lights, computers, refrigerators, installation.	\$ 7,686	\$ 4,000	\$ 4,980	\$ 5,879
Electric	Lights, Rigging, Forklifts, Labor	\$ 1,619	\$ 1,000	\$ 651	\$ 651
Sign Hanging/Rigging/Lighting	Rental or purchase cost prorated per show	\$ 24,388	\$ 12,500	\$ 13,000	\$ 12,844
Carpet or flooring	Cleaning exhibit, carpet, trash removal.	\$ 7,766	\$ 4,000	\$ 3,883	\$ 3,883
Water	Machine rental, forms	\$ -	\$ -	\$ -	\$ -
Local Display Transport		\$ 115	\$ 250	\$ 200	\$ 44
Catering & Entertainment		\$ 12,701	\$ 15,000	\$ 41,705	\$ 38,804
Furniture rental		\$ 3,140	\$ 2,500	\$ 2,694	\$ 4,470
Msc Display Accessories	Décor, last minute display needs	\$ 2,263	\$ 2,000	\$ 3,750	\$ 2,521
<b>Staffer Costs</b>					
Labor	Contractor/vendor labor	\$ -	\$ -	\$ -	\$ -
Travel	Contractor/vendor airfare	\$ -	\$ -	\$ -	\$ -
Hotel		\$ -	\$ -	\$ -	\$ 995
Meals		\$ -	\$ -	\$ -	\$ -
Booth Staffer Attire	Have an extra set or wash every day.	\$ -	\$ -	\$ -	\$ -
Taxi, ground transport, parking	Sometimes limos cost less for a group	\$ -	\$ -	\$ -	\$ -
Staffer show registration	Some shows require registration for staffers	\$ -	\$ -	\$ -	\$ 295
Staffer Misc		\$ -	\$ -	\$ -	\$ -
<b>Miscellaneous</b>					
Membership Fees		\$ -	\$ -	\$ -	\$ -
Speaker Fees		\$ -	\$ -	\$ -	\$ -
Sponsorships		\$ -	\$ -	\$ -	\$ -
Gifts		\$ 193	\$ 200	\$ 200	\$ 201
Tips		\$ -	\$ -	\$ -	\$ -
Guest Fees	Fee for each individual guest on site	\$ -	\$ -	\$ -	\$ -
		\$ -	\$ -	\$ -	\$ -
<b>Total</b>		<b>\$ 119,451</b>	<b>\$ 81,780</b>	<b>\$ 116,679</b>	<b>\$ 114,132</b>



## Section 4: Management of Exhibit Design & Production

### PLANNING & PREPARATION

Here is a high level list of tasks and steps that I took to execute a successful Cultivate. I've also included approximate due dates and teams that were involved with each specific task.

Date	Task	Owners
Week 21/2018	Finalize budget proposal	Nikki
Week 30/2018	Receive approved budget	Sales
Week 32/2018	confirm 2019 booth space	Nikki
Week 32/2018	confirm 2019 hotel room block for team	Nikki
Week 46/2018	Kickoff show planning	Nikki, Marketing, Sales, Product MGMT
Week 49/2018	Review budget options/change of scope	Nikki, Marketing, Sales
Week 49/2028	Review possible show messages & plant material with product managers	Nikki, Marketing, Product MGMT
Week 2/2019	Review messages with sales	Nikki, Sales
Week 3/2019	Submit plant growth orders to approved growers	Product MGMT
Week 3/2019	confirm ballroom reservation	Nikki
Week 3/2019	Reduce booth space - cancel contract with show organizer	Nikki
Week 2/2019	Announce approved product messages and display changes to team	Nikki
Week 16/2019	confirm display material has been planted	Product MGMT
Week 17/2019	Attend 2019 show review with Skyline, advise them of large booth changes	Nikki
Week 20/2019	1st townhall style update to entire team	Nikki, All booth attendees
Week 20/2019	confirm booth staff - send travel dates to team	Nikki
Week 20/2019	review any booth or messaging changes with sales	Nikki, Marketing, Sales
Week 21/2019	confirm creative needs, schedule designer	Nikki, Marketing
Week 21/2019	complete invitation and VIP pass graphics - release to team	Nikki
Week 22/2019	order booth materials and structure from skyline	Nikki
Week 22/2019	confirm booking for party band	Nikki
Week 22/2019	order show services	Nikki
Week 24/2019	order catalogs & printed collateral for booth	Nikki
Week 24/2019	confirm final hotel reservations for team	Nikki
Week 25/2019	complete new booth graphics for "Industry Investments"	Nikki
Week 25/2019	complete new booth graphics - basewell	Nikki, Marketing

\*\*See appendix page 67 for full task planning schedule

In an effort to increase transparency on the planning process, I implemented a new form of communication to the team. We called them 'Town Hall' meetings where I would provide updates to the team on the planning progress to date and give a forum for feedback and questions. This was outlined in **2018 Don't Skip the Meetings (ELCs #s 2 & 3)**. Like it was suggested, I put together a pre-show PowerPoint deck that acted as an agenda and hosted the meetings via GoToMeeting. All show attendees were invited to attend, and I sent out the deck and a recording of the meeting afterwards for those unable to attend.

**INDUSTRY INVESTMENTS MESSAGE**

- New sign at the back of the booth highlights corporate and social investments. Dümmen Orange has made to the industry.
- Main objective is to change the conversation and give people facts on how Dümmen is investing in the industry and being a relevant leader and have a positive image.
- A study guide with these points will be distributed to the team prior to Cultivate

**WE BELIEVE THE FUTURE STARTS HERE**

**SECURING THE FUTURE TODAY**  
**ADVANCING BREEDING TECHNOLOGIES**  
**SHAPING THE FUTURE THROUGH INVESTING**  
**PROMOTING CAREERS IN HORTICULTURE**

DÜMMEN ORANGE

**BASEWELL DISPLAY**

- Perry - Carl, positioned in booth to assist with Basewell discussions
- Perennial & Annual cuttings set on branded tiered tables to customers to touch/Feel
- Finished perennials grown from basewell on pedestals
- 3 large (4x8) signs featuring perennials, annuals, and grower testimonials
- Museum case with cuttings placed in McH & Vaughans booths

DÜMMEN ORANGE

\*\*See appendix pages 68-80 for full Team update PPT deck (week 19 & week 25)





## Section 4: Management of Exhibit Design & Production

### ON-SITE NEEDS & ACTIONS

Per **31319: The Basics of Booth Selling (ELC #4)**, staff counts for 85% of a shows' success. Cultivate is our largest trade show in North America. Due to the large traffic in the booth and high attendance, we felt that a large presence of sales, product management, and executives was required. We decided to assign sales to staff the booth, while our product management teams were on hand to present technical and education sessions in our ballroom. Executives were scheduled to float as needed or attend meetings.

Following the advice from **21519: The Basics of Trade Show Project Management, Part II (ELC #5)**, I was able to build a great plan of action for when we arrived on site. Skyline managed setting up the structure, while my team managed the storage closet, product placement, collateral, and booth decor. Knowing that we began setting up the booth on Wednesday July 10th, I created an excel tracker that assigned tasks to each person scheduled to be on site for the entire process. I also created a checklist for daily tasks that needed to be completed in the booth.

Dümnen Orange CULTIVATE Schedule 2019   Columbus Convention Center								
Name	Function	Wed 10-Jul Move In	Thurs 11-Jul Structure	Fri 12-Jul Plants	Sat 13-Jul Walk Through @ 3PM	Sun 14-Jul Show	Mon 15-Jul Show	Tues 16-Jul Show / 2PM Close
Nikki Adkins	CULT core team	Structure	Structure	Org Storage	Clean booth	Open Booth/Party setup	Open Booth/ Restock	Float / Pack Supplies
Lindsay Pangborn	CULT core team		Off Site	Basewell	Off Site	O+C Booth / Restock		Basewell breakdown
Rebecca Barth	CULT core team				PTO	Off Site	Social / Close Booth	Open Booth/ Restock
Aaron Dean	CULT core team	Move booth In	Build Shelves		Tags	Booth Staff	Close Booth	Breakdown Shelves
Jen Kuziw	CULT core team		Arrive				Booth Staff	Remove Plants
Zoltan Kovacs	CULT core team		Arrive	Plant Delivery Set up Columns	Ballroom Setup	Ballroom Staff	Ballroom Staff	Ballroom Staff
QiuXia Chen	CULT core team		Off Site		Setup Column, M/V			Remove Plants in booth
Chris Berg	CULT core team		Arrive					
Valorie Frye	Operations Team			Off Site	Off Site	Ballroom/Party Help	Ballroom	BR / Empty Storage
Diane Surette	Sales team			Arrive	Tags			
Angela Storm	Sales team			Arrive	Walkthrough @ 3PM			Booth Staff
Peter Van Grouw	Sales team			Arrive	Clean booth			Remove Tags @ Close
Nathan Sell	Sales team			Arrive	Walkthrough @ 3PM			
Eduardo Flores	Executive team			Off Site				Booth Staff
Keith Cable	Executive team			Arrive				Leave @ show close
Perry Wismans	Executive team			Arrive	Mchutch/Vaughans Training	Booth Staff	Booth Staff	
Emily Mason	Product management			Arrive				Basewell breakdown
Jeff Lacourse	Product management			Arrive				Consolidate Rentals
Carl Kroon	Guest/Own Budget			Arrive	Corsos			Remove Plants
Rebecca Lusk	Sales team							Empty Storage/Pack
Andrew Konicki	Sales team				Arrive Walkthrough @ 3PM			Leave @ show close
Allen Olsen	Operations Team					Rotate Booth/Ballroom Staff	Rotate Booth/Ballroom Staff	Off site
Dr P Allen Hammer	Technical							Rotate Booth/Ballroom Staff
Diana Shull	Technical							Leave @ Show Close
Kelly Nicholas	Technical							
						2 volunteers to close 1 volunteer to open	1 volunteer to close 1 volunteer to open	

My on-site Cultivate binder had copies of all of the below items. I referred to it multiple times throughout setup to ensure we were still on target and running smoothly.

- Copies of all show service order forms
- Copies of the floor plan
- Copies of the daily checklist & booth assignments
- Copies of the booth measurement objectives and tracking forms
- Copies of the electrical diagram
- Tracking numbers and expected delivery dates for all shipments



\*\*See appendix pages 81-82 for daily checklist & enlarged version of team assignments

### POST-SHOW

Another tip I learned from **21519: The Basics of Trade Show Project Management, Part II (ELC #6)** was to prepare for show dismantle. Because Cultivate was based in our home city, we were not dependent on shipping materials to the show. We had the opportunity to bring in some of the items needed ourselves, thereby saving us on material handling costs. But that also complicated how things needed to be stored during the show as well as how they would be loaded out. I created a plan and marked boxes two ways - what needed to go back to storage at Skyline and what my marketing team needed to handle. The different sets of boxes were packed in different crates or held in our storage closet throughout the show. Skyline was advised of this plan so they could best support us. When the show ended, Skyline had very clear direction that they could implement as they were packing the materials.

Post show, I was able to carefully audit the final charges against quotes and orders. During this process, I did find a major discrepancy that needed to be researched. Dümme Orange was charged an extra \$3,000 in material handling charges by the show servicer (Fern). The only reason I was aware of this issue was due to that \$3,000 charge that I was not expecting. After conducting an investigation with Skyline, Fern, and AGS (freight carrier), we deduced that AGS was not able to pick up all of our crates post-show. They did not have enough room in the trucks on-site and did not return in the allotted time with a new truck. Fern was forced to move the remaining crates to storage and charge us for the extra handling. I was able to use skills learned in **72117 Negotiating Skills to Learn (ELCs #6 & 8)** to find a solution. As Skyline managed I&D on-site, they were in charge of the paperwork that went into the return process and acted as the liaison with AGS. Since AGS was at fault with this issue, and Fern acted within their standard protocol, we let the original material handling charge stand. Skyline credited the equivalent value of the \$3,000 charge on their final invoice to us for the show. Dümme Orange was able to avoid adding that cost to our show spend that was already over budget.

### EDUCATIONAL SESSIONS & VIP PARTY

A new addition this year was the large VIP party and a separate ballroom hosting educational sessions. These were both added to help improve customer experience while they were at the show.

I was able to pull learnings from the following sessions to help plan these components.

- **61018 – Basics of Event Planning & Management (ELC #6)**
- **60818 – 10 Steps to a Great Corporate Event (ELCs #5 & #8)**

Per 60818: great memories will stick longer than the strongest marketing message. I was able to use the tools and suggestions detailed in 61018 to develop a great theme and source perfect entertainment for the party. Like it is stated in 60818, content is king, so I was able to work with our product managers to ensure that every customer and broker who stepped off the show floor to attend one of our educational sessions found value in their meeting. I worked with the in-house caterers and A/V vendors to round out the experience.





# PARTY DETAILS

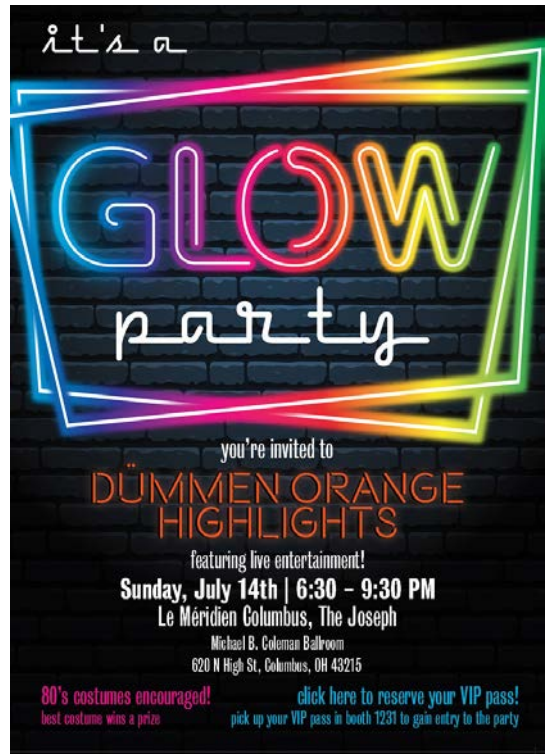
## THEME: 80'S HIGHLIGHT

Product Tie In: Key varieties from all product categories



DUMMEN ORANGE

PARTY MOOD BOARD



DIGITAL PARTY INVITE



VIP PASS



80'S COSTUMES



PRODUCT HIGHLIGHTS



PARTY BALLROOM



PARTY ENTRANCE

\*\*See appendix pages 83-85 for Floor plans, A/V & catering quotes

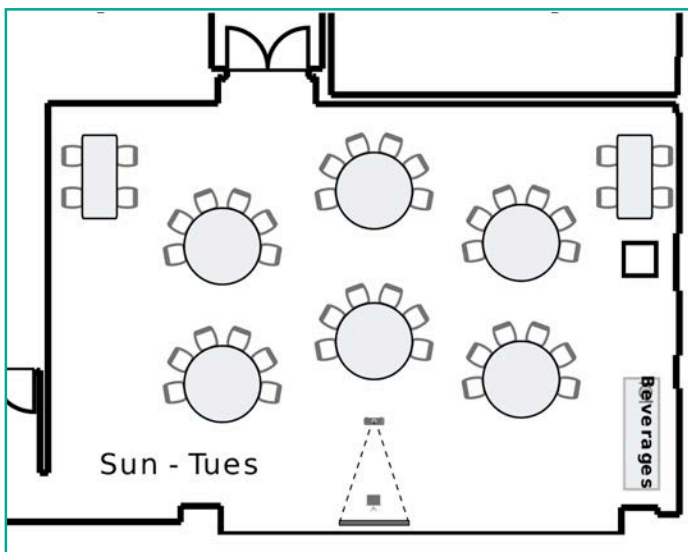


Section 4: Management of Exhibit Design & Production

**EDUCATIONAL SESSION DETAILS**

Monday									
15-Jul					15-Jul				
	Company	Name	Phone Number	Notes (# people attending DO Rep)		Company	Name	Phone Number	Notes (# people attending DO Rep)
Breakfast	7:45 AM				7:45 AM				
Breakfast	8:00 AM	Ball Seed		10 Guests	8:00 AM	Exclusive meeting with Ball			Maryjo Barga
Breakfast	8:15 AM			7 DO Team	8:15 AM	No other customers			
Breakfast	8:30 AM			5 Extra	8:30 AM				
Breakfast	8:45 AM			22 Total	8:45 AM				
Breakfast	9:00 AM				9:00 AM				
Show opens	9:15 AM	Gro N Sell	Dave Eastburn	4 attendees total	Jen K/ Pete V	9:15 AM	Costa Farms	Katherine Webber	2 Rebecca Lusk
	9:30 AM					9:30 AM		John Seig	
	9:45 AM					9:45 AM			
	10:00 AM	Eason	Mary Youngblood		10	10:00 AM			
	10:15 AM	Eason	Mary Youngblood			10:15 AM			
	10:30 AM	Eason	Mary Youngblood			10:30 AM	Kroger		Rebecca Lusk
	10:45 AM					10:45 AM	Room D183 Convention Center		
	11:00 AM	Colonial Greenhouses	Joy Keeler		Diane	11:00 AM	Lucas		Pete/Jen
	11:15 AM					11:15 AM			
	11:30 AM					11:30 AM			
	11:45 AM					11:45 AM			
Lunch	12:00 PM	Grimes	Rod LeDrew	4 Guests		12:00 PM	No other customers		
Lunch	12:15 PM			7 DO Team		12:15 PM	Exclusive meeting with Grimes		
Lunch	12:30 PM			3 Extra		12:30 PM			
Lunch	12:45 PM			14 Total		12:45 PM			
	1:00 PM	Metrolina	Sim, Lida, Mariah, Cathy & Dr. Mark		5 Rebecca	1:00 PM	PP&L / Smith	Steve Lendvay - PP&L	6 Angela
	1:15 PM					1:15 PM		John Nunamaker - Smith	
	1:30 PM					1:30 PM			
	1:45 PM					1:45 PM			
	2:00 PM	Welby	Mandy Gerace		2 Angela	2:00 PM	Fernlea	Julie Hodge	3 Diane
	2:15 PM		John Gerace			2:15 PM			
	2:30 PM					2:30 PM			
	2:45 PM					2:45 PM			
	3:00 PM					3:00 PM	DS Cole	Root and Sell partner	2 Jen K/ Pete V
	3:15 PM					3:15 PM			
	3:30 PM					3:30 PM			
	3:45 PM					3:45 PM			
	4:00 PM					4:00 PM			
	4:15 PM					4:15 PM	Onboarding Training Session #3		Nathan Sell, Peter Van Grouw, PMs
	4:30 PM	Gloekner	Kelly Meringolo	CS discussion	Val, Jenny, MJ	4:30 PM			Ken Turrentine, Eric Nyberg, Kelly Uncheat
	4:45 PM					4:45 PM			
Show Closes	5:00 PM	Gloekner	Kelly Meringolo	drinks		5:00 PM	Exclusive meeting with Gloekner		Jenny Parsons
Happy Hour	5:15 PM			18 Guests		5:15 PM	No other customers		Maryjo Barga
Happy Hour	5:30 PM			7 DO Team		5:30 PM			
Happy Hour	5:45 PM			5 Extra		5:45 PM			
Happy Hour	6:00 PM			30 Total		6:00 PM			
Happy Hour	6:15 PM					6:15 PM			
Happy Hour	6:30 PM					6:30 PM			

**BALLROOM SCHEDULE**



**BALLROOM FLOOR PLAN**



**BALLROOM IN USE**

\*\*See appendix pages 86-91 for full ballroom schedule, A/V & catering quotes







*SECTION 5*

**MANAGEMENT OF  
INTEGRATED  
MARKETING  
COMMUNICATIONS**

## INTEGRATED COMMUNICATIONS

Marketing communications have historically not been a major focus for Dümme Orange. We have not previously set quantitative goals for the different types of communications that take place before, during, and after Cultivate. We have our largest display at Cultivate, and have been a participant for over a decade, so our location is very prominent. Since we are a main staple at this show, there is less need to drive new people to our booth. Most of our customers know we will be there and plan to stop by.

Social media was our primary channel of communication during Cultivate. This was due to the fact that there was no cost associated with that channel. In the past, we would also send out email messages. But per feedback we received from our customers, we pulled back on our email communications across the board, not just for events. In session **31518 – Integrated Marketing Communications (ELC #2)**, social media was proposed as a good option for pre- and at-show posts. Social media was a great way to build awareness and comprehension. In the future, I hope to expand on the show goals and integrate the communications plan into those goals to make a more well rounded and complete set of show objectives. Below are the different types of communications we selected for the show. They are broken down by pre-show, at-show, and post-show.

### PRE-SHOW COMMUNICATIONS

Type of Communication	Rational for Choice	Targeted Audience	How it will be Measured	Measurable Objective	Results	Recommendations for Future
Email: Internal Newsletter	Large portion of team have not been involved with planning the event, needed to be updated	All booth staff and internal team attending the event	Emma provides the open and click rates	Did not set measurable objectives	<ul style="list-style-type: none"> <li>• 100% delivery rate</li> <li>• 86% open rate</li> <li>• 51.6% click rate</li> </ul>	Continue to use, alternative methods of distributing information to the team are always helpful
Digital: email signature	Low risk way to announce trade show participation	All external email recipients	Did not measure	Did not set measurable objectives	Did not track results	Continue to use this tactic as a low risk reminder of our participation
Social Media Post #1: Bloomtastic series	Low cost way to create excitement prior to the show	All show attendees, all followers	Count number of views/likes	Achieve 300 views	<ul style="list-style-type: none"> <li>• Facebook: 21 likes, 417 reached, 0 shares, 0 comments</li> <li>• Twitter: 1 like, 0 RTs</li> <li>• Instagram: 29 likes</li> <li>• LinkedIn: 13 likes</li> </ul>	Continue to use, consider a sponsored or promoted post for extra visibility
Social Media Post #2: Rainbow Circus Pot Mum	Low cost way to create excitement prior to the show	All show attendees, all followers	Count number of views/likes	Achieve 300 views	<ul style="list-style-type: none"> <li>• Facebook: 30 likes, 631 reached, 1 share, 0 comments</li> <li>• Twitter: 2 likes, 2 RTs</li> <li>• Instagram: 52 likes, 1 comment</li> <li>• LinkedIn: 50 likes</li> </ul>	Continue to use, consider a sponsored or promoted post for extra visibility
Social Media Post 3: Garden Party Duos	Low cost way to create excitement prior to the show	All show attendees, all followers	Count number of views/likes	Achieve 300 views	<ul style="list-style-type: none"> <li>• Facebook: 20 likes, 401 reached, 0 shares, 0 comments</li> <li>• Twitter: 1 like, 0 RTs</li> <li>• Instagram: 32 likes, 1 comment</li> <li>• LinkedIn: 37 likes</li> </ul>	Continue to use, consider a sponsored or promoted post for extra visibility
Social Media Post #4: Kalanchoe & Succulent Combos	Low cost way to create excitement prior to the show	All show attendees, all followers	Count number of views/likes	Achieve 300 views	<ul style="list-style-type: none"> <li>• Facebook: 44 likes, 1,143 reached, 2 shares, 2 comments</li> <li>• Twitter: 2 likes, 0 RTs</li> <li>• Instagram: 37 likes</li> </ul>	Continue to use, consider a sponsored or promoted post for extra visibility
Social Media Post #5: I'Conia Series	Low cost way to create excitement prior to the show	All show attendees, all followers	Count number of views/likes	Achieve 300 views	<ul style="list-style-type: none"> <li>• Facebook: 30 likes, 533 reached, 0 shares, 2 comments</li> <li>• Twitter: 1 like, 1 RT</li> <li>• Instagram: 29 likes</li> <li>• LinkedIn: 41 likes</li> </ul>	Continue to use, consider a sponsored or promoted post for extra visibility







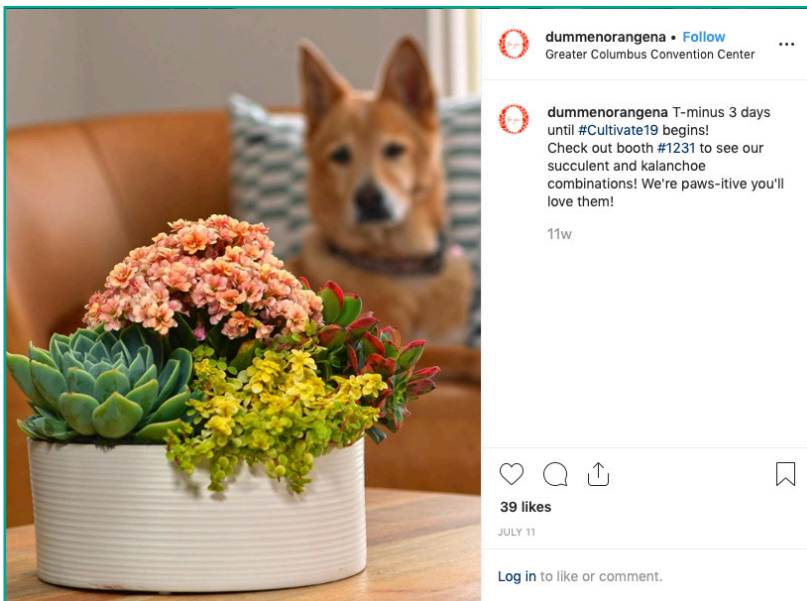
# PRE-SHOW COMMUNICATION EXAMPLES



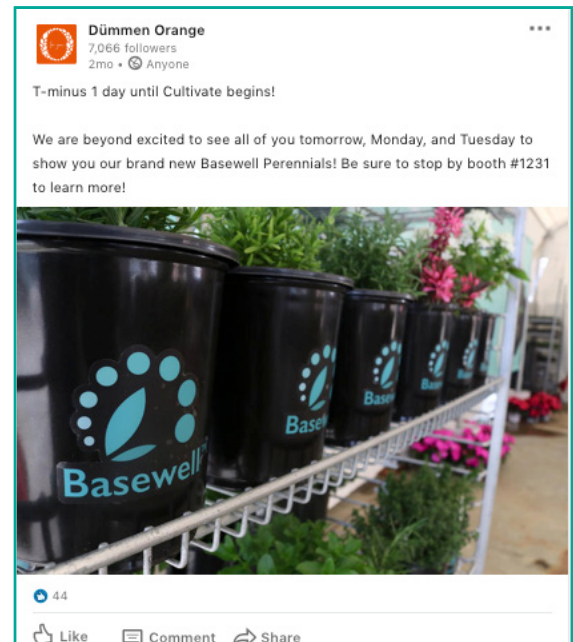
FACEBOOK PRE-SHOW POST



TWITTER PRE-SHOW POST



INSTAGRAM PRE-SHOW POST



LINKEDIN PRE-SHOW POST

**Nikki Adkins**  
Marketing Specialist

**DÜMMEN ORANGE** } **Cultivate'19**  
July 14-16 | Booth 1231

Address: 250 South High Street | Suite 650 | Columbus, OH 43215 | United States  
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VISIT [NA.DUMMENORANGE.COM](http://NA.DUMMENORANGE.COM) TO LEARN MORE ABOUT OUR BLOOMING COLLECTIONS

EMAIL SIGNATURE

\*\*See appendix pages 93-99 for remaining examples of pre-show social media posts





## Section 5: Management of Integrated Marketing Communications

### AT-SHOW COMMUNICATIONS

Type of Communication	Rational for Choice	Targeted Audience	How it will be Measured	Measurable Objective	Results	Recommendations for Future
Printed Collateral - Corporate Postcard	Highlights support available for current and potential customers	All show attendees	Count number of postcards before & after the show	Did not set measurable objectives	Did not track results	Continue to use, but brainstorm ways to track results
Printed Collateral - Basewell Brochure	Expanded brochure to highlight general info on Basewell	All show attendees	Count number of brochures before & after the show	Give out 350 brochures	Handed out 306 brochures	Continue to use, printed collateral is always requested at shows.
Printed Collateral - Annual Catalog	Promote product assortment available for next year	All show attendees	Count number of catalogs before & after the show	Give out 700 annual catalogs	Handed out 545 catalogs	Continue to use, printed collateral is always requested at shows.
Printed Collateral - Perennial Catalog	Promote product assortment available for next year	All show attendees	Count number of catalogs before & after the show	Give out 150 perennial catalogs	Handed out 250 catalogs	Continue to use, printed collateral is always requested at shows.
Booth Graphic - Industry Investments	New message to highlight investments we are making to improve the industry	All show attendees	Did not measure	Did not set measurable objectives	Did not track results	Continue to use this tactic but brainstorm ways to track results
Booth Graphic - Basewell Signage	Highlight perennials now available in Basewell and expand features & benefits	All show attendees	Did not measure	Did not set measurable objectives	Did not track results	Continue to use this tactic but brainstorm ways to track results
Social Media Post #1- FB Live, Industry Messages with Keith	Low cost way to create excitement prior to the show	All show attendees, all followers	Count number of views/likes	Achieve 300 views	• 25 likes, 798 reached, 306 views, 4 shares	Expand use, consider a sponsored or promoted post for extra visibility
Social Media Post #2- Retailer's Choice Award	Low cost way to create excitement prior to the show	All show attendees, all followers	Count number of views/likes	Achieve 300 views	"• Facebook: 60 likes, 1,307 reached, 7 shares, 4 comments • Twitter: 3 likes, 0 RTs • Instagram: 58 likes, 1 comment • LinkedIn: 121 likes, 4 comments"	Continue to use, consider a sponsored or promoted post for extra visibility
Social Media Post #3 - Medal of Excellence Award	Low cost way to create excitement prior to the show	All show attendees, all followers	Number of views/likes	Achieve 300 views	"• Facebook: 64 likes, 2,006 reached, 7 shares, 2 comments • Twitter: 7 likes, 0 RTs • Instagram: 45 likes • LinkedIn: 112 likes, 5 comments"	Continue to use, consider a sponsored or promoted post for extra visibility



**AT-SHOW COMMUNICATIONS**

Type of Communication	Rational for Choice	Targeted Audience	How it will be Measured	Measurable Objective	Results	Recommendations for Future
Social Media Post #4 - FB Live, Closing and Awards with Keith	Low cost way to create excitement prior to the show	All show attendees, all followers	Count number of views/likes	Achieve 300 views	• 41 likes, 1,034 reached, 387 views, 5 shares	Expand use, consider a sponsored or promoted post for extra visibility
Sponsorship - Basewell	Increase awareness of Basewell Brand	All show attendees	Count number of catalogs before & after the show	Out 10,000 coffee sleeves	8,000 coffee sleeves handed out	Do not continue - although we handed out many sleeves, I did not actually see any of them used on the show floor



**BOOTH GRAPHICS - INDUSTRY INVESTMENTS**



**COLLATERAL - CORPORATE POSTCARD**

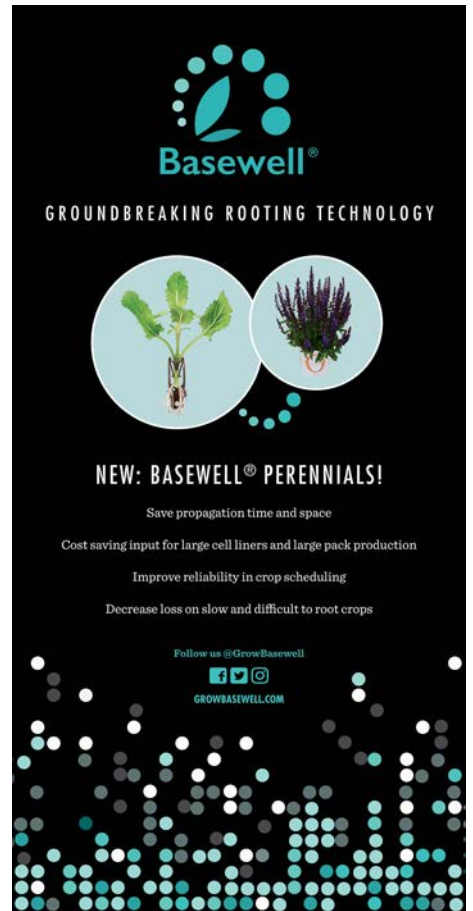
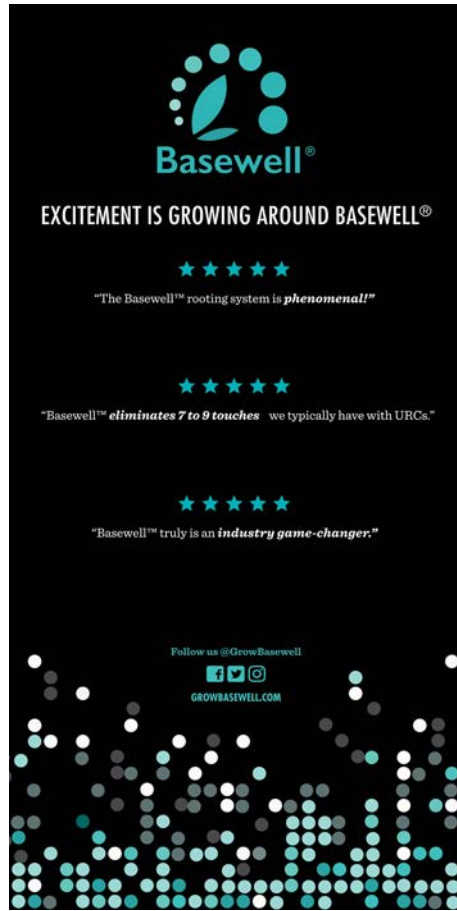


**SOCIAL MEDIA - FACEBOOK LIVE #1**

\*\*See appendix pages 100-101 for remaining examples of at-show social media posts



**AT-SHOW COMMUNICATION EXAMPLES**



**BOOTH GRAPHICS - BASEWELL**



**SOCIAL MEDIA - FACEBOOK LIVE #2**



**COLLATERAL & SPONSORSHIP - BASEWELL**



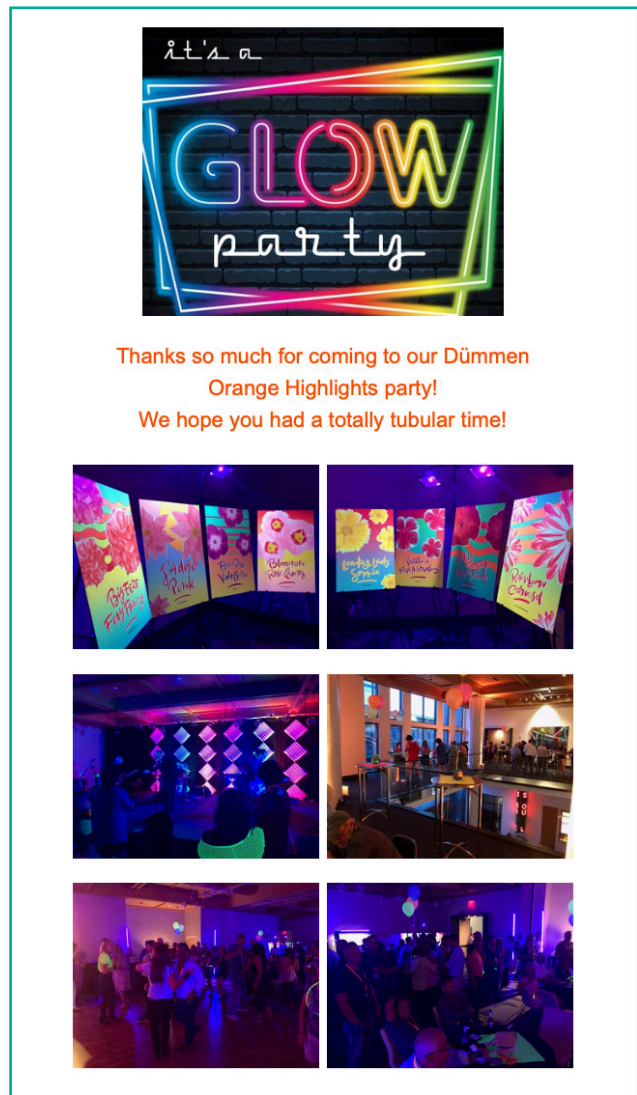


**POST-SHOW COMMUNICATIONS**

Type of Communication	Rational for Choice	Targeted Audience	How it will be Measured	Measurable Objective	Results	Recommendations for Future
Email - Post party thank you email	To thank party guests for attending	All party attendees	Emma provides the open and click rates	Send to 200 attendees	Sent to 175 recipients 98.3% delivery rate 63.2% open rate 0% click rate	Continue to use, results are not as important for this action. But we do need to complete the action to keep up customer experience
Email - Post show survey	Experience survey to determine areas of improvement	All party attendees	Emma provides the open and click rates	Send to 200 attendees and receive 40 responses	Sent to 175 recipients 100% delivery rate 46.9% open rate 37.8% click rate 13 responses received	Continue to use, brainstorm ways to improve quantity of results received



**EMAIL - POST SHOW SURVEY**



Thanks so much for coming to our Dümme Orange Highlights party!  
We hope you had a totally tubular time!

**EMAIL - THANK YOU**





*SECTION 6*

**MANAGEMENT OF  
RESULTS  
REPORTING**

**POST SHOW ACTIVITIES**

After a show is complete, I lead the team in several activities to ensure that we properly capture what happened during the show and feedback from both internal teams and external customers. Our goal was to document honest feedback and identify key areas where we can improve in the future. For Cultivate, we customized and expanded the survey to include areas not typically present at smaller shows.

1) A survey was sent to customers and brokers within a week after the show ended. This survey asked how they would rate different activities they attended, and how likely they would attend a future Dümme Orange event.

**CULTIVATE19 Internal Evaluation**

This first page is about your thoughts/feedback on the overall event. The following pages ask questions regarding specific aspects of the event. We deeply value every piece of feedback that we receive, and we thank you for your time.

Please take the time to provide thoughtful, constructive feedback – your observations are invaluable in ensuring we are making the most of the highest-profile event of the year.

What department do you work for?  
Choose

What was your top goal for this event?  
Your answer

What would your overall score of the event be?  
1 2 3 4 5  
Not good at all ○ ○ ○ ○ ○ Excellent

In your opinion, what were the top three messages from CULTIVATE?  
Your answer

What did you like most about the event?  
Your answer

What did you like least about the event?  
Your answer

NEXT

**CULTIVATE Review Survey**

Overall, how would you rate the booth display?  
1 2 3 4 5  
Very low quality ○ ○ ○ ○ ○ Very high quality

Overall, how would you rate the Highlights Party?  
1 2 3 4 5  
Very low quality ○ ○ ○ ○ ○ Very high quality

Based on your experience at Cultivate, how likely are you to attend future Dümme Orange events?  
1 2 3 4 5  
Very unlikely ○ ○ ○ ○ ○ Very likely

Please rate the following aspects of Cultivate in order of importance:

	1 (least important)	2	3	4	5	6 (most important)
New products	○	○	○	○	○	○
Current products	○	○	○	○	○	○
Retail solutions	○	○	○	○	○	○
Food/beverages/entertainment	○	○	○	○	○	○

2) A survey was sent to all internal employees who participated in each show. This survey was sent within a week after the show ended. The survey asked each person to list their top goals for the event. It also asked how they would rate different activities like pre-show communication, show setup, show execution, breakdown, and customer experience.



3) Both surveys are summarized in a final show report. Action items are developed to improve our show involvement next year. This report was prepared 3 weeks post-show and emailed to all internal Cultivate participants.

4) Four weeks after the show ended, a GoToMeeting was scheduled between sales, marketing, executives, and other key stakeholders to review the compiled results and show report one final time. At this time, we confirmed our participation for next year and discussed initial strategy. This allows me to kick-start negotiations on contracts for next year.

\*\*See appendix pages 102-115 for full internal/external surveys and post show reports



## Section 6: Management of Results Reporting

### RESULTS ON OBJECTIVES

Below are the results from the objectives presented in section 3. As this was the first year that we tracked objectives, we are still developing the best way to communicate and act on the results. These results were sent to all key stakeholders for Cultivate and discussed briefly during the post show GoToMeeting. They were not included in the full post-show report.

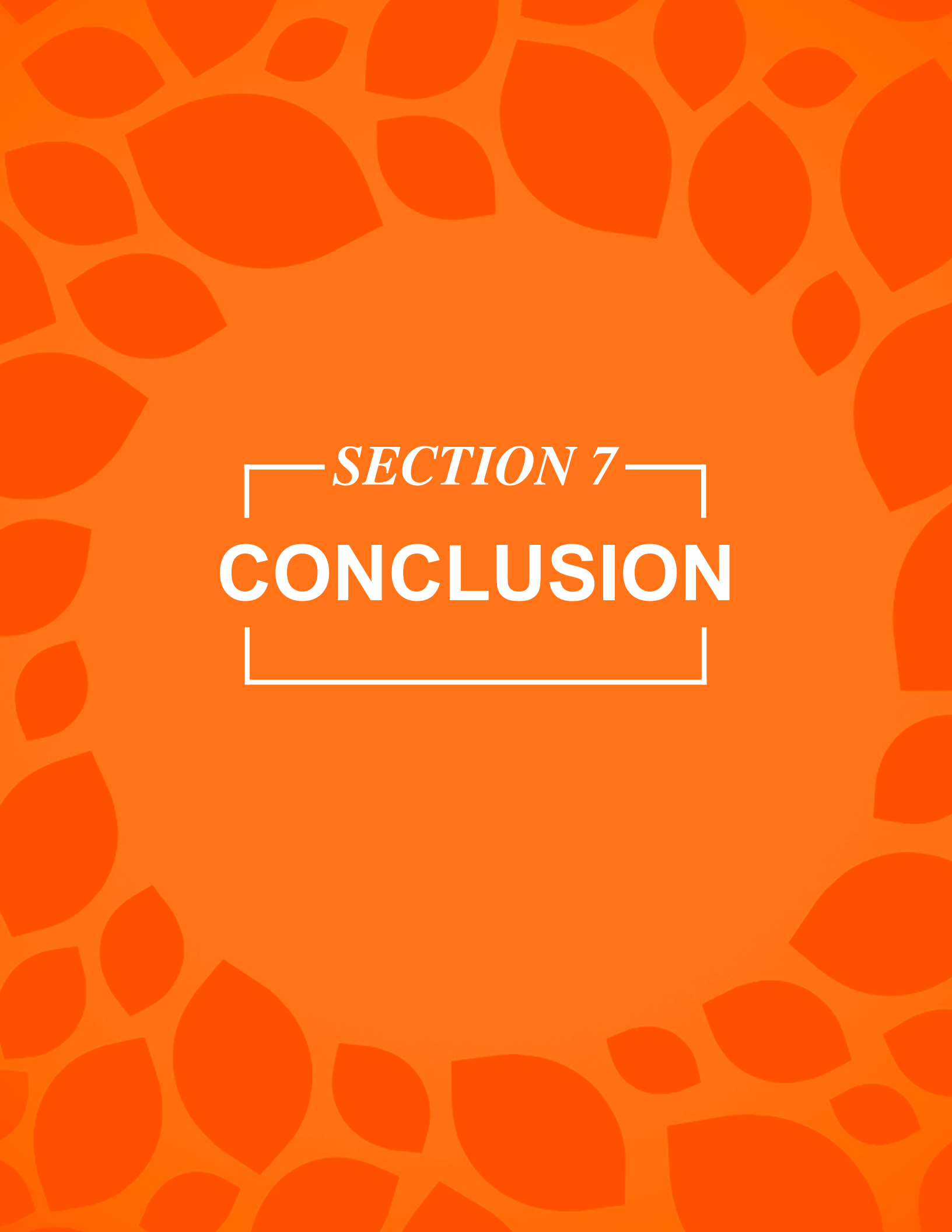
Strategy	Tactics	Assessment method	Goals	Results	Recommendations
<b>Foster existing relationships</b>	Meet with brokers groups in training ballroom offsite and perform extended training meeting	review ballroom meeting schedule & count meetings that actually occurred	6 broker meetings	8 meetings	Effective use of staff on site and meeting times available. Continue this method
	Meet with key customers in ballroom offsite and perform extended training & account check-in	review ballroom meeting schedule & count meetings that actually occurred	16 key customer meetings	14 meetings	Last minute cancellations prevented us from achieving goal. Continue this method
	Meet with existing customers in booth throughout show	sales managers count & report in-booth meetings	30 existing customer meetings	25 meetings	Did not receive all data from sales team. Could use more support to track meetings
	Meet with top media outlets in booth	marketing manager counts & reports in-booth meetings	2 media meetings	4 meetings	Achieved this goal. Continue this method
	Meet with top brokers to conduct a business review	sales director counts & reports in-booth meetings	4 broker business reviews	4 reviews	Effective use of staff on site and meeting times available. Continue this method
<b>Improve Customer Experience</b>	Host customers and brokers at revamped customer party	count total number of VIP passes left after party. 250 total available	250 guests	235 guests	Could expand communications to include party invites. Also develop a plan for last minute invites
	Hand out VIP passes to customer party in booth the day of the party	count beginning of day and end of day inventory levels in booth	150 VIP passes	200 VIP passes	Great way to build booth traffic 1st day of show. Continue next year with new prize or giveaway
	Host media groups at customer party	count media groups who picked up VIP passes for party	3 media groups	3 groups	Great way to spread word about the re-launched customer experience, need to continue to include media in activities
	Send out digital thank you note post show to attendees who RSVP'd for VIP party in advance and provided email addresses.	Export online RSVP list and count # of unique email addresses, confirm receipt via online email tool (Emma)	send to 200 recipients	175 recipients	New action this year. List dependant on email addresses provided at RSVP. Next year, require the address
<b>Increase brand awareness (Basewell)</b>	Hand out branded coffee sleeves via show sponsorship to all attendees	show organizer counts & report inventory levels	10,000 coffee sleeves	8,000 sleeves	Did not see any coffee sleeves used on show floor. Do not renew sponsorship
	Hand out new expanded basewell brochures	count pre-show and post-show inventory levels	350 brochures	306 brochures	Expanded brochure very popular with attendees, consider digital option
	Perform product demonstrations on Basewell rooting technology in the booth	product managers track & report in-booth demos	40 demos	31 demos	Great interactive way for attendees to learn about basewell. Would benefit from a better way to track demos. Should consider a recorded demo or presentation
	Giveaway grand prize of our new product as a contest prize at our customer party	confirm prize awarded post show	1 grand prize	1 prize	Prize was awarded, no follow-up from marketing. Prize should better tie into party theme



## RESULTS ON OBJECTIVES

Showcase new products	Showcase Begonia l'Conia's in the booth and distribute annual catalogs to new and existing customers	count pre-party and post-party inventory levels	700 annual catalogs	545 catalogs	Catalogs are always popular, but super expensive to give out. Should consider a cheaper alternative
	Feature new Garden Party Perennial Duos in the booth and distribute catalogs to new and existing customers	count pre-party and post-party inventory levels	150 perennial catalogs	250 catalogs	Catalogs are always popular, but super expensive to give out. Should consider a cheaper alternative
	Premiere "Give Thanks" Rainbow Pot mum retail concept and distribute postcards to new and existing customers	count pre-party and post-party inventory levels	100 postcards	27 postcards	Great new concept, but very little support given for display at booth. Would benefit from a more thought-out concept launch
	Highlight "Calla Your Life" retail concept and distribute 50 calla catalogs and 50 calla your life flyers to new and existing customers	count pre-party and post-party inventory levels	50 calla catalogs	100 catalogs, 27 flyers	Great new concept, but very little support given for display at booth. Would benefit from a more thought-out concept launch
	Introduce new potential customers to the overall Dummer Orange portfolio by walking them through the resources and support we have available for them.	sales managers count & report in-booth meetings	25 new customers	29 new customers	No data tracked for new customers. Would benefit from lead tracking and nurturing system/process
	Host 100 visitors (both new and existing customers) in booth each day	count visitors in booth hourly though show	300 visitors	293 visitors	Great traffic in booth. Booth looks always busy, split 1/2-and-1/2 with booth staff. No changes needed
Improve show communications	Complete post show survey to target customer list of key customers. Send survey to attendees (based on party RSVP list), and receive 40 responses	Export survey responses & count # of unique responses	40 responses	46.9 open rate 13 responses	Survey received by list and open rate well above averages. Need a better CTA or incentive to encourage people to participate
	Complete facebook live posts in booth	count # of posts that were posted	6 live posts	2 live posts	Booth tasks were heavier than expected. Was not able to complete the live posts as requested. Need to better manage schedule and expectations
	Receive overall views (combined live and post live views) for each post (5 individual posts).	confirm of views via online portal post-show	300 views each	Average 1,286 reached in 4 posts	Views and reach for posts were above expectations. Continue to use this method
	Receive 3,000 overall views for 1 boosted post.	confirm of views via online portal post-show	3,000 views	0 boosted posts	Scheduling issues and lack of posts caused the lack of boosted post. Should follow recommendation above.





*SECTION 7*

**CONCLUSION**



## Section 7: Conclusion

### FINAL THOUGHTS

Overall, I believe Cultivate was a success. Our team performed well during the entire show and ancillary events. The executive, product management, and sales teams were all very pleased with the organization and execution of the event. The traffic in the booth was high and stayed relatively constant. The feedback we received from our customers was very appreciative.

- **Messaging:** Key messages in the booth were communicated clearly.
- **Team Togetherness:** Team spirit & enthusiasm was appreciated by both customers and the internal team
- **Customer Experience:** The customer VIP party had mixed results due to lack of alignment of expectations. The atmosphere was fun and energetic, but the music was too loud for networking. Overall, customers and employees were pleased with the experience.
- **Thought Leader:** The training in the ballroom was well liked. The extra attention was noticed by the customers and brokers.
- **Communication:** We need to be more clear to the team on rules for scheduling meetings and expectations for booth assignments.

Throughout my tenure at Dümnen Orange, I have worked to improve the trade show management processes, increase accountability, and communication to the team.

I have been able to connect many of the improvements I've been able to implement or propose directly to the CTSM program. I've learned a lot in the past 2.5 years I've participated in the program and have grown exponentially. I went from a relative beginner to someone who is confident managing an entire portfolio. I can now properly justify and communicate the reasons behind each decision and adapt better to changes. The vastness of this industry was unknown to me until I began this program. I didn't realize what support and resources are available. I look forward to developing deeper relationships with the people I've met along the way as I hope to continue my participation in this program in the future. I expect to be able to pull techniques from these classes as my career develops and grows. I look forward to experiencing how this industry adapts to future trends and learning more advanced topics to better advance my trade show portfolio.

### RECOMMENDATIONS FOR IMPROVEMENT

Overall, I am very pleased with the progress I have made so far in my program. However, I recognize that there is still room to improve and grow. Here are some improvements I recommend for the future:

#### Perform Baseline Audit

In order to better understand our customers and measure our trade show program effectiveness. I recommend that we conduct a third party analysis. This would include a program strategy review, an in-person study of Cultivate messaging vs competitors, conduct customer exit interviews, and develop more in-depth ROI tactics. A final report will identify key areas to improve both Cultivate individually as well as our overall program. A follow-up audit should be conducted in the following 1-2 years to validate improvements. I learned of this tactic in the **Exhibitor Magazine Article "Research to the Rescue"**, published December 2018. The company featured in the article is actually a competitor of ours. The situation detailed in the introduction was very similar to the situation we found ourselves in. I hope to use that article as a road map of sorts for more improvements in the future.

#### Begin Capturing Leads and Tracking ROI Consistently

I recommend that we fully implement the ROI proposal detailed in section 2. Lead tracking tools will be needed to fully realize this program. This will also require more communication between the sales and marketing teams. We would need to work together to identify closing rates and agree on key figures that we can use as a baseline to promote more consistent reporting and comparison. The goal would be to use more complete data to formulate a ROI/ROO ratio. This will lead to better show selections and strategies.

#### Develop Show Specific Objectives

What I learned in the portfolio writing process is that show objectives are key to determining if a show is a success. For this show, objectives were determined a little too late, and were not as effective as they could have been. As we are developing our ROI process, we need to add a strategy session to the beginning of the show selection and planning process. This will allow for better communication and alignment across internal teams as we prepare for the event.

\*\*See appendix pages 116-122 for Exhibitor Magazine article





*SECTION 8*

**REFERENCES**

# SESSION REFERENCES

## S.1 VITAL STATISTICS

## S.2 OVERVIEW

- 10 758 - Thrive Under Deadlines
- 10 61718 - Graphics Boot Camp (ELC #6)
- 10 62019 - The @Show Experience (ELC #2)\*\*
- 12 348 - Sales and Marketing Alignment (ELC #2)
- 13 10817 - How to Measure the Value of Trade shows, Part I (ELC #17)
- 13 20318 - The Nuts & Bolts of Budgeting for Results (ELC #7)

## S.3 MEASURABLE SHOW OBJECTIVES

- 18 20318 - The Nuts & Bolts of Budgeting for Results (ELC #4)
- 18 30818 - Business Marketing Strategies and Trade shows

## S.4 MANAGEMENT OF EXHIBIT DESIGN & PRODUCTION

- 21 61718 - Graphics Boot Camp (ELC # 5)
- 22 20318 - The Nuts & Bolts of Budgeting (ELC # 3)
- 22 20318 - The Nuts & Bolts of Budgeting (ELC # 2)
- 26 20418 - Don't Skip the Meetings (ELCs #s 2 & 3)
- 27 31319 - The Basics of Booth Selling (ELC #4)
- 27 21519 - The Basics of Trade Show Project Management, Part II (ELC #5)
- 28 21519 - The Basics of Trade Show Project Management, Part II (ELC #6)
- 28 72117 - Negotiating Skills to Learn (ELCs #6 & 8)
- 28 61018 - Basics of Event Planning & Management (ELC #6)
- 28 60818 - 10 Steps to a Great Corporate Event (ELC #5 & #8)

## S.5 MANAGEMENT OF INTEGRATED MARKETING COMMUNICATIONS

- 32 31518 - Integrated Marketing Communications (ELC #2)

## S.6 MANAGEMENT OF RESULTS REPORTING

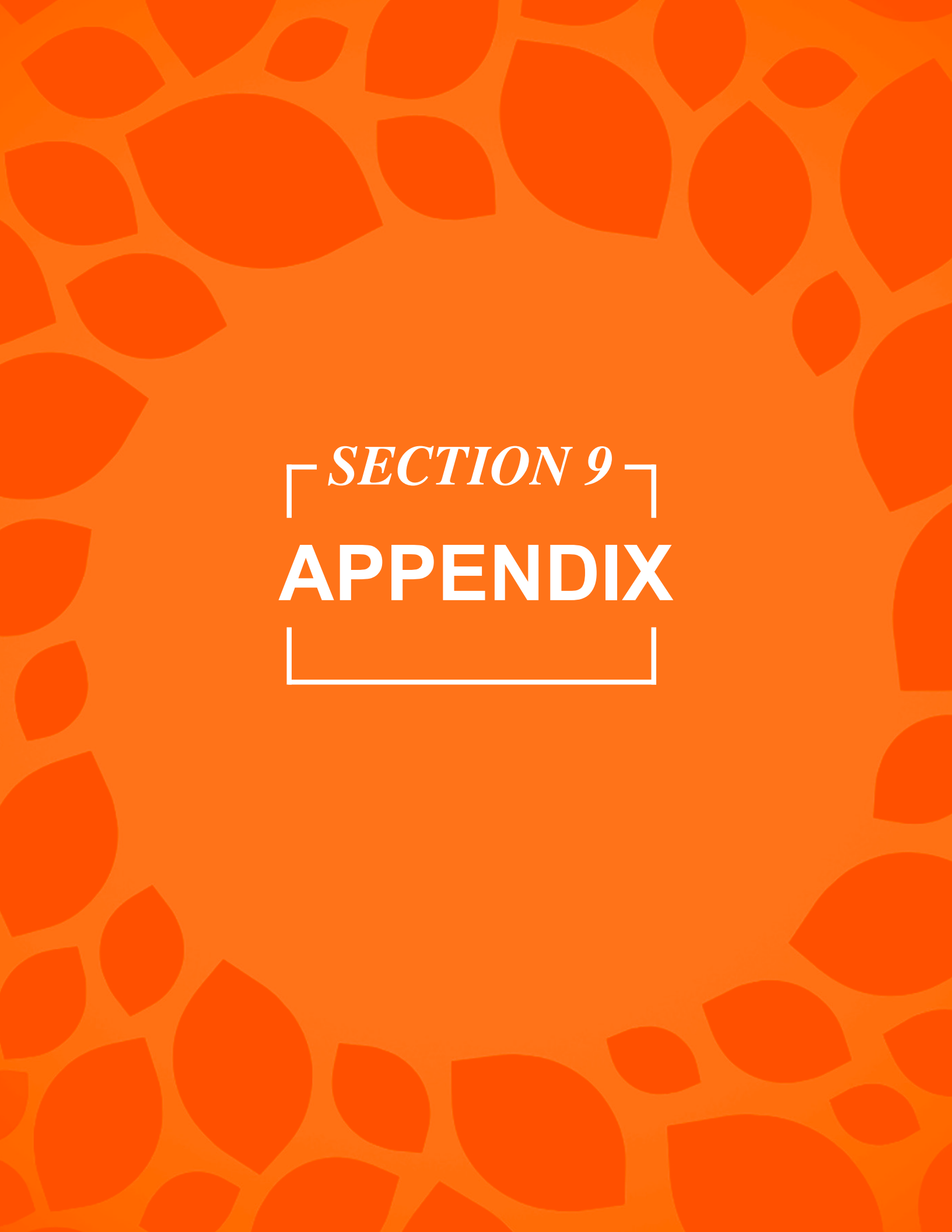
## S.7 CONCLUSION

- 44 "Research to the Rescue" published in Exhibitor Magazine, December 2018

\*\*I was unable to take this session due to scheduling conflicts. However I was able to obtain the session materials and apply the ELCs to help improve my program.







*SECTION 9*

**APPENDIX**

# BUDGET TRACKER

Show name	Show Code	Show date	Show city	Booth size(s)	Sales Manager	Notes	CANWEST			PMA Fresh Summit			MANTS			TPIE			THD CAST			All Show Totals				
							Plan	Actual	Variance	Plan	Actual	Variance	Plan	Actual	Variance	Plan	Actual	Variance	Plan	Actual	Variance	Plan	Actual	Variance	Plan	Actual
Trade Show Costs						About 1/3 entire budget usually.	\$ 1,512	\$ 1,458	\$ 54	\$ 15,200	\$ 15,200	\$ -	\$ 2,250	\$ 2,329	\$ (79)	\$ 2,150	\$ 4,300	\$ (2,150)	\$ 77	\$ -	\$ -	\$ 46,531	\$ 51,996.81	\$ (3,466)		
Booth space						New Vanities Space	\$ 1,181	\$ 1,227	\$ (46)	\$ 1,000	\$ 1,357	\$ (357)	\$ 270	\$ -	\$ 270	\$ -	\$ (46)	\$ 46	\$ 423	\$ 283	\$ 140	\$ 3,528	\$ 2,537	\$ 990		
Exhibit-related costs						Skyline fees for processing/inspecting materials in & out of storage	\$ -	\$ -	\$ -	\$ 1,000	\$ 376	\$ 624	\$ 376	\$ (0)	\$ (0)	\$ 726	\$ 728	\$ 0	\$ -	\$ -	\$ -	\$ 3,791	\$ 3,487	\$ 303		
In & Out Fees						Site fees for installing and dismantling exhibit on site	\$ -	\$ -	\$ -	\$ 3,000	\$ -	\$ 3,000	\$ -	\$ -	\$ -	\$ 2,400	\$ -	\$ 2,400	\$ -	\$ -	\$ -	\$ 12,224	\$ 0	\$ 12,224		
Set-Up & Dismantle Fees							\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
Promotions - Printed Material						Printing Costs for plant tags	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
Plant tags						Printing, postage, mail house, list rental	\$ -	\$ -	\$ -	\$ 285	\$ 696	\$ (411)	\$ -	\$ -	\$ -	\$ 180	\$ -	\$ 180	\$ -	\$ -	\$ -	\$ 345	\$ 0	\$ 345		
Printed Invitations						Printing, postage, mail house, list rental, Media	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 79	\$ 79	\$ 0		
Pre-Show Promo						email blasts	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
At-Show Promos						Aids, press kits, sponsorships, giveaways, at-show items, or plant material at show	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
Post-Show Promos						Follow-up postcard, follow-up mailings	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
At-Show Signage						Printing, Shipping, Hardware for hanging	\$ 248	\$ 22	\$ 226	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,648	\$ 2,074	\$ (427)		
Freight						Exhibit, product, literature, giveaways	\$ 250	\$ -	\$ 250	\$ 3,000	\$ 4,086	\$ (1,086)	\$ 815	\$ 969	\$ (154)	\$ 5,208	\$ 5,524	\$ (316)	\$ 2,000	\$ 1,508	\$ 492	\$ 25,735	\$ 30,535	\$ (5,200)		
Dryclean/Material Handling						Wash and crease from storage into the ball and back	\$ -	\$ -	\$ -	\$ 2,000	\$ 2,153	\$ (153)	\$ 320	\$ 412	\$ (92)	\$ 3,116	\$ 3,737	\$ (620)	\$ -	\$ -	\$ -	\$ 5,606	\$ 6,459	\$ (853)		
Electric						Lights, computers, refrigerators, installation	\$ 381	\$ 38	\$ (39)	\$ 140	\$ 239	\$ (99)	\$ 95	\$ 172	\$ (77)	\$ 183	\$ 221	\$ (38)	\$ -	\$ -	\$ -	\$ 766	\$ 1,200	\$ (434)		
Sign Hanging/Rigging/Lighting						Lights, Rigging, Forklifts, Labor	\$ 397	\$ 305	\$ 92	\$ 2,000	\$ -	\$ 2,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,847	\$ 2,036	\$ 1,811	
Carpet or flooring						Rental or purchase cost prorated per show	\$ -	\$ -	\$ -	\$ 1,235	\$ 1,896	\$ (661)	\$ 354	\$ 344	\$ (10)	\$ 403	\$ -	\$ 403	\$ -	\$ -	\$ -	\$ 4,326	\$ 4,986	\$ (660)		
Local Display Transport						Truck, trailer, fuel, toll, travel, train removal	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
Catering & Entertainment						Machine rental, forms	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
Furniture rental						Decor, last minute display needs	\$ 783	\$ 611	\$ 173	\$ 100	\$ 112	\$ (12)	\$ 104	\$ 306	\$ (202)	\$ 446	\$ 425	\$ 21	\$ 7,605	\$ 7,544	\$ 61	\$ 1,580	\$ 2,016	\$ (1,335)		
Misc Display Accessories							\$ -	\$ 392	\$ (392)	\$ -	\$ 212	\$ (212)	\$ 58	\$ -	\$ 58	\$ -	\$ 969	\$ 501	\$ 468	\$ 500	\$ 834	\$ (334)	\$ 1,049	\$ 1,637	\$ (588)	
Staffer Costs						Contractor/vendor labor	\$ 2,400	\$ 2,900	\$ (500)	\$ -	\$ 389	\$ (389)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,024	\$ 9,305	\$ (2,281)	\$ 10,400	\$ 11,699	\$ (1,299)	
Labor						Contractor/vendor labor	\$ 1,191	\$ 992	\$ (199)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 748	\$ 926	\$ (180)	\$ 708	\$ 1,776	\$ (1,068)
Hotel						Hotel	\$ 527	\$ 196	\$ (331)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Meals						Meals Staffer Aides	\$ 507	\$ 196	\$ (311)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
Taxi, ground transport, parking						Have an extra set or each every day.	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
Staffer show registration						Sometimes limos cost less for 4 day.	\$ -	\$ 594	\$ (594)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
Staffer Misc						Some shows require registration for staffers	\$ 398	\$ -	\$ 398	\$ -	\$ -	\$ -	\$ 20	\$ -	\$ 20	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
Miscellaneous							\$ 261	\$ -	\$ 261	\$ 825	\$ -	\$ 825	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
Speaker Fees							\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
Sponsorships							\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
Gifts							\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
Dinner							\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
Guest Fees						Fee for each individual guest on site	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
<b>Total</b>						<b>All Funds Converted to US Dollars</b>	<b>\$ 9,600</b>	<b>\$ 10,779</b>	<b>\$ (850)</b>	<b>\$ 29,785</b>	<b>\$ 26,725</b>	<b>\$ 3,060</b>	<b>\$ 4,442</b>	<b>\$ 4,907</b>	<b>\$ (260)</b>	<b>\$ 15,781</b>	<b>\$ 15,309</b>	<b>\$ 392</b>	<b>\$ 24,833</b>	<b>\$ 28,051</b>	<b>\$ (3,118)</b>	<b>\$ 137,303</b>	<b>\$ 135,255</b>	<b>\$ 2,047</b>		

# ASANA TASK TEMPLATE

✓ COPY SHOW TEMPLATE	>
✓ Register Booth Space < COPY SHOW TEMPLATE	Event MG...
✓ Enter Info in Planner < COPY SHOW TEMPLATE	Event MG...
✓ Kickoff Show w/ Sales < COPY SHOW TEMPLATE	Event MG...
✓ Confirm Travel < COPY SHOW TEMPLATE	Event MG...
✓ Download Show Kit/Update Planner < COPY SHOW TEMPLATE	Event MG...
✓ ExhibitForce < COPY SHOW TEMPLATE	Event MG...
✓ Submit EAC < COPY SHOW TEMPLATE	Event MG...
✓ Submit COI < COPY SHOW TEMPLATE	Event MG...
✓ Order Printed Materials < COPY SHOW TEMPLATE	Event MG...
✓ Register Staff < COPY SHOW TEMPLATE	Event MG...
✓ Print Plant Tags < COPY SHOW TEMPLATE	Event MG...
✓ Confirm Hotels < COPY SHOW TEMPLATE	Event MG...
✓ Social Media Launch < COPY SHOW TEMPLATE	Event MG...
✓ Ship Materials < COPY SHOW TEMPLATE	Event MG...
✓ Arrange Return Shipment < COPY SHOW TEMPLATE	Event MG...
✓ Request Photos of Booth/Show < COPY SHOW TEMPLATE	Creative
✓ Review Show Creative Needs < COPY SHOW TEMPLATE	Creative
✓ 1st Draft Show Creative < COPY SHOW TEMPLATE	Creative
✓ Send Show Creative to Printer < COPY SHOW TEMPLATE	Creative
✓ Order Carpet < COPY SHOW TEMPLATE	Show Serv...
✓ Rent Furniture < COPY SHOW TEMPLATE	Show Serv...
✓ Order Electric < COPY SHOW TEMPLATE	Show Serv...
✓ Order Rigging/Lighting < COPY SHOW TEMPLATE	Show Serv...
✓ Order Material Handling < COPY SHOW TEMPLATE	Show Serv...
✓ Send Internal Survey < COPY SHOW TEMPLATE	Post-Show
✓ Receive Internal Survey < COPY SHOW TEMPLATE	Post-Show
✓ Close Show Budget < COPY SHOW TEMPLATE	Post-Show
✓ Event Recap < COPY SHOW TEMPLATE	Post-Show







## MIXED MESSAGES

- Shows were not consistent in appearance. Materials were determined by what was available
- There was a lot of color in every booth, but not as much visual balance.
  - No resting place for the viewers' eyes.
  - Too much competition between the plant material and display materials
  - Multiple display designs competing with each other for attention
  - Colorful show draping behind materials could also be distracting
- Smaller booths could look crowded
  - Too many marketing/display materials were sent
  - Not much walking/meeting room in the booths.



## TRADESHOW REVIEW



Farwest



TNLA



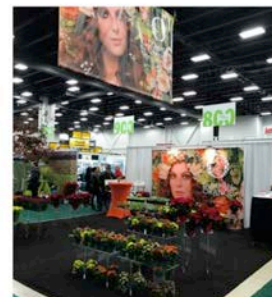
Griffin Greenhouse Expo



MANTS



Canadian Greenhouse  
Conference



FIHOQ





# BOOTH REFRESH PRESENTATION DECK

## TRADESHOW REVIEW



BC Grower Day



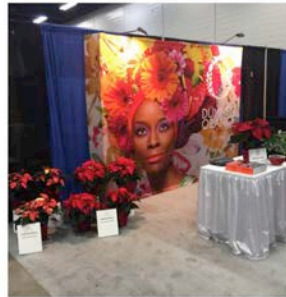
SASK



TPIE



WFFSA Expo



Green Industry Show



Darwin Perennial Day





## BOOTH REFRESH PRESENTATION DECK

### GOALS

- Create consistent appearance at all shows
- Improve shipping efficiencies
- Better tracking of all assets and promotional material movement
- Develop better communication prior/post shows
- Increase lead time during planning – plan shows more in advance



### SOLUTION

- **Transition to a modular program based on size of booth**
  - **Tier 1:** 20x20 or up (400 sq ft or above)
  - **Tier 2:** 10x20 (200 sq ft)
  - **Tier 3:** 10x10 (100 sq ft)
  - **Tier 4:** 6' table (Grower days/trials/etc)
  - **Custom Events:** Other shows that don't fit in the standard tradeshow program
- **Asset management:** Almost all display materials will be integrated into an online asset management system and stored at Skyline in Hilliard, OH.
  - Tier 1-3 shows will be shipped from and returned to Skyline
  - Tier 4 shows will be shipped from Dümmen Orange office
  - Custom events will continue to be shipped from marketing storage unit as needed



## BOOTH REFRESH PRESENTATION DECK

### SOLUTION

- **Provide consistent materials for all shows.**
  - Display materials shipped will be adjusted to reduce clutter in booth.
  - All display materials designed to provide an excellent base for plant material to shine.
  - Printed materials will be adjusted based on booking season.
  - Promotional materials will fluctuate based on time of year and style of show. High value giveaways will be streamlined to allow for bulk ordering in advance of tradeshow season.
- **Pre-Planning & Communication:**
  - **3 mos. prior to show:** Official kick-off calls will be scheduled with appropriate on-site staff. Timeline and any custom needs will be determined on this call.
  - **1-2 mos. prior to show:** Status updates will be provided with show services and custom requests
  - **1-2 wks prior to show:** Summary, shipment tracking, and order receipt package will be sent.
  - **1 wk post show:** Send out survey to staff to determine feedback regarding show



### SHOW BREAKDOWN

Tier 1	Tier 2	Tier 3	Tier 4	Custom Events
CGC	Griffin	SAF	Darwin Perennial Day	THD CAST
FIHOQ	GIS	WFFS	Penn State	CAST
TPIE	MANTS	SASK	Welby	CULTIVATE
			AB Grower Day	SANT
			MB Grower Day	CanWest
			KubePak	
			BC Grower Day	
			EC Grower Day ( <i>bi-annual</i> )	

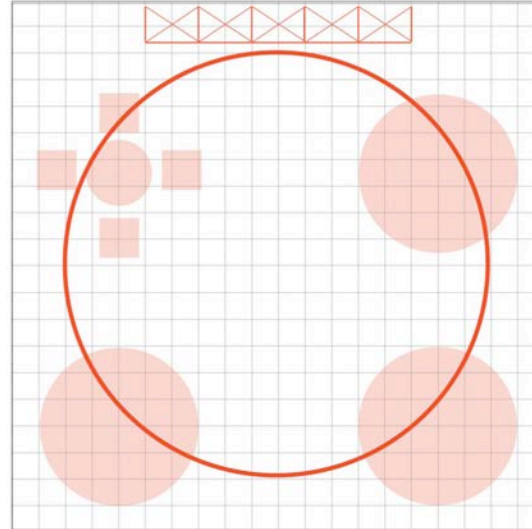


## BOOTH REFRESH PRESENTATION DECK

### TIER 1

*Shows included: CGC, FIHOQ, TPIE*

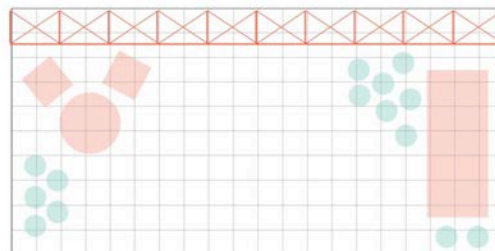
- **Display Materials**
  - 3 Merchandiser columns
  - 1 Folding cocktail table
  - 1 Orange fitted table cloth
  - 4 Folding bar stools
  - 1 Pop up background (10x10)
  - 1 Hanging skyfler (16' diameter)
- **Printed Materials**
  - 50 catalogs of each category within closest booking season
- **Promotional Materials**
  - 300 pens
  - 50 notebooks
  - 50 ball caps or beanies



### TIER 2

*Shows included: Griffin, GIS, MANTS*

- **Display Materials**
  - 1 Pop up background (20x10)
  - 1 Folding cocktail table
  - 1 Orange fitted table cloth
  - 2 Folding bar stools
  - 2 boxes plant pedestals
  - 1 table, usually included with show
- **Printed Materials**
  - 50 catalogs of each category within closest booking season
- **Promotional Materials**
  - 200 pens
  - 50 notebooks
  - 25 ball caps or beanies



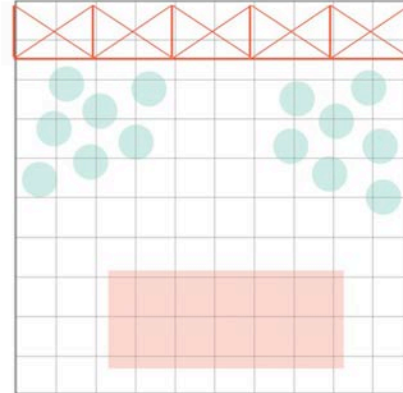


## BOOTH REFRESH PRESENTATION DECK

### TIER 3

*Shows included: SAF, WFFS, SASK*

- **Display Materials**
  - 1 Pop up background (10x10)
  - 1 box plant pedestals
  - 1 table, usually included with show
- **Printed Materials**
  - 50 catalogs of each category within closest booking season
- **Promotional Materials**
  - 100 pens
  - 25 notebooks
  - 25 ball caps or beanies



### TIER 4

*Shows included: Darwin Perennial Day, Penn State FD, Welby Open House, AB Grower Day, MB Grower Day, KubePak, BC Grower Day, EC Grower Day*

- **Display Materials**
  - 2 retractable banners
  - 1 orange table cloth
- **Printed Materials**
  - 50 catalogs of each category within closest booking season
  - Or 150 flyers of category matching displayed material
- **Promotional Materials**
  - 100 pens
  - 50 notebooks or ball caps/beanies



# START, STOP, CONTINUE EXERCISE



DÜMMEN ORANGE *for you*

## START, STOP, CONTINUE EXERCISE

### TOPIC: PRE-SHOW PLANNING/COMMUNICATION

(Section could include social activity, advertisements, sponsorships, etc.)

<p><b>Start</b>  <i>What is not being done, but should be? What can we do to get better results? What are some new ideas worth trying?</i></p> <p><b>Examples to get you started:</b></p> <ul style="list-style-type: none"> <li>• Direct mail to top targets</li> <li>• Personalize invites from sales reps</li> </ul>	<p><b>What Should I/We Start Doing?</b></p>
<p><b>Stop</b>  <i>What is not working or helping us? What is impeding our success? What isn't practical? What is not delivering desired results? What do we/others dislike?</i></p> <p><b>Examples to get you started:</b></p> <ul style="list-style-type: none"> <li>• Email marketing 3 months prior to event</li> <li>• Ineffective advertising spend</li> </ul>	<p><b>What Should I/We Stop Doing?</b></p>
<p><b>Continue</b>  <i>What is working well? What do we want to keep? What is worth continuing to see if it's worthwhile? What do we like/need?</i></p> <p><b>Examples to get you started:</b></p> <ul style="list-style-type: none"> <li>• Social media posts</li> <li>• Drafting &amp; maintaining creative brief</li> </ul>	<p><b>What Should I/We Continue Doing?</b></p>

# START, STOP, CONTINUE EXERCISE



## START, STOP, CONTINUE EXERCISE

TOPIC: ON-SITE SETUP/TEARDOWN

(Section could include personnel selection, training process, attire, etc.)

<p><b>Start</b>  <i>What is not being done, but should be?</i>  <i>What can we do to get better results?</i>  <i>What are some new ideas worth trying?</i></p> <p><b>Examples to get you started:</b></p>	<p><b>What Should I/We Start Doing?</b></p>
<p><b>Stop</b>  <i>What is not working or helping us?</i>  <i>What is impeding our success?</i>  <i>What isn't practical?</i>  <i>What is not delivering desired results? What do we/others dislike?</i></p> <p><b>Examples to get you started:</b></p>	<p><b>What Should I/We Stop Doing?</b></p>
<p><b>Continue</b>  <i>What is working well? What do we want to keep?</i>  <i>What is worth continuing to see if it's worthwhile? What do we like/need?</i></p> <p><b>Examples to get you started:</b></p> <ul style="list-style-type: none"> <li>• Area captains</li> <li>• Printed layout map</li> </ul>	<p><b>What Should I/We Continue Doing?</b></p>



# START, STOP, CONTINUE EXERCISE



## START, STOP, CONTINUE EXERCISE

TOPIC: SHOW/EVENT

(Section could include personnel selection, training process, attire, etc.)

<p><b>Start</b>  <i>What is not being done, but should be? What can we do to get better results? What are some new ideas worth trying?</i></p> <p><b>Examples to get you started:</b></p> <ul style="list-style-type: none"> <li>• Include hospitality in the booth</li> <li>• Go LIVE on social channels</li> </ul>	<p><b>What Should I/We Start Doing?</b></p>
<p><b>Stop</b>  <i>What is not working or helping us? What is impeding our success? What isn't practical? What is not delivering desired results? What do we/others dislike?</i></p> <p><b>Examples to get you started:</b></p> <ul style="list-style-type: none"> <li>• Using a portable/DIY display</li> <li>• Ineffective engagement</li> </ul>	<p><b>What Should I/We Stop Doing?</b></p>
<p><b>Continue</b>  <i>What is working well? What do we want to keep? What is worth continuing to see if it's worthwhile? What do we like/need?</i></p> <p><b>Examples to get you started:</b></p> <ul style="list-style-type: none"> <li>• Pre-scheduling 1:1 meetings with prospects</li> <li>• Being mindful of budget &amp; timeline</li> </ul>	<p><b>What Should I/We Continue Doing?</b></p>

# START, STOP, CONTINUE EXERCISE



## START, STOP, CONTINUE EXERCISE

### TOPIC: POST-SHOW FOLLOW-UP

(Section could include personnel selection, training process, attire, etc.)

<p><b>Start</b>  <i>What is not being done, but should be?                  What can we do to get better results? What are some new ideas worth trying?</i></p> <p><b>Examples to get you started:</b></p> <ul style="list-style-type: none"> <li>• Assigning leads onsite</li> <li>• Show recap advertising</li> </ul>	<p><b>What Should I/We Start Doing?</b></p>
<p><b>Stop</b>  <i>What is not working or helping us?                  What is impeding our success?                  What isn't practical?                  What is not delivering desired results? What do we/others dislike?</i></p> <p><b>Examples to get you started:</b></p> <ul style="list-style-type: none"> <li>• Tracking leads in Excel (use a CRM)</li> <li>• Waiting 30+ days for follow up</li> </ul>	<p><b>What Should I/We Stop Doing?</b></p>
<p><b>Continue</b>  <i>What is working well? What do we want to keep?                  What is worth continuing to see if it's worthwhile?                  What do we like/need?</i></p> <p><b>Examples to get you started:</b></p> <ul style="list-style-type: none"> <li>• Email campaign to prospects</li> <li>• Tracking lead outcomes</li> </ul>	<p><b>What Should I/We Continue Doing?</b></p>

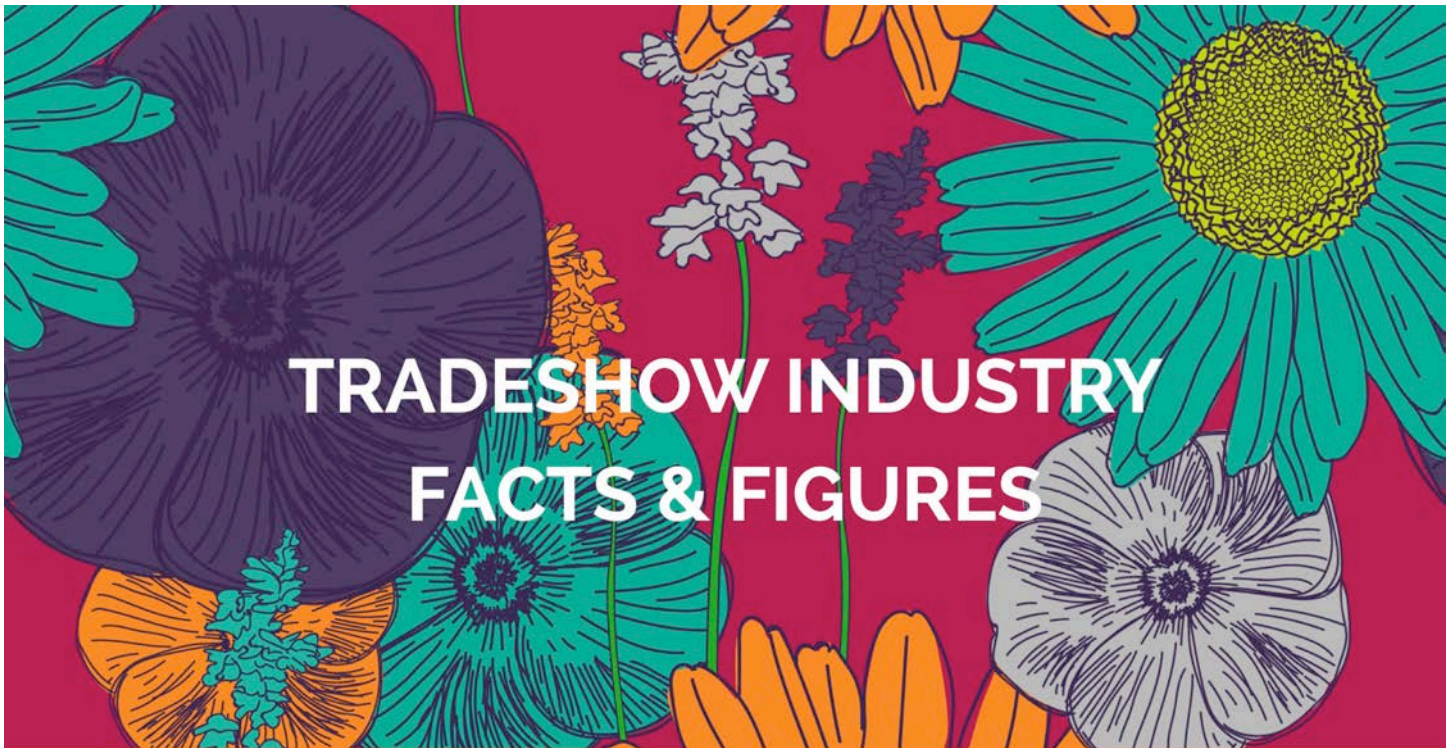




**DÜMMEN ORANGE®**  
*for you*

**TRADESHOW ROI PROGRAM PROPOSAL**

MAY 2019



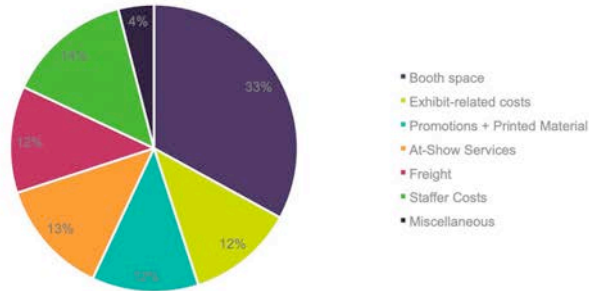
**TRADESHOW INDUSTRY  
FACTS & FIGURES**



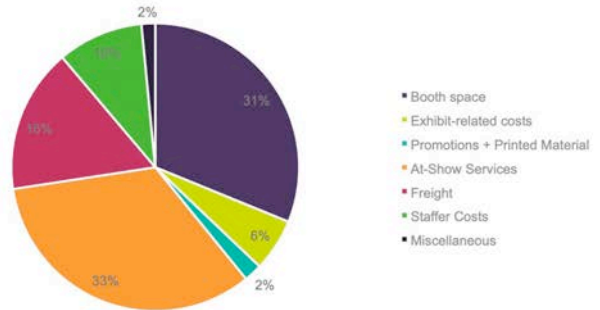


**AVERAGE COSTS VS DÜMMEN ORANGE COSTS**

AVERAGE COST ACROSS INDUSTRIES



DO COST BREAKDOWN



**GENERAL INDUSTRY FIGURES TO KNOW**

- Median spend per show: \$20,000
- Business to Business exhibiting makes up an average of 41.3% of a firms marketing spend
- Current average cost for custom exhibits: \$137-161.17 / sq ft
- Exhibit storage (warehousing): \$4.39 / sq ft
- Cost per lead: \$164.91

Exhibit House charges:

- Exhibit design: \$113.14 / hr
- Project management: \$86.40 / hr
- Graphic designer cost: \$102.41 / hr
- Coordination of show services/logistics: \$83.08 / hr
- Field supervision: \$94.09 / hr, \$141.50 / overtime hrly, \$154.01 / weekend hrly, \$740 / daily rate
- Construction / fabrication labor: \$94.40 / hr

Rules of Thumb:

- Estimate an hour of setup for every 8-10 ft of linear booth
- Plan to have 1 staffer for every 50 sq feet of open exhibit space



# ROI PROPOSAL DECK



## PROGRAM WORTH BY SHOW

SHOW 1	
Sales Opportunity	\$165,500
Cost Savings	\$5,000
CRM Value	\$4,000
Promotional Value	\$3,000
<b>Total ROI/ROO Value</b>	<b>\$177,500</b>
Cost of Show	\$5,000
<b>Value of Show per Dollar</b>	<b>\$36</b>

Every dollar spent on this show returned \$36 in ROO/ROI value to the exhibitor.

SHOW 2	
Sales Opportunity	\$331,000
Cost Savings	\$20,000
CRM Value	\$25,600
Promotional Value	\$7,500
<b>Total ROI/ROO Value</b>	<b>\$384,100</b>
Cost of Show	\$20,000
<b>Value of Show per Dollar</b>	<b>\$19</b>

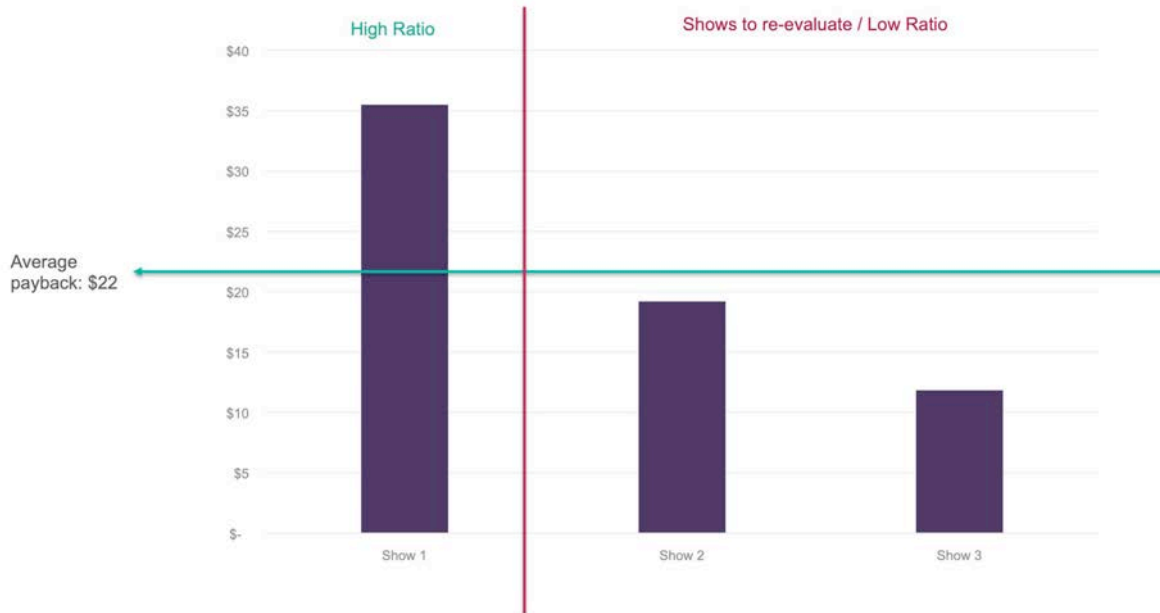
Every dollar spent on this show returned \$19 in ROO/ROI value to the exhibitor.

SHOW 3	
Sales Opportunity	\$978,000
Cost Savings	\$100,000
CRM Value	\$96,000
Promotional Value	\$10,000
<b>Total ROI/ROO Value</b>	<b>\$1,184,000</b>
Cost of Show	\$100,000
<b>Value of Show per Dollar</b>	<b>\$12</b>

Every dollar spent on this show returned \$12 in ROO/ROI value to the exhibitor.



## PAYBACK RATIO COMPARISON



## SHOW 2

Show was the launch pad for the New Product Line. The show typically sees 7,500 or more attendees (1,800 are our targeted audience). We engaged in an aggressive media campaign and outreach program in addition to our exhibit, which was set-up as an interactive learning lab where attendees could get hand-on demonstrations.



### RECOMMEND

The Learning Lab was very successful and recommended for future shows. However, some attendees overstayed due to the seating. Recommend stand-up demo stations in the future, with stools for staff leads.



### NOTABLES

CEO Jane Smith gave the opening keynote address, which positioned us as a thought-leader to attendees. The next day, we had many visitors to the booth inquiring about the keynote talking points.

### GOAL 1: LEAD GENERATION

Goal: obtain 30 A/B leads  
Result: 38 A/B leads

### GOAL 2: ONSITE MEETINGS

Goal: host 9 onsite meetings  
Result: 7 onsite meetings

### GOAL 3: INTERACTIVE DEMOS

Goal: give 100 hands-on demos  
Result: 136 demos given





## SHOW 2

\$20,000  
\$19,000

Show Budget  
Show Actual

SHOW  
VALUE:  
\$19

Budgeted



- Booth space
- Promotions + Printed Material
- Staffer Costs
- Exhibit-related costs
- At-Show Services
- Miscellaneous

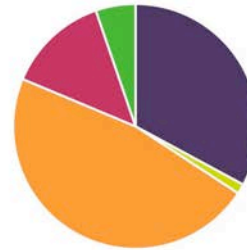
### SHOW BUDGET

- We don't usually use live demos for our exhibits, but it was a successful addition and will likely influence future budgeting.

### SHOW ACTUAL

- We had late decisions on graphics to show New Product Line, which negatively impacted exhibit and services allocation.

Actual



- Booth space
- Promotions + Printed Material
- Staffer Costs
- Exhibit-related costs
- At-Show Services
- Miscellaneous



for you

NIKKI ADKINS  
MARKETING SPECIALIST  
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## ROI CALCULATOR

	Show 1	Show 2	Show 3
<b>Basic Show Information</b>			
Show Budget	\$ 5,000.00	\$ 20,000.00	\$ 100,000.00
Show Size	10x20	20x20	40x40
# of sales staff in booth	1	4	10
Show Attendance	3000	7500	10000
Targeted Audience	750	1875	2500
<b>Estimate Revenue Impact</b>			
# of prospects Engaged	100	200	500
Commitment rate	20%	20%	20%
Close Ratio	15%	15%	15%
Average value of sale	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
<b>Total Estimated Revenue Value</b>	<b>\$ 15,000.00</b>	<b>\$ 30,000.00</b>	<b>\$ 75,000.00</b>
<b>Revenue Retention</b>			
# of current customers seen	10	20	60
Averal Annual Retention	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00
<b>Total Revenue Retention</b>	<b>\$ 150,000.00</b>	<b>\$ 300,000.00</b>	<b>\$ 900,000.00</b>
<b>Revenue Growth</b>			
# of current customers seen	10	20	60
% agreed to upgrade	5%	5%	5%
Average revenue from Order Increase	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
<b>Total Revenue Growth</b>	<b>\$ 500.00</b>	<b>\$ 1,000.00</b>	<b>\$ 3,000.00</b>
<b>Cost Savings</b>			
# of meetings	5	8	12
Average travel & entertainment cost	\$ 800.00	\$ 800.00	\$ 800.00
<b>Total Travel Avoidance Savings</b>	<b>\$ 4,000.00</b>	<b>\$ 25,600.00</b>	<b>\$ 96,000.00</b>
<b>CRM Value</b>			
# of badge swipes	100	200	500
MQL Lead	25	50	125
Average cost of generating a qualified lead	\$ 200.00	\$ 400.00	\$ 800.00
<b>Value of contacts</b>	<b>\$ 5,000.00</b>	<b>\$ 20,000.00</b>	<b>\$ 100,000.00</b>
<b>Promotional Value</b>			
# of target impressions	1500	3750	5000
# of gross impressions	6000	15000	20000
Value of target impressions	\$ 1.00	\$ 1.00	\$ 1.00
Value of gross impressions	\$ 0.25	\$ 0.25	\$ 0.25
<b>Total Promotional payback</b>	<b>\$ 3,000.00</b>	<b>\$ 7,500.00</b>	<b>\$ 10,000.00</b>
<b>Summary</b>			
Sales Opportunity	\$ 165,500.00	\$ 331,000.00	\$ 978,000.00
CRM Value	\$ 5,000.00	\$ 20,000.00	\$ 100,000.00
Cost Reductions	\$ 4,000.00	\$ 25,600.00	\$ 96,000.00
Promotional Value	\$ 3,000.00	\$ 7,500.00	\$ 10,000.00
<b>Total Estimated Value</b>	<b>\$ 177,500.00</b>	<b>\$ 384,100.00</b>	<b>\$ 1,184,000.00</b>
Show Budget	\$ 5,000.00	\$ 20,000.00	\$ 100,000.00
<b>Payback Ratio = \$X Return / \$1 Spent</b>	<b>\$ 36</b>	<b>\$ 19</b>	<b>\$ 12</b>

## TASK PLANNING SCHEDULE

Date	Task	Owners
Week 21/2018	Finalize budget proposal	Nikki
Week 30/2018	Receive approved budget	Sales
Week 32/2018	confirm 2019 booth space	Nikki
Week 32/2018	confirm 2019 hotel room block for team	Nikki
Week 46/2018	Kickoff show planning	Nikki, Marketing, Sales, Product MGMT
Week 49/2018	Review budget options/change of scope	Nikki, Marketing, Sales
Week 49/2018	Review possible show messages & plant material with product managers	Nikki, Marketing, Product MGMT
Week 2/2019	Review messages with sales	Nikki, Sales
Week 3/2019	Submit plant growth orders to approved growers	Product MGMT
Week 3/2019	confirm ballroom reservation	Nikki
Week 3/2019	Reduce booth space - cancel contract with show organizer	Nikki
Week 2/2019	Announce approved product messages and display changes to team	Nikki
Week 16/2019	confirm display material has been planted	Product MGMT
Week 17/2019	Attend 2019 show review with Skyline, advise them of large booth changes	Nikki
Week 20/2019	1st townhall style update to entire team	Nikki, All booth attendees
Week 20/2019	confirm booth staff - send travel dates to team	Nikki
Week 20/2019	review any booth or messaging changes with sales	Nikki, Marketing, Sales
Week 21/2019	confirm creative needs, schedule designer	Nikki, Marketing
Week 21/2019	complete invitation and VIP pass graphics - release to team	Nikki
Week 22/2019	order booth materials and structure from skyline	Nikki
Week 22/2019	confirm booking for party band	Nikki
Week 22/2019	order show services	Nikki
Week 24/2019	order catalogs & printed collateral for booth	Nikki
Week 24/2019	confirm final hotel reservations for team	Nikki
Week 25/2019	complete new booth graphics for "Industry Investments"	Nikki
Week 25/2019	complete new booth graphics - basewell	Nikki, Marketing
Week 25/2019	complete new brochure graphics - basewell	Nikki, Marketing
Week 25/2019	complete new brochure graphics - corporate postcard	Nikki
Week 25/2019	confirm display material status - check if messaging has changed	Nikki, Marketing, Sales, Product MGMT
Week 25/2019	confirm social media schedule with Marketing Coordinator	Nikki, Marketing, Sales, Product MGMT
Week 25/2019	confirm succulent combination plantings	Nikki
Week 25/2019	finalize catering for party & ballroom meetings	Nikki, Product MGMT
Week 25/2019	finalize A/V needs for party & ballroom meetings	Nikki
Week 26/2019	Re-assess display material - cancel succulent display, add calla display to booth	Nikki
Week 26/2019	order extra pots to display in booth	Nikki
Week 26/2019	finalize room arrangement and furniture needs for party, ballroom meetings	Nikki
Week 26/2019	2nd/final townhall style update to entire team	Nikki, All booth attendees
July 10/11, 2019	Booth Setup - Structure (8 AM - 5 PM)	Nikki, Skyline
July 12, 2019	Booth Setup - Plants (8 AM - 5 PM)	Marketing, Product MGMT
July 13, 2019	Booth Setup - Booth Décor/Ballroom (8 AM - 2 PM)	Marketing, Product MGMT
July 13, 2019	Final walk-through / On-site team meeting (2 PM - 3 PM)	Marketing, All booth attendees
July 13, 2019	Staff Appreciation Dinner (6 PM - 10 PM)	All employees in town/office
July 14, 2019	Booth Open (9:30 AM - 6 PM)	Marketing, Sales, Executives
July 14, 2019	Ballroom open (8 AM - 5 PM)	Marketing, Product MGMT
July 14, 2019	Customer VIP Party (6:30 PM - 10 PM)	Nikki, All booth attendees
July 15, 2019	Booth Open (9 AM - 5 PM)	Marketing, Sales, Executives
July 15, 2019	Ballroom open (8 AM - 6 PM)	Marketing, Product MGMT
July 16, 2019	Booth Open (9 AM - 2 PM)	Marketing, Sales, Executives
July 16, 2019	Ballroom open (7 AM - 12 PM)	Marketing, Product MGMT
July 16, 2019	Breakdown Ballroom (12 PM - 2 PM)	Nikki
July 16, 2019	Breakdown Booth (2 PM - 8 PM)	Skyline, Marketing, Product Mgmt
July 17, 2019	Remove materials from show floor - return to storage (8 AM - 10 AM)	Marketing







## SCHEDULE

- Weds 7/10: access starting at 12PM, drop of materials, begin structure setup
- Thursday 7/11: structure setup, organize storage closet
- Friday 7/12: Plants delivered
- Saturday 7/13:
  - Final booth cleanup
  - Walk-through, Saturday afternoon
  - Team appreciation dinner 6-9 in ballroom
- Sunday 7/14:
  - Luxflora 5K, 6:30 AM, Wolfe Park
  - Ballroom open: 8 AM – 5PM
  - Booth open: 9:30 AM – 6PM
  - Customer reception in ballroom: 6:30 – 9:30
- Monday 7/15:
  - Ballroom open: 8 AM – 5PM
  - Booth open: 9 AM – 5PM
  - Potential happy hour in ballroom: 5PM – 6:30 (confirming w/Eduardo)
- Tuesday 7/16:
  - Ballroom open: 8 AM – 12 PM
  - Booth open: 9 AM – 2 PM
  - Breakdown: 2 PM – close



## COLUMN MESSAGES

- Annuals Columns 1
  - Bottom Tier: Begonia l'Conia Portofino Sunrise / Portofino Hot Orange
  - Upper Tier: Begonia l'Conia Miss Malibu / First Kiss
- Annuals Column 2
  - Bottom Tier: Pelargonium Big Eeze Pink / Big Eeze Neon
  - Upper Tier: Calibrachoa Bloomtastic Rose Quartz / Bloomtastic Serenity
- Perennial Column
  - Showcasing all new varieties on both tiers
  - Bottom tier: Phlox Flame Pro & Penstemon Pristine
  - Top Tier: Perennial Duos
- Pot Mum Column
  - Full column display of breeze rainbow circus
- Tropical Column
  - Bottom Tier: URC succulents displayed in acrylic containers
  - Upper Tier: Large succulent with kalanchoe combinations bowls



## BOOTH LAYOUT



## BASEWELL BOOTH DISPLAY



- Two tiered tables placed in front of booth
  - 1 perennial display, 1 annual display
- Show large flat + round containers filled with individual basewell cuttings on tables
  - Multiple bins of different varieties to show the differences in varieties
  - This allows people to pick them up, feel them and play with the cuttings. Cuttings in bins can be refreshed throughout the day
  - Perry & Carl on hand to offer mini-intros to Basewell

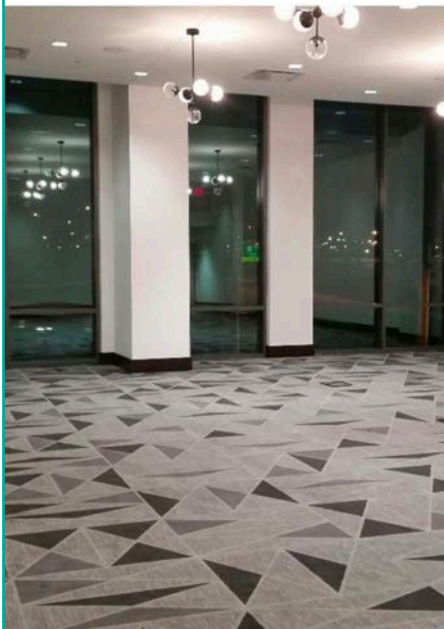
### Large signage

- 4' x 8' size to provide separation from DO booth
- New art printed – focus TBD

### Finished plants for accent

- White pedestals with black pots
- Zoltan to confirm if we can get 6" pots grown for cultivate

## BALLROOM PLANS TO DATE



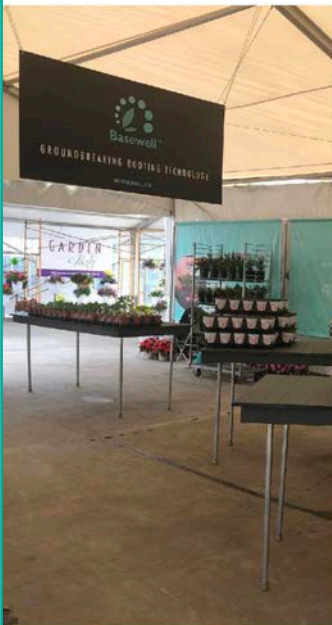
- Product Focus: Basewell, Annuals, Perennials, Potted
- Chris is leading content for presentations
- Eduardo/Val is leading schedule
  - Brokers booked for breakfast/lunches
  - Appts open in remaining time slots for key customers
- Marketing supporting with implementation
- Plants to be displayed:
  - No annuals are planned to be displayed in ballroom
  - Garden mums:
    - Approx 10 varieties
    - main message will be new families
    - backup will be renamed varieties
  - Perennials
    - Approx 10 pots
    - Perennial Duos
    - Phlox Flame Pro



## BALLROOM SCHEDULE

BALLROOM SCHEDULE			
day	July 14th -Sunday	July 15th - Monday	July 16th - Tuesday
time	NEW Show times: 9:30am-6:00pm	Show times: 9:00am-5:00pm	Show times: 9:00am-2:00pm
7:30 AM			
8:00 AM		Ball Seed	Express Seed
8:30 AM	HFM		
9:00 AM			
9:30 AM			
10:00 AM	Messick (4)	Eason	
10:30 AM			
11:00 AM			
11:30 AM			
12:00 PM	Griffin	Grimes (4)	
12:30 PM			
1:00 PM			
1:30 PM			
2:00 PM			
2:30 PM			
3:00 PM			
3:30 PM			
4:00 PM			
4:30 PM			
5:00 PM		Gloekner (drinks with training)	
5:30 PM			

## BASEWELL BALLROOM DISPLAY



- Large table set up for product planting demos
  - Table placed in middle of ballroom
  - small pots with trays filled with soil
  - individual cuttings used
- PMs to teach brokers how to best plant basewell via interactive demo and discussion.
  - Planned for (approx.) the last 5 minutes of each meeting



## RECEPTION PLANS TO DATE

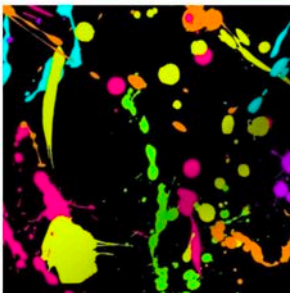


- Hosted in Michael B Coleman Ballroom + Salon
- Sq footage: 2,698
- Beautiful views of Short North
- Planned guest count: 200
- Ballroom capacity: 300
- Time: 6:30-9:30
- Theme: 80's Highlights
- Invitations: TBD
- Live Entertainment: TBD
- Menu:
  - Tray passed hors d'oeuvres
  - Additional buffet heavy hors d'oeuvres
  - Min 3 full bars setup



## THEME: 80'S HIGHLIGHT

*Product Tie In: Key varieties from all product categories*



## NEXT STEPS

- Week 20: Finalize reception theme and invitation delivery method, design invitations if needed (Nikki + Rebecca)
- Week 20: Save the date to go out
- Week 20: Begin to source live entertainment for reception (Nikki)
  - Nikki to work closely with Rebecca on reception planning
- Week 21: Finalize any strategies/goals for Cultivate at Cross-Functional meeting (All)
  - Determine if any changes, additional graphics or support is needed
  - Discuss revised booth/ballroom assignments
- Week 22: Hotel reservation changes are due to Nikki
- Week 23: Cultivate status update sent out to team via email (Nikki)
- Week 24: Final plans due for ballroom catering (Nikki)
- Week 24: All show services orders due (Nikki)
- Week 25: Town Hall on Cultivate (All)
- Week 27: Final catering counts due (Nikki)
- Week 28: Setup/Show
- Week 29: Show/Breakdown



*for you*

**NIKKI ADKINS**  
**MARKETING SPECIALIST**  
N.Adkins@DummenOrange.com







## **SCHEDULE**

- Weds 7/10: access starting at 12PM, drop of materials, begin structure setup
- Thursday 7/11: structure setup, organize storage closet
- Friday 7/12: Plants delivered, begin ballroom setup
- Saturday 7/13:
  - Final booth cleanup
  - Walk-through, Saturday afternoon 3PM
  - Team appreciation dinner 6-10 in ballroom
- Sunday 7/14:
  - Luxflora 5K, 6:30 AM, Wolfe Park
  - Ballroom open: 8 AM – 5PM
  - Booth open: 9:30 AM – 6PM
  - Customer reception in ballroom: 6:30 – 9:30
- Monday 7/15:
  - Ballroom open: 8 AM – 6PM
  - Booth open: 9 AM – 5PM
- Tuesday 7/16:
  - Ballroom open: 8 AM – 12 PM
  - Booth open: 9 AM – 2 PM
  - Breakdown: 2 PM – close



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  - Full column display of breeze rainbow circus
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## BOOTH LAYOUT



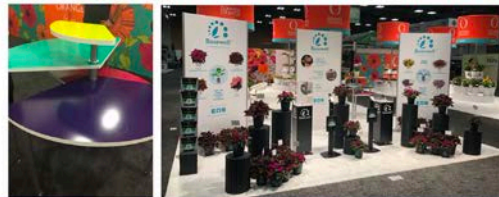
## INDUSTRY INVESTMENTS MESSAGE

- New sign at the back of the booth highlights corporate and social investments Dümme Orange has made to the industry.
- Main objective is to change the conversation and give people facts on how Dümme is investing in the industry and being a relevant leader and have a positive image.
- A study guide with these points will be distributed to the team prior to Cultivate



## BASEWELL DISPLAY

- Perry + Carl positioned in booth to assist with Basewell discussions
- Perennial & Annual cuttings set on branded tiered tables to customers to touch/Feel
- Finished perennials grown from basewell on pedestals
- 3 large (4'x8') signs featuring perennials, annuals, and grower testimonials
- Museum case with cuttings placed in McH & Vaughans booths



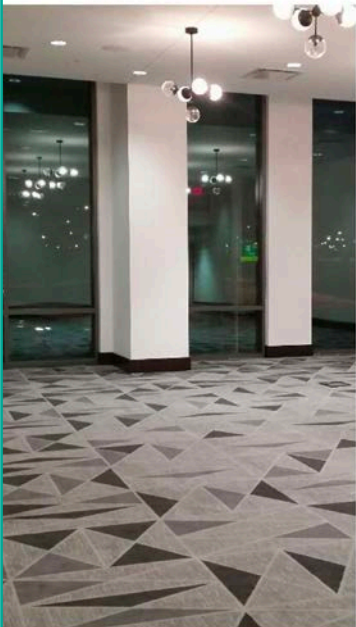


## ATTIRE

- Wear your Dümme Orange name badge!
  - Dümme Orange White branded shirts
    - White button up with inside orange Gingham print
    - White button up shirt available via online store
    - White polos available via online store
  - Navy or Gray Slacks/Skirt
    - Dark jeans okay on Tuesday
  - Navy or Grey jacket (Optional)
    - branded knit blazer also available via online store
- Items available in the online store are available for purchase for NA employees only ([Proforma site here](#))*
- Order by 6/26 to ensure delivery by Cultivate*



## BALLROOM MEETINGS



- [Link here to reserve a meeting](#)
- Ballroom Meeting schedule
  - Sunday/Monday 8AM – 5PM
  - Tuesday 8AM – 12PM
- Catering
  - Meals provided for brokers at 8AM/12PM
  - Coffee/Sodas/Chips/Cookies available all day
- Exclusive appts are scheduled for brokers:
  - **No other customers can join these meetings**
  - Sunday
    - 8AM: Michells
    - 12Pm: Griffin
  - Monday
    - 8AM: Ball
    - 12Pm: Grimes
    - 5PM: Gloeckner
  - Tuesday
    - 8AM: Express

**\*\*Update your meeting reservation with estimated people attending**



## BOOTH MEETINGS

BOOTH CONFERENCE ROOM SCHEDULE			
day	July 14th - Sunday	July 15th - Monday	July 16th - Tuesday
time	Show times: 9:30am-6:00pm	Show times: 9:00am-5:00pm	Show times: 9:00am-2:00pm
8:00 AM			
8:30 AM			
9:00 AM			
9:30 AM			
10:00 AM			
10:30 AM			
11:00 AM			
11:30 AM			
12:00 PM			
12:30 PM			
1:00 PM			
1:30 PM			
2:00 PM			
2:30 PM			
3:00 PM			
3:30 PM			
4:00 PM			
4:30 PM			
5:00 PM			
5:30 PM			
6:00 PM			

### Conference Room

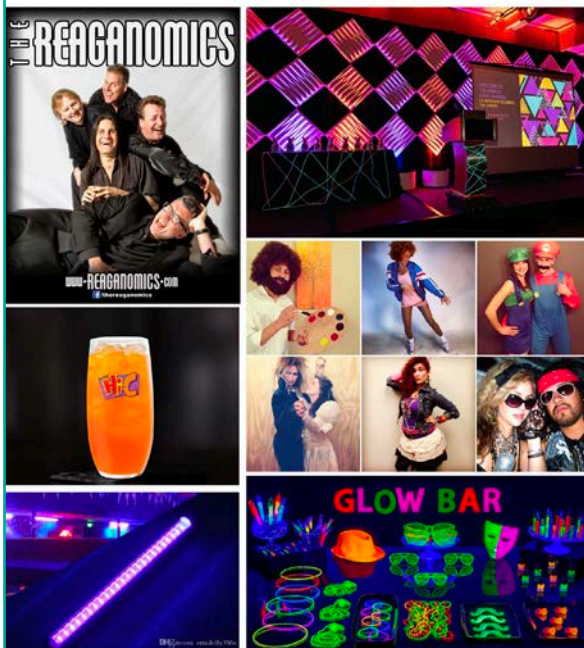
- Private conference room in booth
- Available to reserve
- All spots open
- Reserve via Google Doc Link
- Val is managing schedule
- Up to 6 people in room
- [Link here to reserve a meeting](#)

### Tables w/Stools in booth

- 2 meeting spaces available in booth
- Non-private
- First come/first served
- Cannot reserve these spaces



## DÜMMEN ORANGE HIGHLIGHTS PARTY



- Latest RVSP Count: 93
- Max Guest Count: 250
- Time: 6:30-9:30
- Theme: Dümmen Orange Highlights
- Invitations: Sent
- Live Entertainment: The Reganomics
- Décor: Neon Light wall, blacklights
- Featuring stylized DO varieties printed as glowing signs under blacklight
- Menu:
  - Signature Cocktail: Hi-C Orange Cooler with a Crazy Straw
  - 3 full bars with premium liquor
  - Dessert bar with cupcakes and 80s novelty candy
  - Rizza Rolls, Loaded Tater Tots, Mini Chicken Pot Pies, Micro-burgers, and more
- Thank you emails sent to attendees after party



## VIP BADGE FOR PARTY



- **BOOTH 1231**
- Marketing will lead badge pickup
- 250 badges will be assembled
- Any badges that are left over after the reservations are separated will be available for 'day-of' invitations
- **VIP Pass Pickup at Booth (Preferred)**
  - This speeds entry into party
  - Reserved a badges will be set aside in advance for them to pickup at booth
  - Names will be crossed off as they pick up
  - Once a guest has a badge, they do not need to check in at the door for the party
- **VIP Pass Pickup @Ballroom**
  - Guests who do not pick up their badge at the booth, can still pick up at door.
  - They will have to check in first



## EMPLOYEE DINNER

- Saturday July 13<sup>th</sup>
- [RSVP Here](#)
  - RSVP even if you can't attend
- Appetizers served at 6PM
- Dinner at 7PM
- 80's inspired music and food
  - Pizza Rolls
  - Chicken pot pie w/biscuits
  - chef boyardee roller coaster pasta
  - cupcakes w/neon icing
  - And more!
- Costume contest for all who attend





## OTHER NOTES & NEXT STEPS

- **Next Steps:**

- Week 26 – Week 28: VIP badges stuffed for customer party (office staff)
- Week 26: Plant Lists due to marketing by 6/26 (PMs), Tag printing started (Marketing)
- Week 27: Final catering counts due (Nikki)
- Week 28: Setup/Show
- Week 29: Show/Breakdown



*for you*

NIKKI ADKINS  
MARKETING SPECIALIST  
N.Adkins@DummenOrange.com





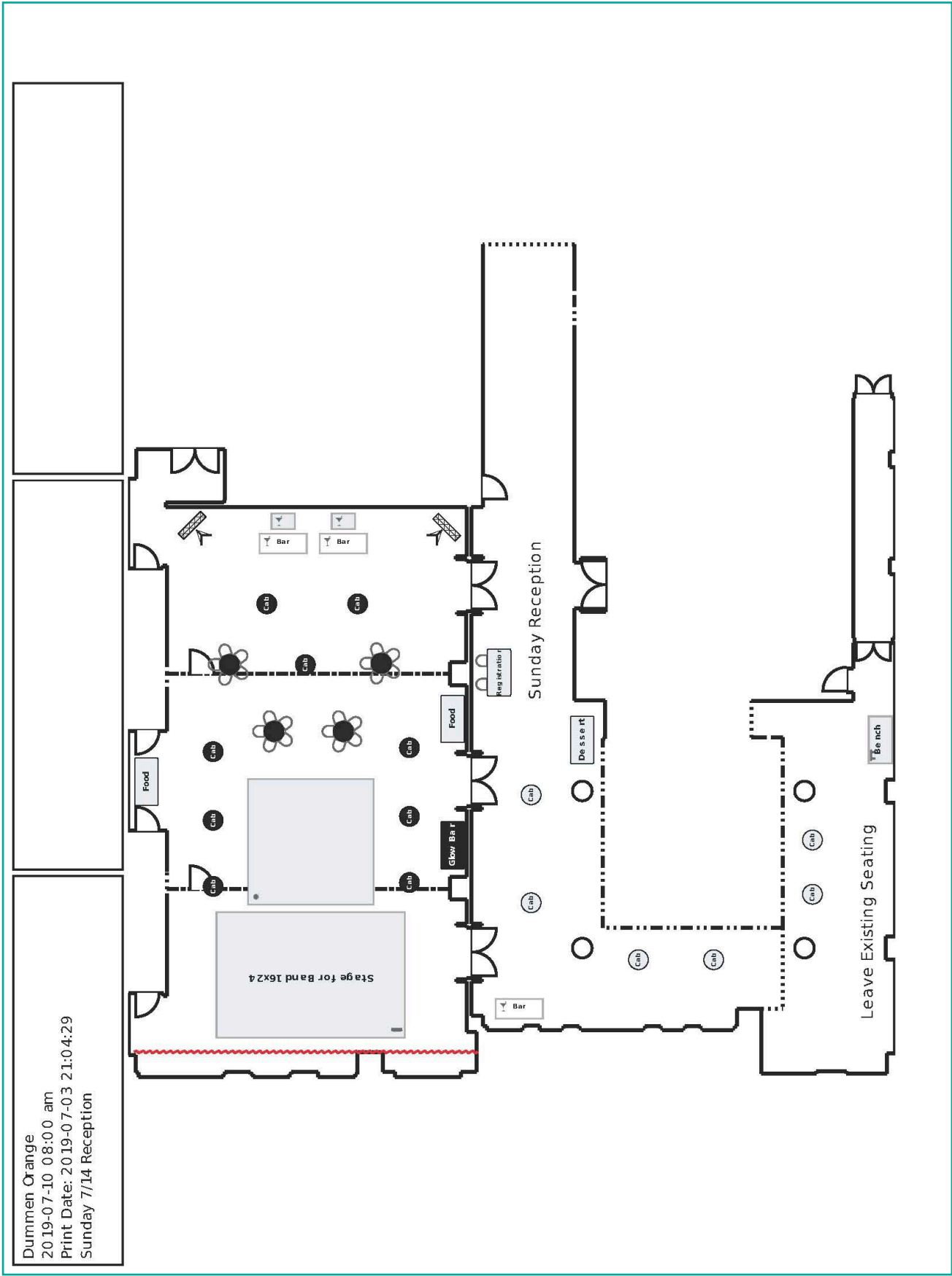
Section 9: Appendix  
**TEAM ASSIGNMENTS**

Dümmen Orange CULTIVATE Schedule 2019 | Columbus Convention Center

Name	Function	Wed 10-Jul	Thurs 11-Jul	Fri 12-Jul	Sat 13-Jul	Sun 14-Jul	Mon 15-Jul	Tues 16-Jul	Wed 17-Jul
		<b>Move In</b>	<b>Structure</b>	<b>Plants</b>	<b>Walk Thru @ 3PM</b>	<b>Show</b>	<b>Show</b>	<b>Show / 2PM Close</b>	<b>Breakdown</b>
Nikki Adkins	CULT core team	Structure	Structure	Org Storage	Clean booth	Open Booth/Party setup	Open Booth/ Restock	Float / Pack Supplies	Move Booth Out
Lindsay Pangborn	CULT core team		Off Site	Basewell	Off Site	O+C Booth / Restock	Social / Close Booth	Basewell breakdown	
Rebecca Barth	CULT core team	Move booth In	Build Shelves		PTO	Off Site	Close Booth	Open Booth/ Restock	Breakdown Shelves
Aaron Dean	CULT core team		Arrive		Tags	Booth Staff	Booth Staff	Remove Plants	
Jen Kuziw	CULT core team		Arrive	Plant Delivery	Ballroom Setup	Ballroom Staff	Ballroom Staff	Ballroom Staff	Remove Plants in booth
Zoltan Kovaacs	CULT core team		Off Site	Set up Columns	Setup Column, M/V	Ballroom Staff	Ballroom Staff	Remove Plants in booth	
QiuXia Chen	CULT core team		Arrive		Off Site	Ballroom/Party Help	Ballroom	BR / Empty Storage	Ballroom Staff
Chris Berg	CULT core team				Tags				
Valorie Frye	Operations Team			Off Site	Off Site				Ballroom Staff
Diane Surette	Sales team			Arrive	Tags				
Angela Storm	Sales team			Arrive	Walkthrough @ 3PM			Booth Staff	Remove Tags @ Close
Peter Van Grouw	Sales team			Arrive	Clean booth				
Nathan Sell	Sales team			Arrive	Walkthrough @ 3PM			Booth Staff	Leave @ show close
Eduardo Flores	Executive team			Off Site					
Keith Cable	Executive team			Arrive	Mchutch/Vaughans Training			Basewell breakdown	Consolidate Rentals
Perry Wismans	Executive team			Arrive				Remove Plants	
Emily Mason	Product management			Arrive	Corsos			Empty Storage/Pack	Leave @ show close
Jeff Lacourse	Product management			Arrive	Arrive			Leave @ show close	
Carl Kroon	Guest/Own Budget			Arrive	Walkthrough @ 3PM			Off site	Rotate Booth/Ballroom Staff
Rebecca Lusk	Sales team							Rotate Booth/Ballroom Staff	
Andrew Konicki	Sales team				Arrive			1 volunteer to close	1 volunteer to open
Allen Olsen	Operations Team				Walkthrough @ 3PM			1 volunteer to close	
Dr P Allen Hammer	Technical							1 volunteer to open	
Diana Shull	Technical								
Kelly Nicholas	Technical								



# CUSTOMER PARTY FLOOR PLAN



**CUSTOMER PARTY CATERING ORDER****Le MERIDIEN**

**EVENT ORDER**  
 LE MERIDIEN COLUMBUS, THE JOSEPH  
 620 North High Street, Columbus, OH 43215  
 PHONE:(614) 227-0100

Page # 1 of 2  
 Event Order #: 945403  
 Quote #: 500-B5ZSESH  
 Folio #: 175466

FUNCTION DAY/DATE: Sunday, July 14, 2019  
 ORGANIZATION: Blueskye Creative, Incorporated

POST AS: BlueSkye & Dummen Orange Cultivate 2019  
 BILLING ADDRESS: 4565 Highland Ave, San Diego, CA 92115  
 CUSTOMER: Chris Berg Phone #: (805) 509-0382 Fax #:  
 IN-HOUSE CONTACT: SAME  
 MANAGERS: Christine Norris  
 DATE PRINTED: Wednesday, July 03, 2019

TIME	FUNCTION	LOCATION	ROOM RENTAL	ATTENDANCE		
				EXP	GTD	SET
6:30 PM-9:30 PM	Reception	Michael B. Coleman Ballroom	\$1,500.00	280		

**6:30 PM Reception Michael B. Coleman Ballroom****Passed Hors d' oeuvres**

(280) Baked Stuffed Mushroom @ \$3.00 Each  
 (280) Loaded tater tots, bacon, cheddar, sour cream, chives @ \$3.00 Each  
 Please serve some without bacon

**Displayed Food Stations**

(150) Seasonal fruit display, selection of the fresh locally sourced fruits & berries with Chambord creme @ \$6.00 per Person  
 (280) Assembled "Lunchables" (cracker, cheese and meat) @ \$4.00 Each  
 (280) Mini Chicken Pot Pie @ \$5.00 Each  
 (400) Pizza Rolls (to include cheese only & cheese with pepperoni), marinara on the side @ \$3.00 Each  
 (280) All-American micro burger, aged cheddar, pickle, secret sauce @ \$5.00 Each  
 (150) Assorted Cupcakes with Neon Icing @ \$4.00  
 Flavors to include - chocolate, vanilla and carrot cake  
 (150) 80's Themed Candy Station @ \$6.00 per Person

**Hosted Premium Bar On Consumption**

Premium Liquor Host @ \$12.00 Each  
 Kettle One Vodka, Tanqueray 10 Gin, Appleton Estate Rum, Patron Silver Tequila, Basil Hayden's Bourbon, Johnny Walker Black Scotch, Knob Creek Rye - Host  
 Specialty Cocktail - Hi-C Eco Orange Cooler @ \$12.00 Each  
 Premium White & Red Wine Varietals - Host @ \$12.00 Each  
 Imported, Local and Domestic Craft Beers - Host @ \$7.00 Each  
 Domestic Beer Selections - Host @ \$6.00 Each  
 Soft Drinks @ \$4.00 Each  
 (3) Bartender Fee @ \$150.00 Each

**FOOD**

Please put out food in waves throughout the event  
 Dessert and candy station placed in Pre-Function per diagram  
 (2) Identical Food stations placed in Ballroom

**BEVERAGE**

Specialty cocktail served in Highball glass. Client providing twisty straws to be served in the specialty cocktail only.

**ROOM SETUP**

Cocktail Rounds

(1) Event Stage Package Dimensions 16x24 - Skirting & Stairs Included @ \$1,215.00 Each  
 (6) Rented Cocktail Rounds @ \$20.00 Each

SEE DIAGRAM

Marriott Proprietary and Confidential

# CUSTOMER PARTY A/V ORDER

Le Meridien Columbus, The Joseph  
 620 N HIGH ST  
 Columbus, OH 43215  
 Tel: 614-745-0448

Currency: USD Page 1 of 5

**Quote # 4173-1614**

**Dümmen NA, Inc**  
**Attn: Nikki Adkins**  
**250 S High St Ste 650**  
**Columbus, OH 43215**

Contact Name:	Nikki Adkins	Show Date(s):	<b>07/13/2019 - 07/14/2019</b>
Contact Phone:	1 614 826 3343	Show Name:	<b>Dummen Reception</b>
Email:	N.Adkins@DummenOrange.com	Show Location:	<b>Le Meridien Columbus, The Joseph</b>
Quote No:	4173-1614		<b>620 N HIGH ST</b>
			<b>Columbus, OH 43215</b>
Hotel CS Manager:	Christine Norris		
		Conveyance Method:	Pickup
		Billing Method:	Master

**Date:** 07/14/2019 - 07/14/2019  
**Room:** Michael B. Coleman Ballroom **Time:** 12:00AM - 11:59PM

**Equipment And Sales**

Qty	Item Description	Days Billed	Rate	Subtotal
3	16'x13' Velour Drape, Black	1	\$165.00	\$495.00
2	sTILEr Panel 20 Count Arrow White Scenic Kit	1	\$660.00	\$1,320.00
20	LED Wash Light	1	\$75.00	\$1,500.00

*For drape/scenic wall. 9 LEDs for use in Foyer around poles.*

**Equipment And Sales Subtotal** **\$3,315.00**

**Labor**

Qty	Item Description	Rate	OT Rate	DT Rate	Days	Reg Hrs	OT Hrs	DT Hrs	Subtotal
1	Technician To Set/Strike	\$80.00				8.00	0.00	0.00	\$640.00
<b>Subtotal:</b>									<b>\$3,955.00</b>





# EDUCATIONAL SESSION FULL SCHEDULE

Sunday					
	14-Jul		14-Jul		
	Company	Name	Phone Numbe Notes (# people attendin, DO Rep	Company	Name
					Phone Numbe Notes (# people attendin, DO Rep
Breakfast	7:45 AM				
Breakfast	8:00 AM				
Breakfast	8:15 AM		25 Guests		
Breakfast	8:30 AM	Henry F Michells	7 DO Team		
Breakfast	8:45 AM	Lorri Farr	3 Extra		
Breakfast	9:00 AM		<b>35 Total</b>		
Breakfast	9:15 AM				
Breakfast	9:30 AM				
Breakfast	9:45 AM				
Breakfast	10:00 AM	Messick	4		
Breakfast	10:15 AM		would like to hear how to sell Basewell		
Breakfast	10:30 AM				
Breakfast	10:45 AM				
Breakfast	11:00 AM				
Breakfast	11:15 AM				
Breakfast	11:30 AM				
Breakfast	11:45 AM				
Lunch	12:00 PM	Griffin	15 <i>Tentative</i>		
Lunch	12:15 PM		7 DO Team		
Lunch	12:30 PM		3 Extra		
Lunch	12:45 PM		<b>25 Total</b>		
Lunch	1:00 PM	Mast Young Plants	Andrew		
Lunch	1:15 PM				
Lunch	1:30 PM				
Lunch	1:45 PM				
Lunch	2:00 PM				
Lunch	2:15 PM				
Lunch	2:30 PM	Jolly Farmer	Diane		
Lunch	2:45 PM				
Lunch	3:00 PM	Battlefield Farms	Rebecca		
Lunch	3:15 PM				
Lunch	3:30 PM				
Lunch	3:45 PM				
Lunch	4:00 PM				
Lunch	4:15 PM				







## BOOTH CONFERENCE ROOM SCHEDULE

BOOTH CONFERENCE ROOM SCHEDULE			
day	July 14th -Sunday	July 15th - Monday	July 16th - Tuesday
time	Show times: 9:30am-6:00pm	Show times: 9:00am-5:00pm	Show times: 9:00am-2:00pm
8:00 AM			
8:30 AM			
9:00 AM		9-10 AM - Express	9-10 AM - Griffin
9:30 AM		Eduardo	Eduardo
10:00 AM	10-11AM Mark & Allen	Angela	
10:30 AM	1:1	10:30-11:30 Mark & Eduardo	10:30-11:30 - Ball
11:00 AM	BEST Meeting	1:1	Eduardo
11:30 AM	Rebecca Lusk	11:30-12:30 - Mark & Frank	
12:00 PM		1:1	
12:30 PM			
1:00 PM	1-2PM Mark & Perry	1-2PM Keith and Mark	
1:30 PM	1:1	1:1	
2:00 PM	Angela Storm	2-3PM - Lowe's and Hallmark	
2:30 PM	2:30-3:30 Mark & Harry	Rebecca	
3:00 PM	1:1	3-3:30 - Abbott - Eduardo	
3:30 PM		3:30-4 - Gloeckner - Eduardo	
4:00 PM	4-5 PM Mark & Arjan	4-4:30 - Bell - Rebecca, Perry	
4:30 PM	1:1	4:30-5 - Sant - Eduardo,Diane	
5:00 PM			
5:30 PM			
6:00 PM			



# EDUCATIONAL SESSION CATERING ORDERS



**EVENT ORDER**  
 LE MERIDIEN COLUMBUS, THE JOSEPH  
 620 North High Street, Columbus, OH 43215  
 PHONE:(614) 227-0100

Page # 1 of 2  
 Event Order #: 945501  
 Quote #: 500-B5ZSESH  
 Folio #: 175466

FUNCTION DAY/DATE: Sunday, July 14, 2019  
 ORGANIZATION: Blueskye Creative, Incorporated

POST AS: BlueSkye & Dummen Orange Cultivate 2019  
 BILLING ADDRESS: 4565 Highland Ave, San Diego, CA 92115  
 CUSTOMER: Chris Berg Phone #: (805) 509-0382 Fax #:  
 IN-HOUSE CONTACT: SAME  
 MANAGERS: Christine Norris  
 DATE PRINTED: Wednesday, July 03, 2019

TIME	FUNCTION	LOCATION	ROOM RENTAL	ATTENDANCE		
				EXP	GTD	SET
7:00 AM-9:00 PM	Meeting POST AS: Dummen Orange	The Hamilton Ballroom	\$1,000.00	30	30	36
7:00 AM-8:00 AM	Continental Breakfast	The Hamilton Ballroom		15	35	36
12:00 PM-1:00 PM	Lunch	The Hamilton Ballroom		15	25	36

**7:00 AM Continental Breakfast**

**Le Meridien Breakfast Table**  
 Package Price: (35) @ \$18.00 per Person  
 Included in Le Meridien Breakfast Table

Freshly Squeezed Orange Juice  
 House baked muffins and croissants, butter, preserves  
 Hand selected seasonal sliced fruit with ripe berries  
 Regular and decaffeinated Illy® coffee and a selection of Tealeaves® fine teas.

**7:00 AM Meeting The Hamilton Ballroom**

**All Day Beverage Break**

Regular and decaffeinated Illy® coffee, a selection of Tealeaves® fine teas @ \$59.00 per Gallon  
 Soft Drinks, Mineral Water @ \$4.00 Each

Assorted candy bars, granola bars, protein bars @ \$4.00 Each

(3) Warm house-baked cookies to include chocolate chunk, oatmeal raisin or peanut butter, by the dozen @ \$30.00 per Dozen  
 Leave cookies throughout the day

Individual bags of Artisan potato chips and pretzels @ \$4.00 Each

**12:00 PM Lunch**

**Grab & Go Lunch**  
 Package Price: (25) @ \$25.00 per Person  
 Included in Grab & Go Lunch

Italian grinder, Italian meats, house made banana peppers, provolone, lettuce  
 Roasted turkey, swiss cheese, lettuce, tomato, citrus aioli, 10-grain bread  
 Vegetarian wrap, portabella mushroom, hummus, quinoa, beets  
 Pasta Salad, seasonal vegetables, balsamic vinaigrette  
 Housemade cookie or brownie  
 Assorted soft drinks, mineral water, fruit juice

**FOOD**

7:00 AM-9:00 PM Meeting The Hamilton Ballroom  
 Guests will get food from shared buffet in Pre-Function and take to corresponding rooms.

Marriott Proprietary and Confidential



**EDUCATIONAL SESSION A/V ORDERS**

PSAV  
 Prepared For: Dümme NA, Inc  
 Quote No: 4173-1613  
 Total Estimate: \$2,905.45

**Date:** 07/14/2019 - 07/16/2019

**Room:** Hamilton

**Time:** 12:00AM - 11:59PM

**Equipment And Sales**

Qty	Item Description	Days Billed	Rate	Subtotal
1	Meeting Room Projector Package	3	\$480.00	\$1,440.00
1	3000 Lumen WXGA LCD Projector		\$375.00	
<i>Includes HDMI-VGA cables for connection.</i>				
1	Safelock Cover		\$0.00	
1	8' Tripod Screen		\$80.00	
1	Safelock Stand		\$25.00	

**Labor**

Qty	Item Description	Rate	OT Rate	DT Rate	Days	Reg Hrs	OT Hrs	DT Hrs	Subtotal
1	Technician To Set/Strike	\$80.00				1.00	0.00	0.00	\$80.00
<b>Subtotal:</b>									<b>\$1,520.00</b>

**Ext. Price**

Subtotal	\$2,255.00
Service Charge*	\$447.70
Tax	\$202.75

**Total Estimate** **\$2,905.45**

\*Service Charges are NOT gratuities and are not paid in whole or in part to employees of PSAV or employees of any other party.

**Thank you for your business.**





Section 9: Appendix  
**INTERNAL NEWSLETTER**



*It's time for*  
**CULTIVATE 2019**

**Schedule**

Wednesday 7/10: access starting at 12 PM, drop off materials, begin structure setup

Thursday 7/11: structure setup, organize storage closet

Friday 7/12: plants delivered, begin ballroom setup

Saturday 7/13:

- Final booth cleanup
- Walk-through: 3 PM
- Team appreciation dinner: 6-10 PM in ballroom

Sunday 7/14:

- Luxflora 5K: 6:30 AM, Wolfe Park
- Ballroom open: 8 AM – 5 PM
- Booth open: 9:30 AM – 6 PM
- Customer reception in ballroom: 6:30 – 9:30 PM

Monday 7/15:

- Ballroom open: 8 AM – 6 PM
- Booth open: 9 AM – 5 PM

Tuesday 7/16:

- Ballroom open: 8 AM – 12 PM
- Booth open: 9 AM – 2 PM
- Breakdown: 2 PM – close

**Updated booth diagram**

- There has been a change in messaging on the columns in the booth
- Calls have replaced succulents as the primary message on the Tropicals column
- Tier 2 on the column will still show Kalanchoe/Succulent combination bowls



**Industry Investments message**

- New sign at the back of the booth highlights corporate and social investments Dümmen Orange has made to the industry
- Main objective is to change the conversation and give people facts on how Dümmen is investing in the industry and being a relevant leader and have a positive image
- A study guide with these points can be downloaded below



**DOWNLOAD TALKING POINTS**

**Attire**

- Wear your Dümmen Orange name badge!
- White Dümmen Orange branded shirt
  - White button up with inside orange Gingham print
  - New options available for purchase via online store
    - White polo
    - White button up shirt
  - Navy or grey slacks/skirts
    - Dark jeans okay on Tuesday
  - Navy or grey jackets (optional)
    - Branded knit blazer also available via online store
- For those who would like to purchase clothing through the [online store](#), please get your orders in by **June 26th** to allow enough time to process and ship the order
  - If you order after this date, you may not see it in on time
  - Items available in online store are available for purchase for **NA employees only**

**Dümmen Orange Highlights Party**

- Latest RSVP count: 106
  - Max guest count: 250
- Time: 6:30 - 9:30 PM
- Theme: Dümmen Orange Highlights
- Featuring stylized DO varieties printed as glowing signs under blacklight
- Badges must be picked up for entry into party
  - Badges can be picked up at the booth (preferred)
  - Can also be picked up at Ballroom
  - Customers can reserve their badge in advance ([link here](#))



**Ballroom and Booth meetings**

- Remember to reserve your meeting in the ballroom and booth conference room
- Link to reserve: [Google Doc](#)
- Contact Val with any questions regarding the Google Doc

**Hotels, Registration, and Assignments**

- See spreadsheet below
- There is a tab each for hotels, registration, and assignments
- Team Assignments
  - We have created a tentative assignments sheet for the team for booth setup and breakdown
  - Please review and advise if you see any potential issues or concerns with your assignment
- Team Registration
  - Everyone should have received an email confirmation with the badge information
  - I will make sure the badge confirmations are sent the week prior to the show
  - Pick up your badge at the info desk when you arrive
    - Remember to bring your email confirmation
- Hotel Reservations
  - Team hotel is sold out - no additional reservations can be added

**DOWNLOAD REGISTRATION LIST**

**Any questions or concerns?**

Please don't hesitate to reach out to me!

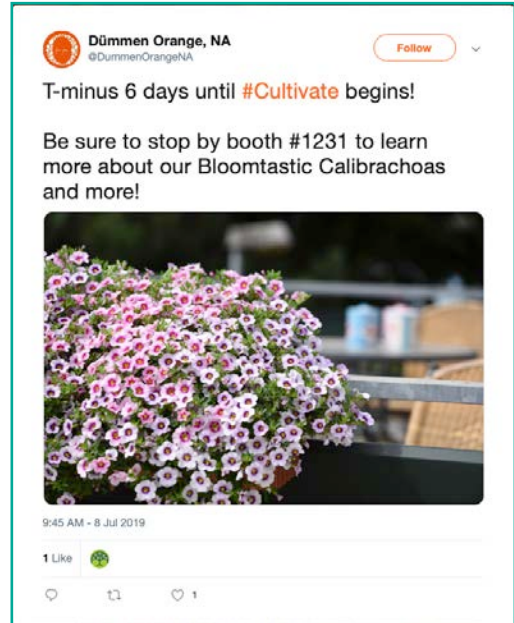
*for you,*



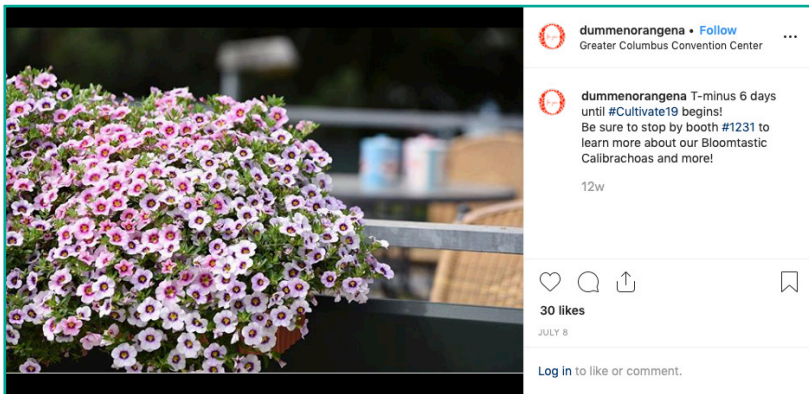
# SOCIAL MEDIA: PRE-SHOW POST #1



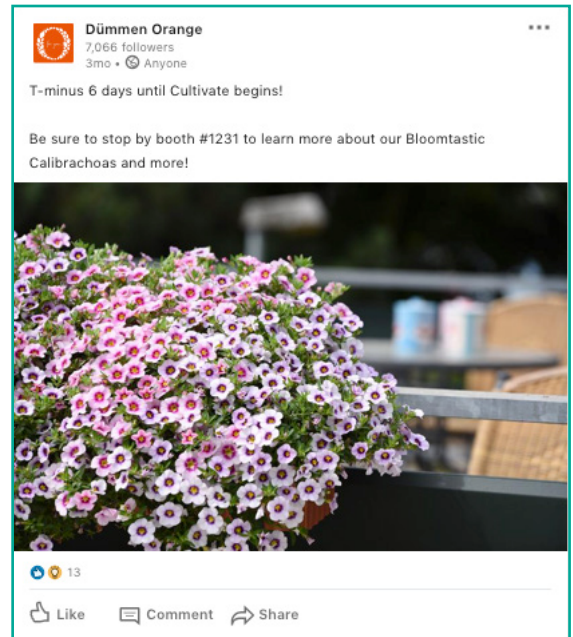
FACEBOOK PRE-SHOW POST



TWITTER PRE-SHOW POST



INSTAGRAM PRE-SHOW POST



LINKEDIN PRE-SHOW POST

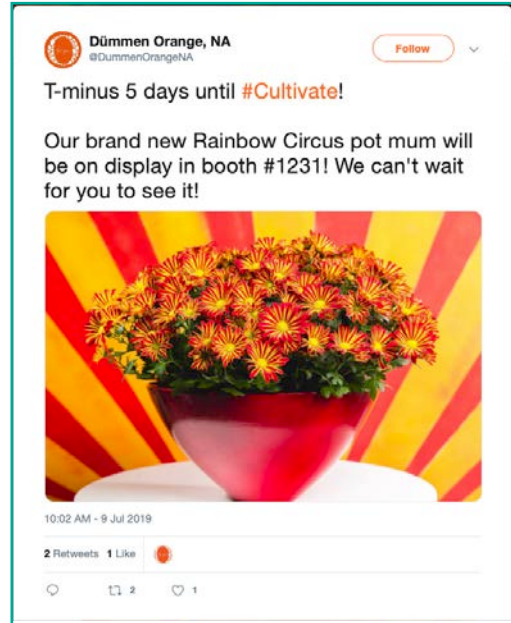




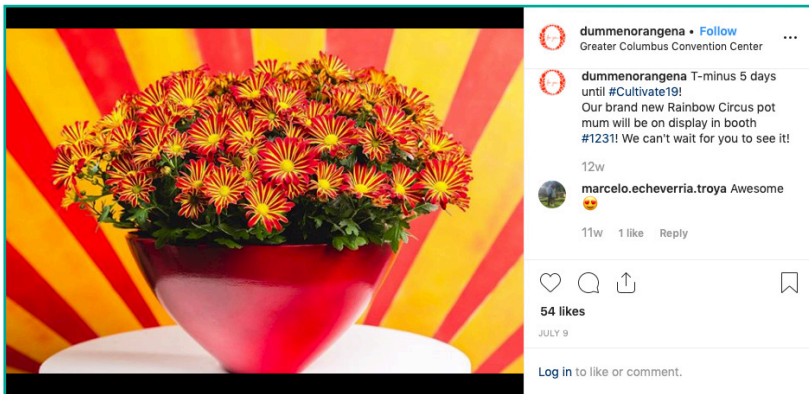
## SOCIAL MEDIA: PRE-SHOW POST #2



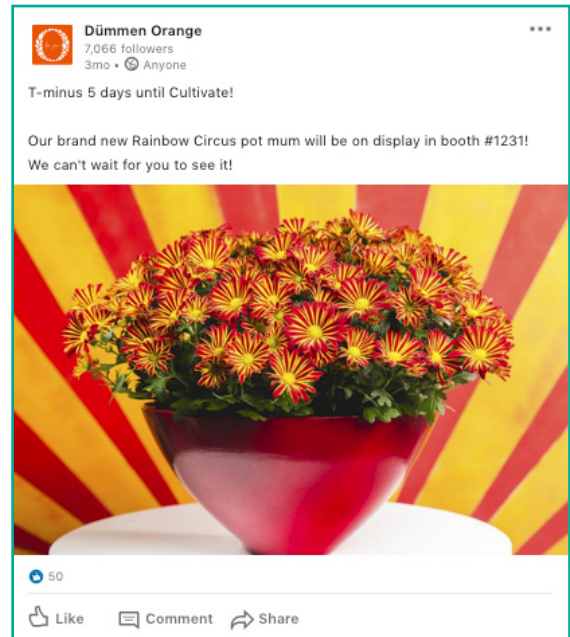
FACEBOOK PRE-SHOW POST



TWITTER PRE-SHOW POST



INSTAGRAM PRE-SHOW POST



LINKEDIN PRE-SHOW POST

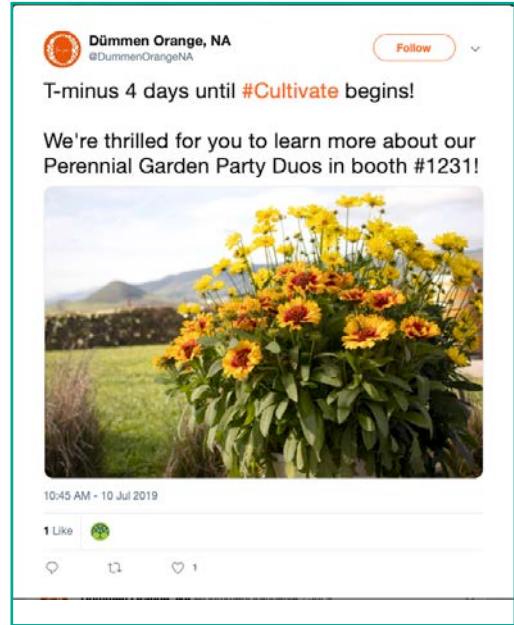




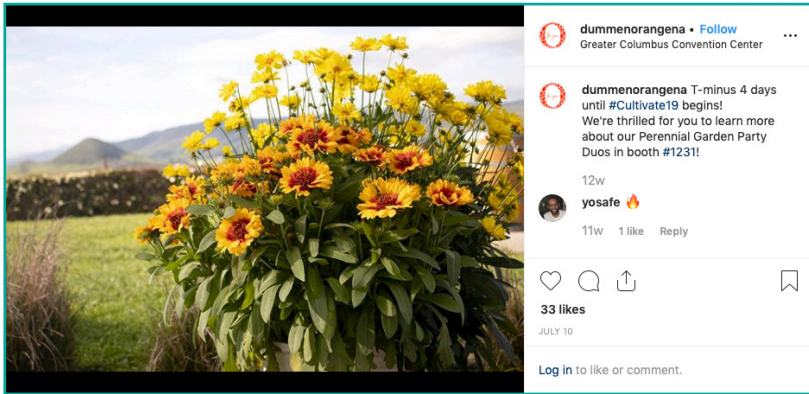
# SOCIAL MEDIA: PRE-SHOW POST #3



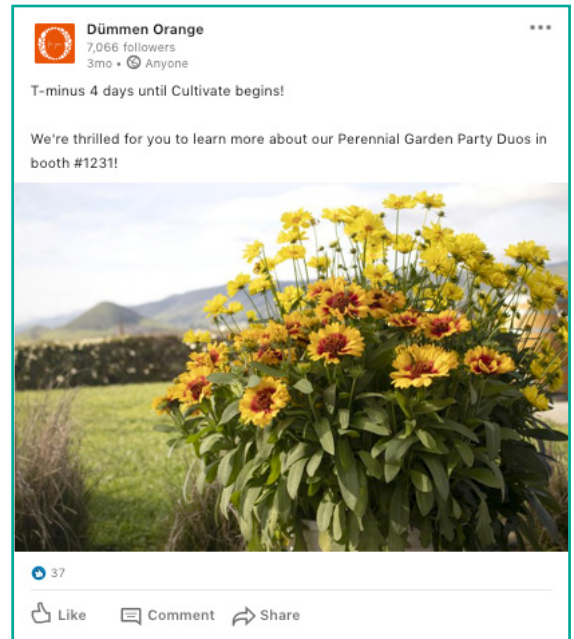
FACEBOOK PRE-SHOW POST



TWITTER PRE-SHOW POST



INSTAGRAM PRE-SHOW POST



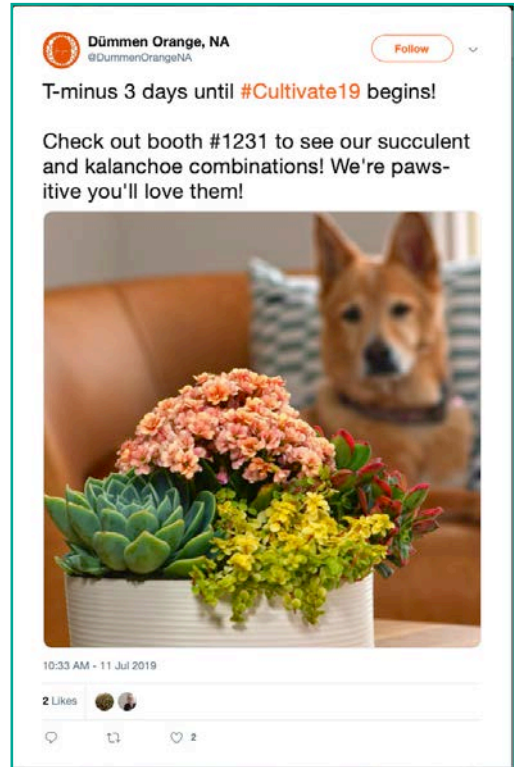
LINKEDIN PRE-SHOW POST



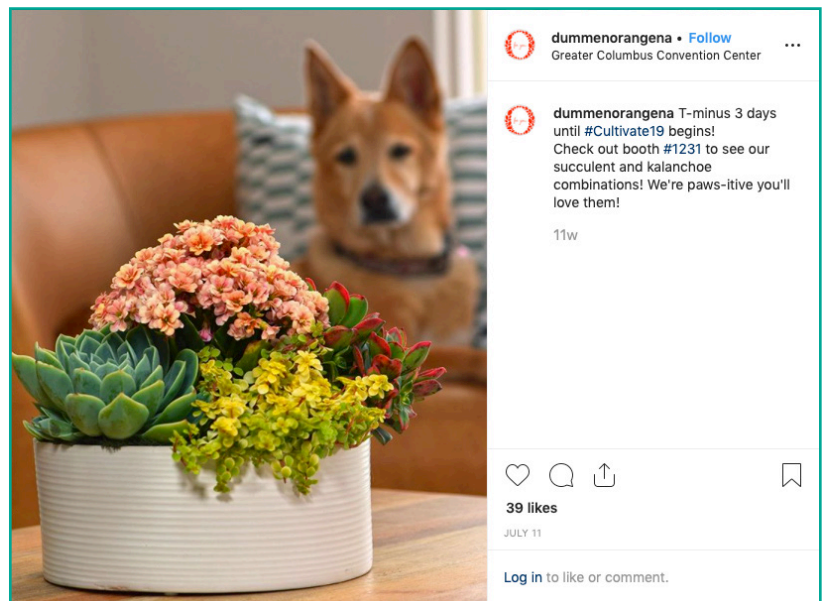
# SOCIAL MEDIA: PRE-SHOW POST #4



FACEBOOK PRE-SHOW POST



TWITTER PRE-SHOW POST



INSTAGRAM PRE-SHOW POST

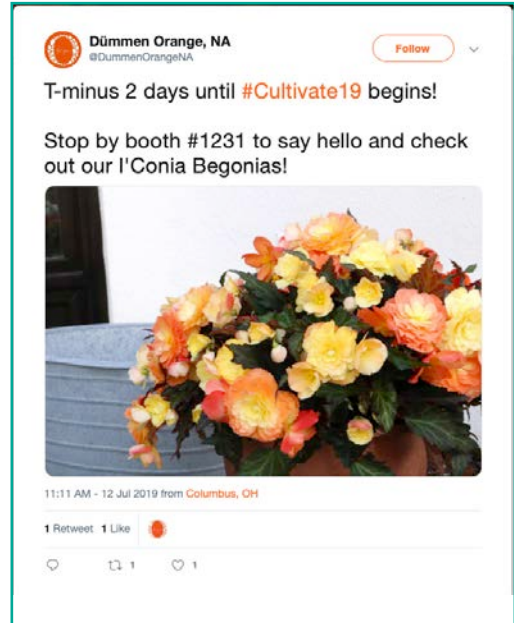




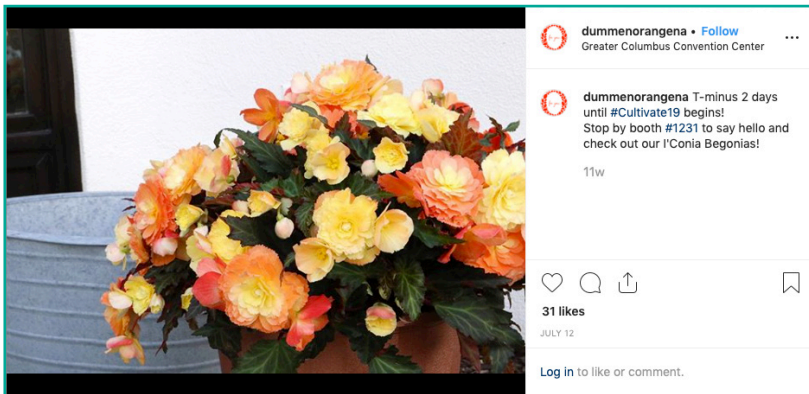
# SOCIAL MEDIA: PRE-SHOW POST #5



FACEBOOK PRE-SHOW POST



TWITTER PRE-SHOW POST



INSTAGRAM PRE-SHOW POST



LINKEDIN PRE-SHOW POST





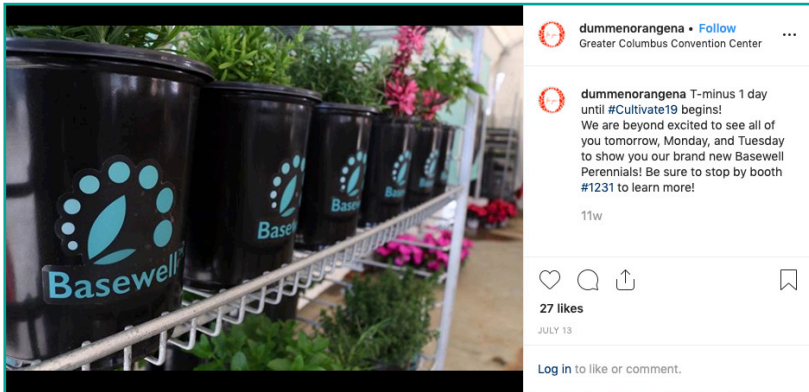
# SOCIAL MEDIA: PRE-SHOW POST #6



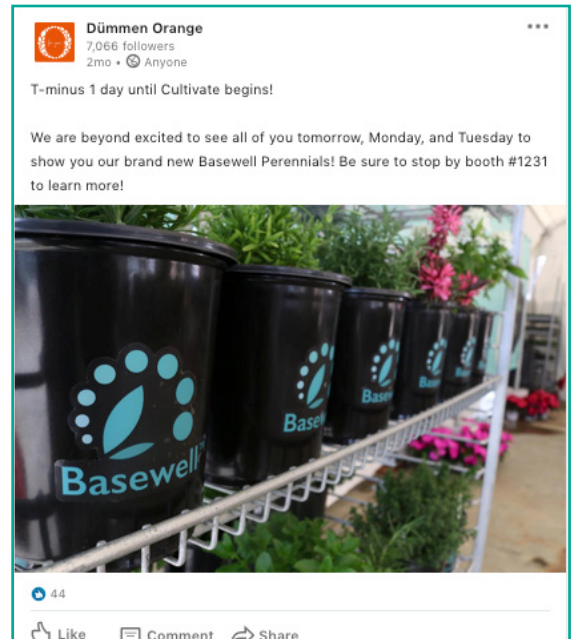
FACEBOOK PRE-SHOW POST



TWITTER PRE-SHOW POST



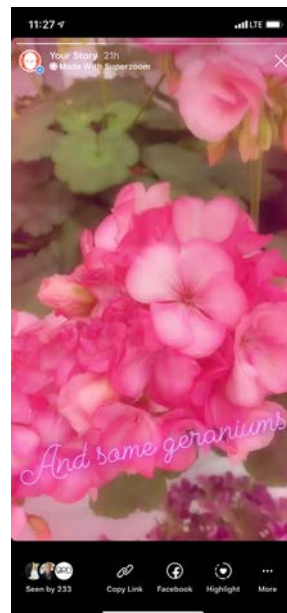
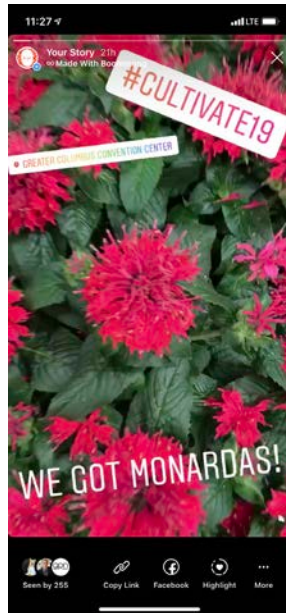
INSTAGRAM PRE-SHOW POST



LINKEDIN PRE-SHOW POST



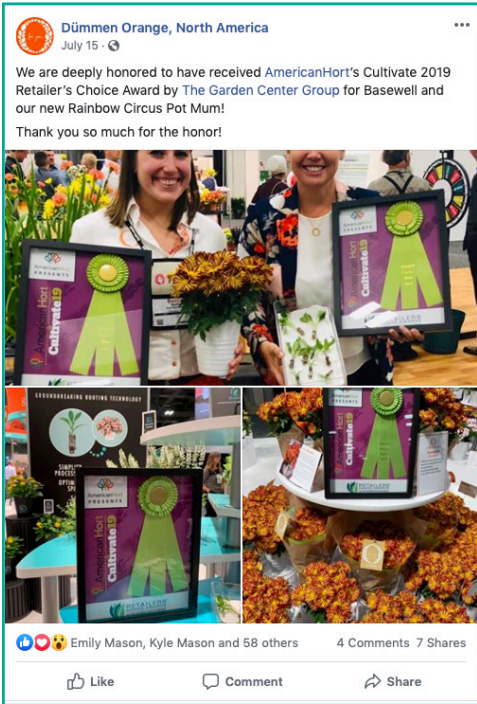
# SOCIAL MEDIA: PRE-SHOW INSTAGRAM STORIES



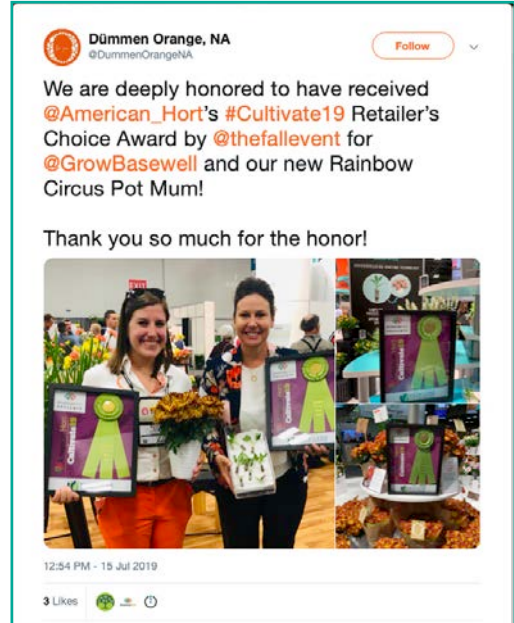


Section 9: Appendix

SOCIAL MEDIA: AT-SHOW POSTS



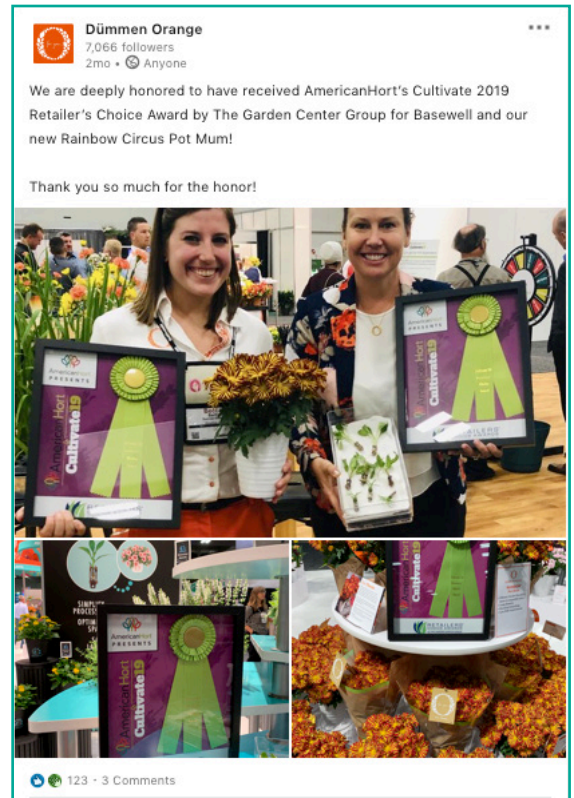
FACEBOOK AT-SHOW POST



TWITTER AT-SHOW POST



INSTAGRAM AT-SHOW POST



LINKEDIN AT-SHOW POST



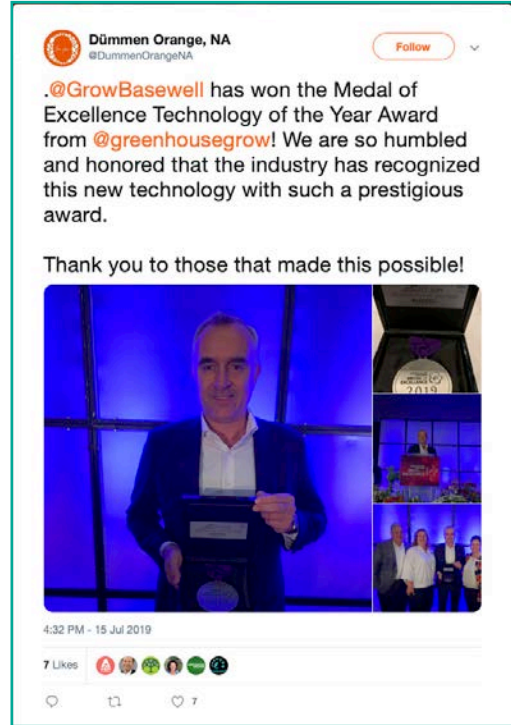


Section 9: Appendix

SOCIAL MEDIA: AT-SHOW POSTS



FACEBOOK AT-SHOW POST



TWITTER AT-SHOW POST



INSTAGRAM AT-SHOW POST



LINKEDIN AT-SHOW POST



# INTERNAL POST SHOW SURVEY PAGES 1 & 2

## CULTIVATE19 Internal Evaluation

This first page is about your thoughts/feedback on the overall event. The following pages ask questions regarding specific aspects of the event. We deeply value every piece of feedback that we receive, and we thank you for your time.

Please take the time to provide thoughtful, constructive feedback – your observations are invaluable in ensuring we are making the most of the highest-profile event of the year.

What department do you work for?

Choose

What was your top goal for this event?

Your answer

What would your overall score of the event be?

1 2 3 4 5

Not good at all      Excellent

In your opinion, what were the top three messages from CULTIVATE?

Your answer

What did you like most about the event?

Your answer

What did you like least about the event?

Your answer

## CULTIVATE19 Internal Evaluation

### Set up

If you were not involved with set up or breakdown, you can skip this page.

Please rate the following:

	1 (low)	2	3	4	5 (high)
How well did you understand your role for setup?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The communication prior to set up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The communication during set up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
the efficiency & organization during set up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
the efficiency & organization during breakdown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Did you feel you were a valuable part of the set up process? If not, please explain why.

Your answer

What could be done to improve the set up or breakdown process in the future?

Your answer

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### CULTIVATE19 Internal Evaluation

#### Show execution

Please rate the following:

	1 (low)	2	3	4	5 (high)
How well did you understand the expectations for your role at CULTIVATE?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quantity of internal communication leading up to CULTIVATE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of internal communication leading up to CULTIVATE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The team walk-through on Saturday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The schedule (organization and execution)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Were you provided with the proper materials to prepare you for the show? If not, what additional materials could have been provided?

Your answer

In what format do you prefer to receive pre-show information?

- Email
- Webinar/Conference call with entire team
- Conference call with my department
- Other: \_\_\_\_\_

How could internal communication be improved prior to CULTIVATE in the future?

Your answer

How can the walk-through be improved in the future?

Your answer

How can the scheduling process in the ballroom be improved in the future?

Your answer

How can the invitation and RSVP process for the party be improved in the future?

Your answer

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## CULTIVATE19 Internal Evaluation

### Customer experience

#### Display

Please rate the following:

	1 (low)	2	3	4	5 (high)
Booth display	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Basewell display	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ballroom training meetings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our overall brand image at CULTIVATE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How can we improve the above areas in the future?

Your answer

---

#### Product

Please rate the following:

	1 (low)	2	3	4	5 (high)
The product quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The clarity of the product message to visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Considering our CULTIVATE visitors, how appropriate is the amount of product we show in each category?

	Should show more	We currently show the right amount	Should show less
Annuals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Perennials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garden Mums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kalanchoes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pot Mums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tropicals & Succulents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Callas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cut Flowers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retail Concepts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How can we improve our product quality and/or message in the future?

Your answer

---

#### Customer Party

Please rate the following:

	1 (low)	2	3	4	5 (high)
The venue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The catering selections during the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The bar selections available during the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The live entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The décor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The overall experience at the party	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How could the party be improved?

Your answer

---

#### Final thoughts

Do you have any other suggestions for how CULTIVATE can be improved in the future?

Your answer

---

BACK

SUBMIT

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# EXTERNAL POST SHOW SURVEY

## CULTIVATE Review Survey

Overall, how would you rate the booth display?

1 2 3 4 5

Very low quality      Very high quality

Overall, how would you rate the Highlights Party?

1 2 3 4 5

Very low quality      Very high quality

Based on your experience at Cultivate, how likely are you to attend future Dümme Orange events?

1 2 3 4 5

Very unlikely      Very likely

Please rate the following aspects of Cultivate in order of importance:

	1 (least important)	2	3	4	5	6 (most important)
New products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Current products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retail solutions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food/beverages/entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Networking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What did you like most about our booth display or party?

Your answer

What did you like least about our booth display or party?

Your answer

Do you have any other suggestions or comments to help us improve your experience with Dümme Orange at Cultivate?

Your answer

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## CULTIVATE '19 EVALUATION

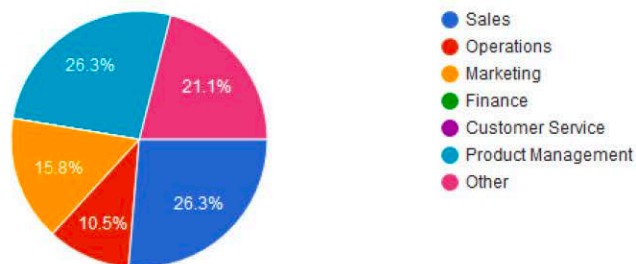
### Key Highlights

- Overall goals of event we to connect with customers, strengthen the Basewell story, Train Broker Reps on Products
- Feedback seems to be split down the middle of what was likes most vs least
- Team spirit and enthusiasm about the industry was appreciated
- clean booth and focused messages, smaller booth size had a positive effect
- The customer party had mixed results. This was due to lack of alignment in expectations.
  - The request was for a party that customers would remember and talk about post cultivate. What the team expected was a low key networking reception where sales could chat with customers.
  - It was very clear that the music/live band was too loud
  - But overall everyone did agree that the party was very fun and a great experience
- Setup and breakdown was very smooth and efficient. Overall show was very well organized
- We should include a study guide for the walk through with the key messages and talking points from the training room
- The ballroom was overall well liked. But feedback also seems to be mixed.
  - It provided a good respite for customers off the show floor, but it also required sales to split their time in two locations which wasn't a benefit to some team members
  - Scheduling for the meetings also has to be improved. Some conflicts arose with overscheduling the room and meetings running over on time

### Overall Event

#### What department do you work for?

19 responses



Received 19 responses out of a total of 36 staff members in attendance at Cultivate.

Average Score of Overall event: 4.26 out of 5







## CULTIVATE '19 EVALUATION

### Top Goals

- customer interaction and review of programs for 2020
- Connect with customers, strengthen the Basewell story, Train Broker Reps on Products
- Meet with broker reps, brokers, and competitors
- Network with industry contacts + reinforce product messaging from CAST
- Network and promote DO Products
- Meet as many possible clients and show our wide assortment
- engage with customers, meet the industry, meet the DO team

### Top Messages

- Basewell, Rainbow Circus and Callas
- Basewell Perennials, Pot Mum Rainbow Circus, Product Training Focus
- Basewell, tropical and innovation in the industry
- Impatiens (message not as strong)
- People, Products, Service
- Industry is growing and innovative. DO is on the way up.

### What was liked most?

- clean booth and focused messages, smaller booth size
- The Basewell display - Distinct messages for Basewell (standalone branding)
- Team Spirit was improved over last year!
- Targeted messages
- Targeted training at an offsite facility
- simple set up
- highlights party + Team Theme Events
- Ballroom/Meeting Room was a nice break for key accounts to get special attention.
- Connecting with customers
- Winning our Metal of Excellence
- Team spirit and enthusiasm about the industry

### What was liked least?

- having meetings in another building which meant time off of the show floor.
- Only one small negative is that the booth space was reduced, missed the product focus. Customers asked to see what was new and it was a limited showing.
- Many people to see in a relatively short time frame
- Booth was a little small for our company/team
- Hotel. anybody presenting in the La Meridien should stay there
- No help with morning chores: vacuuming, watering, setting out catalogs, etc.
- un-aligned expectations
- low visual impact on the tradeshow floor
- The customer event, music too loud and wrong atmosphere to meet and talk to clients. Rooftop year before was much better setup.
- Hotel meeting rooms were far and exclusive





## CULTIVATE '19 EVALUATION

### Setup

#### Setup Scores

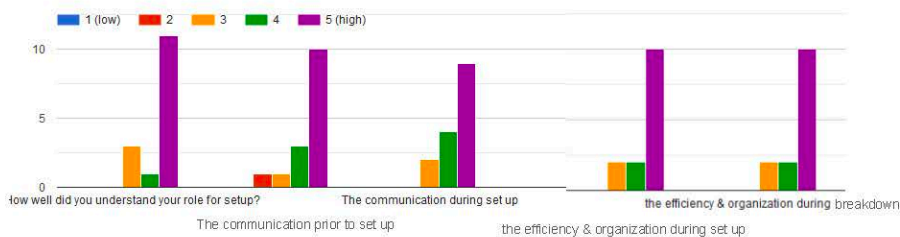
- How well did you understand your role for setup?: 4.53 out of 5
- Average Score of the communication prior to set up: 4.47 out of 5
- Average Score of the communication during set up: 4.47 out of 5
- Average Score of the efficiency & organization during set up: 4.57 out of 5
- Average Score of the efficiency & organization during breakdown: 4.57 out of 5

What could be done to improve the set up or breakdown process in the future?

- every team member helps!
- have not been involved in break down process due to travel
- Not sure if it's possible - but would be nice to have fewer plants delivered to booth, there was so much delivered that we couldn't take due to lack of display space or lack of quality
- As we where not planned to be at the show this year it could have been better communicated and I wish more of us would understand the importance of Calla promotion for NA.
- breakdown was so much easier this year, and the team all stayed to help breakdown. we do need to be better aligned on what plants or materials are really needed in the ballroom. Setting up plants in the ballroom is not the easiest task.

### Show Execution

Please rate the following:



What additional materials could have been provided to prepare you for the show?

- need to have better access to booth and ballroom schedules in all locations

In what format do you prefer to receive pre-show information?

- Webinar/Conference call with entire team
- email





DÜMMEN ORANGE™ *for you*

CULTIVATE '19 EVALUATION

How could internal communication be improved prior to CULTIVATE in the future?

- consistent emails
- More content on targeted messages
- Better input on highlights and key sales opportunities
- clear expectations laid out
- earlier communication
- Key decision makers mark of the process

How can the walk-through be improved in the future?

- walk through was good
- hand out with bullet points per key message
- In future we should make this more target driven and focused on potential
- Do it the morning of the event.
- Include talking points about the meetings (conference room, training room)
- This was a good one from my perspective

How can the scheduling process in the ballroom be improved in the future?

- difficult to be off of the show floor. I would like to have this eliminated
- I hope we don't do the ballroom event again
- It is good to set right priorities per visitor(s)
- we should not have last minute cancellations and lose half a day like we had with last day
- clear expectations. SM did not seem to have aligned expectations, despite the instructions sent to them.
- There seemed to be some confusion around the ballroom and conference room schedule. it would be helpful next year to have a representative appointed to talk the group through the schedule, where to find it, who to contact, etc. during the walkthrough.
- indicate if a certain customer needs to speak with a specific PM or specific product group
- All good
- Two rooms
- "meetings should all be scheduled to begin at the same time. and time limits need to be imposed or properly scheduled. Meetings that ran long complicated meetings that followed. Sales needs to communicate when upgraded (hot) meals are needed for the brokers. We needed up ordering breakfast twice for Express as Chris said we needed a hot breakfast for them.
- Need a clear understanding on when the meetings will begin/end each day.
- Did not use the ballroom much at all on Tuesday, can we cancel the space for tuesday?"

How can the invitation and RSVP process for the party be improved in the future?

- works
  - Always could invite more truly value customers
  - No change needed
  - earlier invitation
- Think it went well, no need to deviate







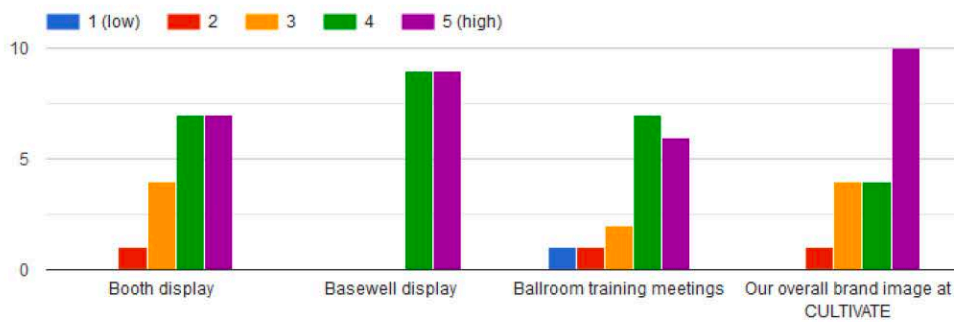
**DÜMMEN ORANGE™** *for you*

**CULTIVATE '19 EVALUATION**

**Customer Experience**

**Display**

Please rate the following:



How can we improve the above areas in the future?

- more plants! less meetings! more just one on one with customers!
- Have more new varieties available to show to customers
- Repeat the training room, think it went very well but will take another year to get the attendance to expectation.
- With like to see more columns. We did miss for example Dahlia and Begonia, great tradeshow items and important in our overall sales. Beekenkamp in stead of DO presented themselves as a specialist on those areas
- Booth is too small for traffic and team size
- Have more live material in the ballroom
- the same display column every year is stagnant in terms of creativity, also has limited flexibility to show case plants other than annuals & perennials
- Booth was obviously smaller compared with competitors. Consider featuring new products in the new product section. We were noticeably absent there.
- Prefer to have us all in the convention center for all meetings
- Need to discuss gaining our sq ft back and incorporating all our partners to our perimeter
- we need to have clearer messages on what to put on the columns.

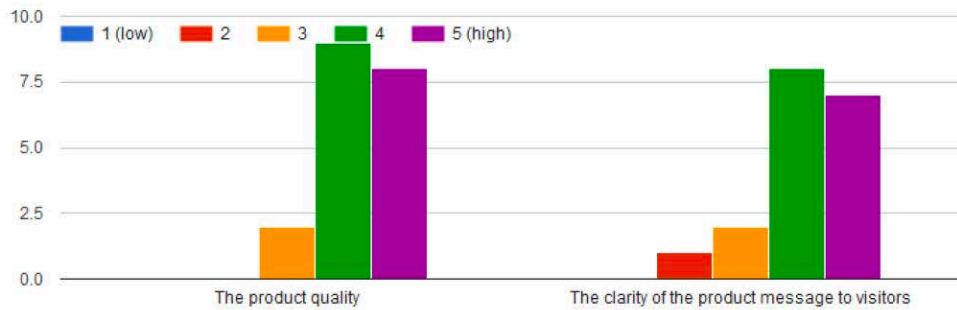




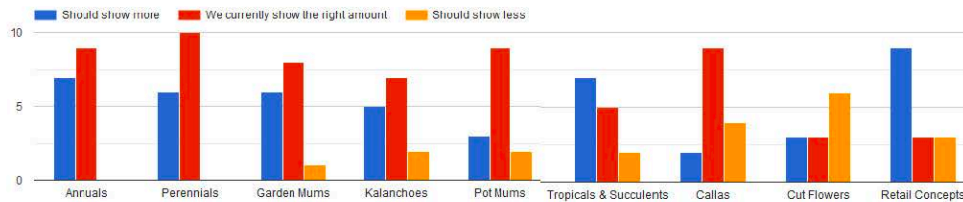
**CULTIVATE '19 EVALUATION**

**Product**

Please rate the following:



Considering our CULTIVATE visitors, how appropriate is the amount of product we show in each category?



How can we improve our product quality and/or message in the future?

- more plants! customers do not all make it to CAST and this is a great time to show off our genetics!
- Take Rainbow Sunset as an example. Bold presence with good messaging and packaging. We can do this for many other items.
- Product quality of annuals were not good enough, Potted plants were in good shape.
- It would deepen our message and broaden our audience to continue to include retail concepts at Cultivate
- have walk through of product 1-2 weeks before ship to ensure quality plants are shipped
- Instead of having a separate Basewell area, consider incorporating it into each display. Maybe consider displaying Basewell in various growth stages (in clear containers, etc..)
- More focus on NEW as it relates to our customers needs

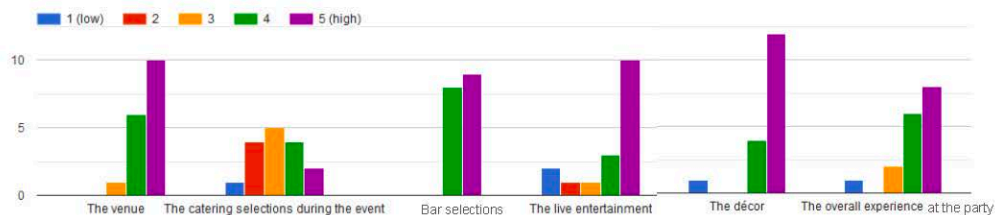




DÜMMEN ORANGE™ *for you*

## CULTIVATE '19 EVALUATION

### Customer Party



How could the party be improved?

- have better food available, the music was too loud
- Music was too loud at first, need to start a little softer and build up to the dance floor and loud music.
- No Bar outside to move people quicker into the venue
- Party and customer attendance were high, food was not so good, music too loud
- The food was a low point for me, but that was well overshadowed by great entertainment and the decor, costumes, people, drinks, etc. Would have preferred a larger ballroom for the party, and I was disappointed more staff did not support the party theme by coming in costume - that sends an odd message to customers. We should consider whether a costume party is appropriate for this event in the future.
- A little loud, but great musical selections and performance
- I would not party like this but a lounge event with food drinks and lot of talk.
- Larger space or move back to the roof top for a more VIP experience
- need clearer expectations set in advance. Do we want a networking reception or a party when customers can relax and have fun?

### Final Thoughts

- this is less about getting customers to commit to sales. It is more about showing off our awesome genetics!
- Good Ratio of DO employees to Customers this year, better than last year too many employees.
- Targeted booth messages can be repeated at broker booths. For example Rainbow Sunset should be displayed at M/V and Griffin. No new varieties area participation. Key messages should be repeated in new variety display. Key messages can also be repeated as décor at the party and training room.
- I thought the overall preparation and execution was outstanding. Little/nothing I would change
- team work is important element, having whole team together is rarely, should be an important additional goal



## INTERNAL POST SHOW REPORT



DÜMMEN ORANGE™ *for you*

### CULTIVATE '19 EVALUATION

- have greater flexibility in showcasing plant material, need to be able to accommodate different size containers and understand that different size containers have a different footprint for display
- look into upgrading the A/V equipment in the ballrooms - maybe switch to large TVs for better picture



# EXTERNAL POST SHOW REPORT



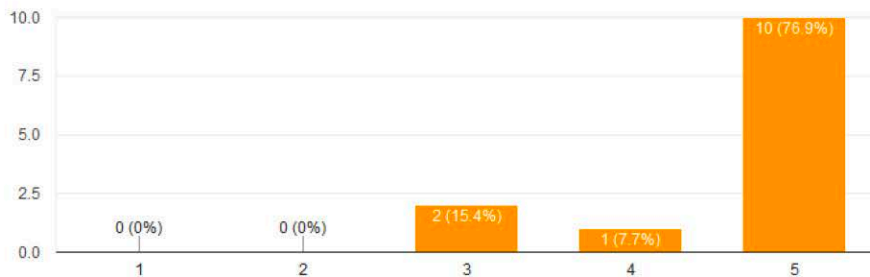
## CULTIVATE EXTERNAL FEEDBACK

We received 13 responses from a total of 175 survey recipients

Overall, how would you rate the event? 4.2  
(1 – Very Low Quality, 5 – Very High Quality)

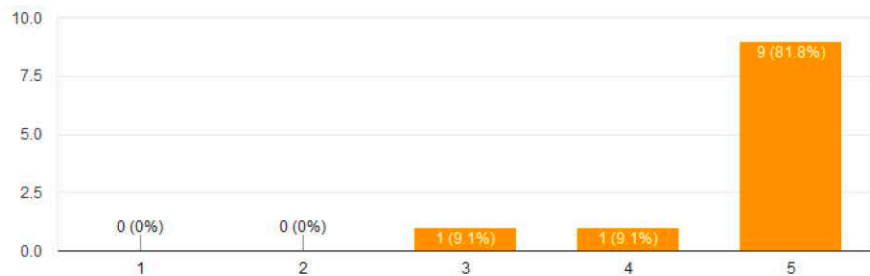
### Overall, how would you rate the booth display?

13 responses



### Overall, how would you rate the Highlights Party?

11 responses



Based on your experience at this event, how likely are you to attend future events? 4.92  
(1 – very unlikely, 5 – very likely)



## EXTERNAL POST SHOW REPORT

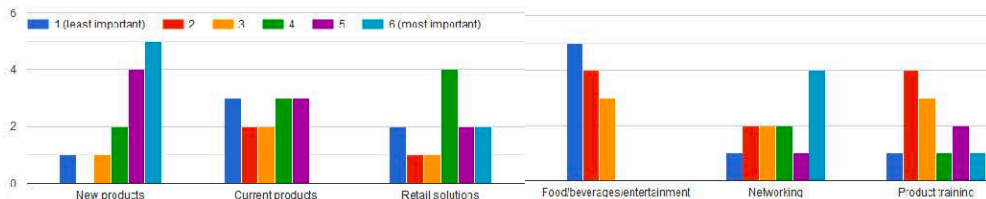


DÜMMEN ORANGE™

*for you*

CULTIVATE EXTERNAL FEEDBACK

Please rate the following aspects of Cultivate in order of importance:



What did you like most about our booth display or party?

- Open, easy to see products vs some are too crammed with displays and products which creates a barrier to entry
- new items / succulent combinations / 80's theme at the party was fun!
- the open lay out and open bar
- Bright, colorful, friendly team, great information
- The ability to see the newest varieties in person. The Highlights Party was an excellent way to network and creatively show off the new collection.
- Rainbow Sunset Targeted and Basewell targeted messages
- Live entertainment at party was a big improvement to party atmosphere vs past years reception
- It was truly fun.

What did you like least about our booth display or party?

- not applicable
- it was all good on my opinion!
- Nothing
- More sales reps on hand to chat about the new varieties at the booth, though not sure if that's actually practical or possible - the few times I was at the booth it was very busy, certainly a good thing for Dummen!
- Understatement of product mix. No Dahlia, Begonia, Kalanchoe, etc.
- Food at party was a bit lackluster

Do you have any other suggestions or comments to help us improve your experience with Dümmen Orange at Cultivate?

- Thank you for the great products and support staff.
- Thanks for your partnership. This will be a great year for both of us.
- Listen to your customers.



WHAT'S HAPPENING NOW:

BEST PRACTICES IN TRADE SHOWS AND EVENTS

# EXHIBITOR

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CASE STUDY

## Research to the Rescue

Rather than relying on guesswork, Syngenta employs various research tactics to identify its exhibit-marketing ailments. After devising solutions geared to its audience and obstacles, the firm harvests a 908-percent increase in booth traffic and raises its exhibit-audit grade from a C to an A. By Linda Armstrong

"To know that you do not know is the best. To pretend to know when you do not know is a disease." These words are courtesy of Chinese philosopher Lao Tzu, but they could very well be the mantra of Melissa Lord, customer event and trade show lead at Syngenta.

When Lord took over the company's U.S. exhibiting program, she was acutely aware that it had issues. Yet given her then limited experience in trade shows, she wasn't sure exactly what those issues were nor what she should do about them. Rather than feigning expertise – as would so many new recruits in a similar position – she first set out to discover what she didn't know and, later, what could be done to remedy any newly unearthed ailments.

Lord's commitment to research – and her refusal to fake it until she made it – has made all the difference. While she's quick to point out that her success is the result of a team effort and that "This wasn't the Melissa Show," Lord dramatically improved her program, became a leader in her company, and, some would argue, set an example for the exhibit-marketing industry as a whole.

### Listen and Learn

Lord's journey of a thousand miles began in 2007 when she joined the Switzerland-headquartered company, which produces herbicides, insecticides, fungicides, and more. She performed myriad roles during her early tenure at Syngenta, including marketing, promotions, customer service, communications, and advertising.

And while Lord did attend some trade shows during this time, most were regional or local events that focused on the company's products, e.g., Vibrance seed treatment and Besiege insecticide, and not large national expos.

So when the opportunity for a new career arose in 2014, Lord jumped at the chance to take the reins of Syngenta's national events – before she truly understood what the job entailed. "In retrospect, I underestimated the level of detail and the amount of moving parts involved in a massive trade show program, and I didn't have a mentor or road map to lead the way," she says. That's because in the recent past, no one person oversaw the

### PROGRAM MANAGEMENT

**Exhibitor:** Syngenta

**Challenge:** Identify and investigate the causes of program underperformance.

**Shows:** Farm Progress Show (FPS), National Farm Machinery Show (NFMS)

**Budget:** \$750,000 – \$999,000

**Goals:**

- ▶ Enlist various research strategies to identify program limitations.
- ▶ Improve upon a C grade received in a benchmark audit.
- ▶ Increase booth traffic.
- ▶ Foster interaction between attendees and Syngenta's products.

**Results:**

- ▶ Improved program via personal research, audits, and a market-research study.
- ▶ Raised the audit grade to an A.
- ▶ Drew 6,807 FPS attendees to the booth, a 908-percent increase in just two years.
- ▶ Hosted approximately 29,000 product presentations at FPS.

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## RESEARCH TO THE RESCUE ARTICLE

national program. Instead, various communication managers worked together to craft a unified presence at major events.

With no well-worn shoes to fill, Lord launched into listen-and-learn mode. "I tried to soak up anything and everything about our program before considering any alterations," she says. "My goal for the first year was to truly experience everything we were doing – as opposed to making changes without fully appreciating what was happening and why. I needed to look, learn, and experience it in person."

While Lord's observations ranged from talking with brand managers to digging through internal records, they primarily focused on two of the company's main agricultural shows: the Farm Progress Show (FPS), which is typically held at outdoor fairgrounds in the Midwest during August, and the National Farm Machinery Show (NFMS), most recently held in February at the Kentucky Exposition Center. While her improvement efforts started with these two shows, they would later branch out to include all major U.S. exhibitions on Syngenta's calendar.

Straight out of the observation gates, Lord noticed that while exhibit staffers were fantastic in many respects, they were also underperforming. Along these same lines, she discovered that the products and brand were drawing traffic, but people were flowing into and out of the booth without having their badges scanned or chatting with reps. "We had knowledgeable staffers, many of whom were good at talking with attendees once a conversation was started," she says. "But they weren't actually engaging with people as they walked through our space." In effect, there were no obvious reasons for attendees and staff to speak to each other, aside from impersonal "Can I help you?" nonstarters that seemed to repel the agricultural growers attending the events. Granted, some staffers needed a little help with breaking the ice, but the overarching issue was a lack of purposeful engagements.

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**Kernels of Wisdom**  
 Faced with a new job and an underperforming program, **Melissa Lord, customer event and trade show lead at Syngenta, employed the following 10 steps to identify and overcome her exhibiting ailments.**

**1. LOOK, LEARN, AND LISTEN**

Lord spent roughly a year observing the ins and outs — and whys and why nots — of her newly acquired trade show program. In particular, she zeroed in on two of the company's main trade shows.



**2. EXAMINE INDUSTRY RESEARCH**

Dipping her toes in the research pond, Lord first examined existing industry insights regarding customers' face-to-face preferences.



**TIP**

Look to existing research and anecdotal evidence first, as they can provide valuable insight that can help shape future paid surveys and research initiatives.

**4. PERFORM A PRIVATE MARKET-RESEARCH STUDY**

Lord commissioned a research firm to conduct online interviews with 300 corn and soy growers to determine preferences in regard to trade show creative concepts and marketing tactics.



**3. COMMISSION BASELINE AUDITS**

For two industry shows, Lord hired 3D Exhibits Inc. to provide a third-party performance analysis whereby an auditor assumed the persona of an attendee and visited Syngenta's booth, along with those of key competitors, to analyze six criteria, including pre-show outreach and in-booth messaging.



**TIP**

While baseline audits and market-research studies are an added expense, they can often pay for themselves in terms of increased effectiveness after you implement changes based on their findings.

**5. CONDUCT EXIT SURVEYS**

To take the pulse of actual showgoers, Lord added a series of exit surveys.



**6. ANALYZE DATA AND GENERATE A GAME PLAN**

After compiling the data, Lord identified areas for improvement and worked with stakeholders, staffers, and suppliers to formulate solutions specifically geared to meet the demands of customers and Syngenta management.



**7. SELL THE PLAN INTERNALLY**

With hard-core data to back her beliefs, Lord explained and effectively sold her plan to internal stakeholders over the course of several months.



**8. EMPLOY TACTICS AND FINE-TUNE**

Lord and her team implemented the proposed improvements but continued the use of exit surveys, which allowed her to tweak the program for ongoing effectiveness.



**10. CONTINUE TO COURSE CORRECT**

Lord and her team continue to examine industry research, exit surveys, and staff perceptions to enhance the program and improve performance.



**TIP**

Look for additional measurement opportunities. For example, by color coding the tokens and stickers used in her passport program, Lord was able to track which product demos lured the most attendees.

**9. CONDUCT SECONDARY AUDITS**

To measure — and validate — her improvements, Lord commissioned a second third-party audit during which an auditor assessed the same criteria using a similar evaluation methodology.

Lord also observed that the giveaway strategy and overall booth appearance were somehow "off." More specifically, she sensed that Syngenta was giving out a ton of low-priced tchotchkes with little to show for it. And when it came to graphics and wayfinding, there was an information overload and a lack of a clear path through the space, making the booth less of an effective marketing vehicle and more of a haphazard corn maze.

Shortly after launching her year of observation, Lord had accumulated a laundry list of pitfalls. However, she'd also become acutely aware that Syngenta staff and stakeholders were content with the status quo. "There wasn't necessarily an internal push for change," she says. Thus, Lord saw research as her golden ticket. Hard data would not only help her better identify exactly what was wrong with the program but also aid her in convincing internal naysayers and those wary of change to get on board her fast train to improvement. By its very nature, Syngenta is rooted in science and analysis, which means statistical insight is a language its stakeholders readily understand. So Lord transitioned from observation to research.

**Analyze and Interview**

Lord initially combed through industry research that touched on customers' use of trade shows. This info only scratched the surface, but it suggested that customers sought face-to-face interaction early in the buying cycle and that Syngenta should focus on authentic, educational product demos rather than sales pitches.

Next, Lord spoke with her exhibit house, 3D Exhibits Inc. After explaining her thirst for knowledge to Kent Jones, strategic account director at 3D, they opted to perform two baseline audits in 2015 and 2016: one at the outdoor FPS and another at the indoor NFMS. "These two events would provide a third-party analysis of the





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exhibit program, identify areas for improvement, and provide hard-core facts, which would later serve as ammo for when Lord made a case for change to Syngenta," Jones says.



To educate growers about the importance of proper root-structure selection, one of Syngenta's displays incorporated the roots of recently extracted corn plants. The simple display illustrated which systems do best in coarse, medium, and fine soils and provided a couldn't-miss visual that hit home with growers.

To facilitate the analysis of each show, 3D hired an auditor who assumed the persona of an attendee and visited Syngenta's booth along with those of key competitors. The auditor ranked Syngenta's performance according to six criteria, including everything from pre-show outreach to in-booth messaging. Once each audit was complete, Lord received a massive report (one 52 and the other 82 pages) and an overall score of 73 (at FPS) and 80 (at NFMS) out of 100, or low-level C and barely B grades that would get some teenagers grounded.

Around this same time, Lord also convinced her management team to free up funds for a private market-research study to further identify the show-related needs of Syngenta's target audience. Managed by Syngenta's internal market-research team with help from Minneapolis-based Martin Williams Advertising, the research comprised online interviews with prospects in 12 north-central states. "We asked 300 corn and soy growers why they attended trade shows, what creative concepts best drew them in, and what they thought of various marketing tactics," Lord says.

And as a cherry atop the research sundae, Lord began conducting exit surveys with departing Syngenta booth visitors. While certainly less formal, the queries helped her check the pulse of actual showgoers and get their immediate responses to what they'd experienced. In exchange for participating, respondents received a piece of Syngenta-branded swag.

Once the reports were compiled, it was time to switch gears from data gathering to analysis. So Jones and Lord got out their fine-tooth combs and started going through the numbers.

#### Findings and Fallings

Results from the various research studies correlated with Lord's initial perceptions – and shed light on potential solutions. For example, they revealed that branding was strong, but visuals were too complicated and text heavy. Plus, staffers were reluctant to open conversations, but when attendees prompted them to do so, they offered a wealth of information. In addition, demos and displays didn't seem to offer the type of real-world applications that attendees desired, and much of Syngenta's in-booth experience was slightly off center from attendees' expectations.

Visitors preferred genuine conversations about products, as opposed to anything resembling a sales pitch, and they wanted to see realistic crop samples to augment product claims. And above it all, visitors felt that staff interaction was key to the entire experience, but they weren't getting enough of it, and it was generally lacking in quality and authenticity. All of these factors, then, explained why people often entered the space but rarely engaged with staff.

Pairing results with gut instincts, Lord and her team established a host of goals for their late 2016 and early 2017 shows. First, they needed an engagement plan comprising a series of realistic demos that would provide product information and serve as an icebreaking initiative to get attendees and staffers talking. As part of this strategy, Lord ordered a booth redesign.

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**"My goal for the first year was to truly experience everything we were doing – as opposed to making changes without fully appreciating what was happening and why."**

"Previously the traffic was pell mell," she says. "At FPS, we had three entrances, so people continually wandered in and out, and their only staff interaction was a quick and uncomfortable 'Hi' in passing. We needed an experience that had a beginning and an end and followed a logical traffic flow that attendees could easily navigate." Lord also committed to dramatically simplifying the exhibit graphics. "We were trying to say too much with too many words," she says. "We needed to rein it in."

In conjunction with the revamped engagement strategy, Lord wanted to overhaul the giveaway process. "Previously, people only needed to walk into the booth to get free stuff, and much of it was branded with a product," she says. "That meant attendees might leave with three different pens, all with different product messaging, as opposed to one Syngenta-branded pen." Under the new plan, visitors would have to do something to get the swag, which would be branded with the Syngenta logo and generally be of higher value than in the past.

With all the hurdles laid out in front of them, Lord and Jones met to brainstorm solutions, ultimately devising what they felt was a knockout program that would tick all the boxes next to their objectives. Now they had to sell the plan to internal stakeholders and well-meaning but dyed-in-the-wool naysayers. So Lord did what few exhibit managers ever consider: She launched an internal sales pitch.

Over the course of several months, Lord met with key Syngenta stakeholders in various U.S. offices and laid out the research indicating the maladies affecting the company's program and the data on attendee preferences. In effect, the message was, "Don't trust the newbie; trust the research." With the data staring them in the face, stakeholders couldn't help but agree with Lord's proposed changes. Before long, she was given the green light and began launching Syngenta's new exhibiting approach.

#### **Activities and Engagements**

At the core of the new endeavor was an engagement and redesign strategy the team hoped would better direct traffic into and out of the space, ensure that attendees interacted with staff, and allow visitors to easily navigate to areas of interest. "When we redesigned the booth, we borrowed a best practice from retailers," Jones says. "The layout had one main entrance and a clear path." Various product groupings and brand demos were then positioned around the path, and a passport-style activity crafted by Gibbs & Soell Inc. (dba G&S Business Communications) encouraged attendees to visit multiple displays.

The passport activity prompted a choreographed, start-to-finish staffer/attendee exchange that broke down barriers for timid reps and gave a true purpose for interaction. "We greeted every attendee as they came through the main entrance and handed them a passport, which also doubled as a booth map," Lord says. "When visitors identified their areas of interest, we pointed them directly to the appropriate staff and demos."

At each demo station, staffers gave visitors a different-colored token (or applied a sticker to the passport at some shows). Once they accumulated five tokens or stickers, they earned a multitool at NFMS or a drink ticket at FPS redeemable at Syngenta Square, a sponsored hospitality area that offered live music, local craft beers, bratwurst, and more. While nonparticipating attendees could purchase a beverage here, cross-promotional signage at the locale urged guests to visit Syngenta's booth and score a free drink ticket instead.

Once they'd received their passports, attendees headed for the demos. The number and type of demos at each show varied by the attending target market, growing season, and availability of live crop samples. But on average, the booth offered 10 demos, each of which was clearly marked with image-centric, word-starved graphics. "Our graphics included the primary brand color, a subtle image to let visitors know the context of the product or brand, and billboard-style text that could be read in 10 seconds or less," Lord says.

The demos themselves were another stroke of genius. Unlike the previous displays, which were comparatively stiff and prompted somewhat canned sales pitches, Syngenta's new demos promoted candid, product-centered conversations – exchanges that staffers were excited to have because they played a role in creating them.





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Just like its outdoor counterpart, Syngenta's indoor exhibit featured side-by-side live plant and crop comparisons to illustrate the impact of the company's products on crop yields, root development, and more.

"Syngenta took the critical yet often overlooked step of involving staff in the demo-planning process," Jones says. "During the development phase, staffers worked with the marketing team to devise hands-on displays and demos for brands they worked with daily." This meant that each staffer was fully versed in a specific product area and had a vested interest in the success of the display he or she helped create. As such, staff had far more passionate, real, and enthusiastic conversations than in years past.

The passport system meant that visitors arrived at each demo station with a specific mission: to talk to staff, obtain product info, and secure a sticker or token. Thus, visitors, not staffers, typically broke the ice. Lord also implemented a mandatory pre- and at-show staff-training program, which she peppered with stats from her research indicating what turned visitors on – and off. But by simply involving staff in the creative process and allowing them to pick their sweet spots, she infused a current of passion and genuineness into the experience.

These staff-crafted demos ran the gamut from effective herbicide displays to a virtual-reality activity. Each featured an opportunity to experience side-by-side product comparisons or some type of interactive element that brought product capabilities to life. For example, to educate growers about the importance of proper root-structure selection – and Syngenta's seed products that offer multiple root-structure options – one demo showed the roots of recently extracted corn plants in a plain-as-day comparison. The display illustrated which root systems do best in coarse, medium, and fine soils and provided a couldn't-miss visual that immediately hit home with corn growers. At another station, visitors could take a virtual fungicide tour. After donning a VR headset, attendees "visited" a field plot in Marysville, OH, where they witnessed various disease-control products in action and saw how Syngenta's Trivapro fungicide provides superior protection from harmful spores.

Once attendees completed their passports, the process worked in reverse. As attendees exited the space, staff collected their tokens or sticker-adorned passports, distributed the drink ticket or multitool, and thanked them for their time.

While visitors' underlying goal was to complete the required number of passport engagements, they also soaked up bushels of Syngenta product knowledge along the way. "Before we implemented the new strategy, people walked in, scored a giveaway, and walked out," Lord says. "Now they have to learn something and interact with us before they can earn a freebie." What's more, the passport system allowed Syngenta to track product interest and demo effectiveness. Since each demo had its own colored token or sticker, exhibit staff could tally up the colors to determine which demos were most effective and which might need retooling.

#### Reaping the Rewards

Thanks to audits, research, and exit surveys, the latter of which Syngenta continues to use today, Lord and her team determined what worked, what needed fixing, and what had to be uprooted and tossed in the compost pile. And according to company stakeholders, who were thrilled with the changes and honored Lord with an



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award, the overhaul was a smashing success. But as one might expect, Lord wouldn't settle for anecdotal evidence. She needed cold, hard facts.

So teaming up with Jones, Lord commissioned a second audit of both FPS and NFMS to provide a direct before-and-after comparison. When weighed against the 2015/2016 benchmarks, Syngenta's 2016/2017 audit scores rose from a 73 to a 91 at FPS and an 80 to a 92 at NFMS. The auditor noted vast improvements in the presence of compelling graphics and a revised message hierarchy as well as better overall booth etiquette and staff/attendee interactions. Plus, the visitor experience improved from a score of six to a perfect 10, as the auditor indicated that the demos were a huge draw for attendees and offered authentic, educational engagements.

After a year of further refinement, booth traffic saw more dramatic gains, as 6,807 attendees visited the exhibit at FPS 2017, a figure 170 percent above Syngenta's goal and 908 percent greater than 2015. Plus, each visit equated to more than one demo engagement. Each visitor stopped at multiple demo stations, and attendees experienced more than 29,000 product presentations at FPS. And while the overall program didn't focus on social media, Syngenta was mentioned 191 times on social media regarding FPS, which resulted in 1.3 million potential impressions.

Clearly, Lord's look-before-you-leap plan paid off in spades. By simply admitting she didn't immediately have all the answers and then devising a research-based initiative to identify problems and solutions, Lord devised a one-off program specifically suited to the needs of her company, her staff, and show attendees. It just goes to show that in marketing and in life, a strategic, perhaps humble, approach is best. For when you properly test the soil and plant the right seeds, you can harvest a bumper crop of results. E

### You Reap What You Sow

While Syngenta's four audits each tracked myriad metrics (scored on a scale of 1 to 10), here are some of the top performance indicators that helped the company identify issues and track incremental improvements.

	FPS 2015 (Before)	FPS 2016 (After)	NFMS 2016 (Before)	NFMS 2017 (After)
<b>Overall Improvement Score</b>	73	91	80	92
<b>Booth Attract</b>	6	9	7	9
<b>Messaging</b>	7	9	8	9
<b>Qualifications and Follow-up</b>	6	9	7	9
<b>Visitor Experience</b>	6	9	7	10
<b>Staff Performance</b>	7	9	8	9
<b>Staff Behavior</b>	7	10	8	10

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