CTSM Portfolio
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Event: IoT World 2019

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Section I: Vital Statistics
Candidate Profile

Marketing Communications found me, rather than the other way around. I majored in Geology at Amherst College, and planned a career in Environmental Engineering. In the year following graduation, while paying back student loans with an Americorps service, I discovered a love of education and pursued it for several years until I felt my next step needed to be a Masters in Education.

Determined to pay off student loans before any graduate study, I took a Certificate course in Software Development and worked as a Developer and then as a Project Lead and Business Analyst. This position suited me very well due to my natural strengths: leadership, initiative, organization, analytical skills, the ability to communicate with diverse personalities and the capacity to focus on both the small details and the big picture throughout a project. When my team was out-sourced, I opted to change careers again, as I was not passionate about software development. I spent several years exploring and pursuing other types of careers. In 2002, while still searching for the next career choice, I organized a community event through a leadership course I was taking. The event was designed to educate the public about the complex issues in the Middle East and why we should tread carefully when contemplating a new war in Iraq.

This is when the Event Organizer first came out in me. Many people commented on the excellent organization and the event (and I) were featured on the New England Cable News! My personal coach at the time told me to claim the title "Event Planner" and go for it. But I wasn't ready to do so.

And yet, event management would not leave me alone. In 2005, I obtained a job working for Freeman in New Orleans, with a start date of September 6. Thanks to Hurricane Katrina, I never worked for Freeman in New Orleans. My next opportunity came in 2010 when I returned to work after three years of staying home with our newborn daughter. I was looking for a part-time job that would give me time both to transition back to working and have time with our three-year-old. I was fortunate to find a part-time contract position in the area and it happened to be with the Corporate External Communications team of a Global Semiconductor company, working specifically on Events and Public Relations.

I was a welcome addition to the team. I gradually grew my position, first to a part-time hire and then gradually adding hours to a full-time position. At one point I grew disillusioned with management and officially resigned. But senior management promised me a change if I would stay. The new re-organization gave me my current manager, *who is fantastic*, and we have become a team that commands respect throughout the organization.

In this role I have been able to use all of the project management skills that come naturally to me, as well as exercise my creative side. And my tech-y, geek-y side has fun trying to understand and keep up with the latest technology that we're promoting.

I also enjoy working with the diverse personalities and cultures in our multi-national company. I have earned the respect of my colleagues and they trust me to always push for the best. My opinions and suggestions are valued and have led to improvements and new opportunities.

Section I: Vital Statistics
Responsibilities and Organization

As part of the Regional Integrated Marketing Communications (IMC) team[A] for the Americas, my role is to work with our Regional Marketing colleagues to expand ST's market share in the region (defined as the US, Canada, and Latin/South America). Our team primarily oversees Tradeshows and Events, but we work closely with our Digital Marketing colleagues for pre, during and post-event marketing. In addition, we are the "brand ambassadors" for the Region and work with the Marketing and Sales teams to ensure a professional brand presence at all our smaller events. We are a small regional team of four people: a Director of IMC, Americas (my manager); a Content Creation Specialist; and a lateral colleague with whom I share the event responsibilities. The rest of our IMC team is global and they provide the majority of our content creation, branding updates and guidelines, set the global messaging, and work directly with the Executive Team.

Our direct internal clients are the Regional Marketing teams, which are organized in alignment with the product groups they support: Analog, MEMS and Sensors (AMS), Microcontrollers and Digital IC's (MCD) and Automotive and Power Discretes (APD). Each team has a designated person responsible for promotional activities and whom is our primary contact.

I am responsible for coordinating all the activities including the integrated marketing activities for the largest tradeshows and events in the Region: The International Consumer Electronics Show and IoT World. In addition, I manage most of our other public tradeshows, liaison with the local team to support all the Latin American activities, and coordinate the Expo portion of our Developer Conference. For all events, I manage all booth design, logistics, technical coordination with our demonstrations, integrated marketing communications, including concept, creation, and final approvals, and tracking and aligning to the budget.

My other responsibilities include:
- Management of the ST Company Store where employees can purchase branded items;
- Support for the Regional Marketing and Sales teams including coordinating the appropriate collateral and branded merchandise for all their vendor and tech days;
- Budget Management: overseeing the consolidation of all our IMC expenditures, tracking against our overall targets, reporting and working with Finance and reconciling our records against reports from Finance.

[A] For a Full Global Organizational Chart, see Appendix A

Section I: Vital Statistics
Company Information

ST is a global semiconductor leader delivering intelligent and energy-efficient products and solutions that power the electronics at the heart of everyday life. ST's products are found everywhere today, and together with our customers, we are enabling smarter driving and smarter factories, cities and homes, along with the next generation of mobile and Internet of Things devices.

By getting more from technology to get more from life, ST stands for "life.augmented".
In 2018, the Company's net revenues were $9.66 billion, with a year-on-year growth of 15.8% and serving more than 100,000 customers worldwide.

STMicroelectronics was created in 1987 by the merger of two long-established semiconductor companies, SGS Microelettronica of Italy and Thomson Semiconductors of France, and has been publicly traded since 1994; its shares trade on the New York Stock Exchange (NYSE: STM), on Euronext Paris, and on Borsa Italiana. The group has approximately 45,000 employees, 11 main manufacturing sites, 7,400 people working in advanced research and development centers and over 80 sales and marketing offices all around the world.

ST is among the world's largest semiconductor companies and is a leading Integrated Device Manufacturer delivering solutions that are key to Smart Driving and the Internet of Things. The company is a leading technology innovator with approximately 18,000 patents, 9,600 patent families and ~550 new patent filings in 2018.

Corporate Headquarters, as well as the headquarters for Europe, the Middle East and Africa, (EMEA) are in Geneva. The Company's Americas Headquarters are in Coppell (Texas), with a key office located in Santa Clara. Headquarters for Greater China and South Asia are based in Shanghai; and Japanese and Korean operations are headquartered in Tokyo.
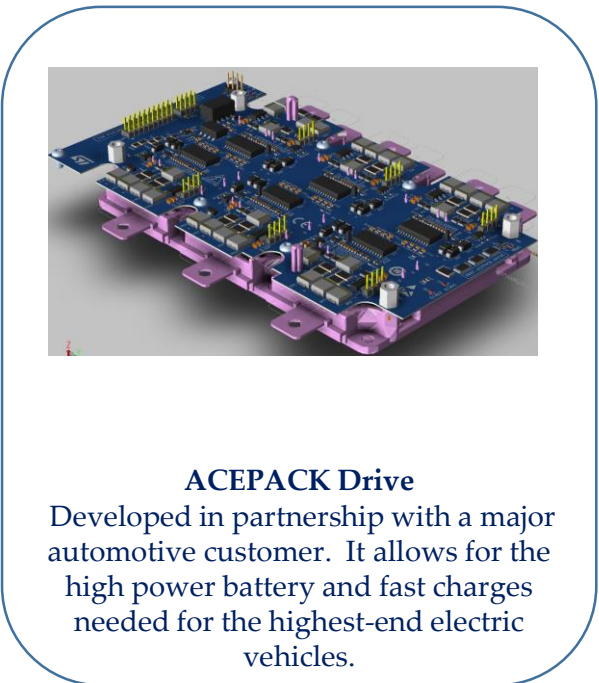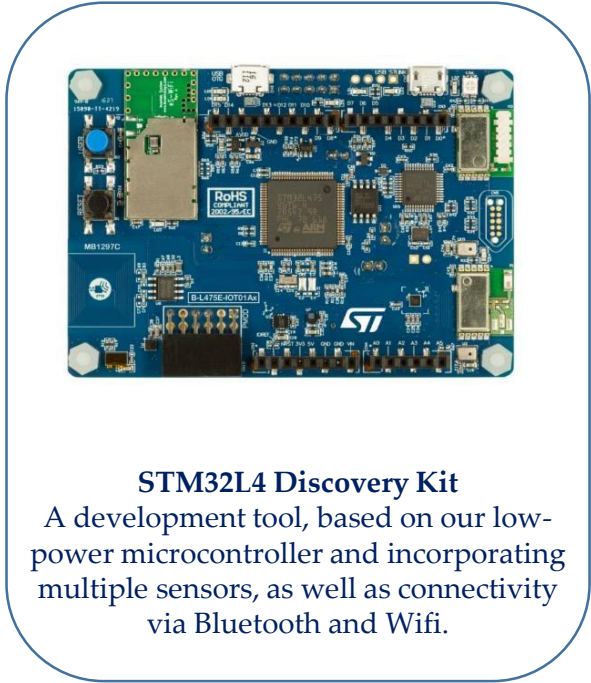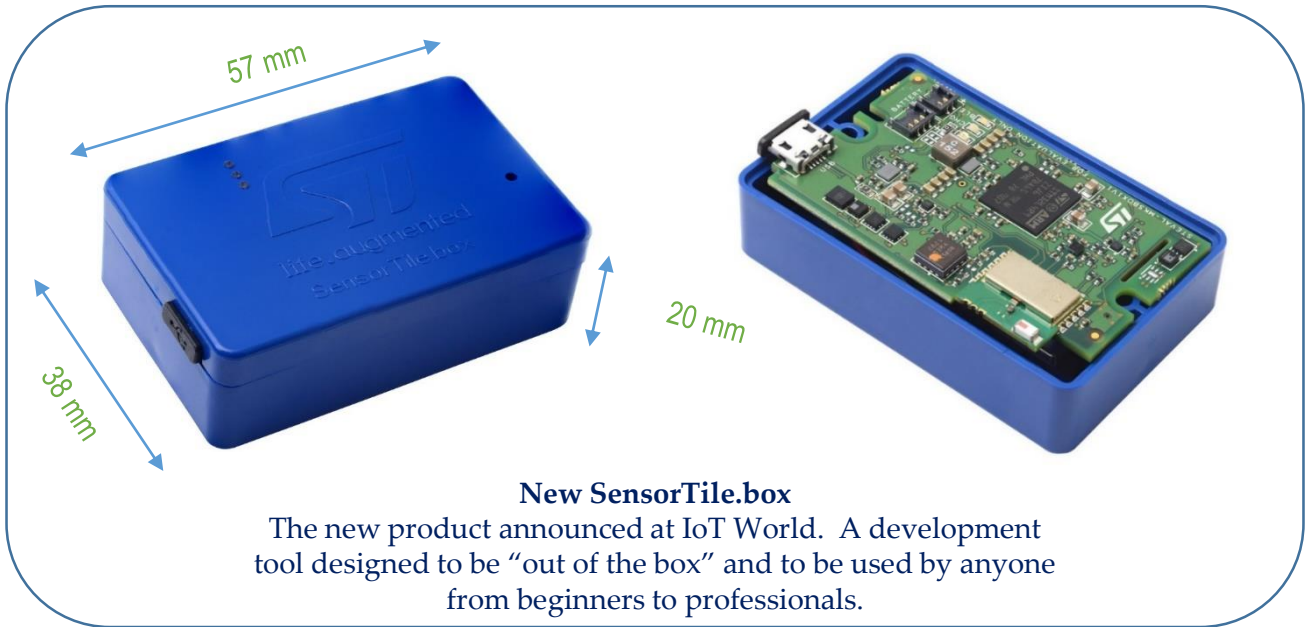
The Company has particular strengths in Multimedia, Power, Connectivity and Sensing technologies and its sales are well balanced among our key growth drivers within the industry: Wireless (16%), Automotive (17%), Analog, MEMS and Microcontrollers (35%), Power and Discrete (13%) and Digital (19%).

Gartner ranked ST 8th among global semiconductors by revenues in 2018 and 2019. This ranking includes companies with other types of product lines such as Intel and Samsung Electronics, as well as our more direct competitors such as Some of our main competitors are NXP, Infineon, Texas Instruments, Microchip, and Analog Devices. Amongst these companies, we are ranked between 3rd and 10th, depending on the production.

We are particularly well-known for our STM32 Family of microprocessors and we have worked to create a full ecosystem to enable our customers to easily build full solutions. We have firmware and software tools, many different types of development tools as well as a Partner Program of over 350 companies that offer a variety of services such as cloud connectivity, integration, and software development.

Section I: Vital Statistics
Product Examples

57 mm

38 mm

20 mm

New SensorTile.box
The new product announced at IoT World. A development tool designed to be "out of the box" and to be used by anyone from beginners to professionals.

STSPIN – for Motor Control

STM32L4 Discovery Kit
A development tool, based on our low-power microcontroller and incorporating multiple sensors, as well as connectivity via Bluetooth and Wifi.

ACEPACK Drive
Developed in partnership with a major automotive customer. It allows for the high power battery and fast charges needed for the highest-end electric vehicles.

Section II
Overview & Show Schedule

Section II: Overview / Show Schedule

Our IMC team in the Americas coordinates 20-25 events across the US, Canada, and Latin America with a total budget of approximately $3 Million. The events are selected based on the target audience, location, show focus, and the list of other participating companies. The list is defined with feedback from our regional marketing colleagues.

As you will see, our events are a split between public tradeshows, ST-hosted conferences (ST Technology Tour and ST Developer Conference), and a Private Event at the International Consumer Electronics Show. As previously mentioned, I have a lateral colleague with whom I share the event responsibilities. In the past, we divided the shows by Marketing team and Geographic area. I covered Eastern events and events focused on the Analog, MEMS and Sensors, Industrial Power Conversion and Internet of Things teams while she covered Western events, Microcontroller and Automotive-focused events.

However, after sharing the Technology Tour for two years based on location, it became clear to me that we would save time and simplify communications with our internal colleagues to have just one person manage them all regardless of location. Each event was quite similar with small changes to the agenda, participating sponsors, and hotel layout. It made more sense to keep all the events in one person's portfolio. Over the last couple years, I've been managing the more technical aspects of the largest shows, including the demos, infrastructure needs such as electrical, internet and AV. Therefore, it was not a big change to have me manage the entirety of these event once the Technology Tour was off my plate.

I've been managing IoT World since we first began to participate in 2017. Each year we have grown our booth size and improved our booth location. I've developed a good relationship with our Sales Account Manager and with many of the event organizer staff such that we were the company they turned to when, at the last minute, they had some agenda cancellations and were looking for someone to fill them. As a result, we got an additional presentation session for free as well as being the hardware supplier for the Hackathon.

There were no special circumstances that we needed to take into account for this IoT World event, other than our limited time and budget.

Section II: Overview of Program
Events Schedule

ST Americas Event Schedule 2019

* Indicates events that I managed; in the case of CES and Developers Conference, I managed the expo/demo showcase and infrastructure

Date	City	Event Name	Event Type
Jan 7-10	Las Vegas, NV	Consumer Electronics Show *	ST event
Jan 23-24	Orlando, FL	Motor & Drive Systems Conference	Tradeshow/Conf
Mar 7	Dallas, TX	ST Technology Tour	ST event
Mar 18-22	Anaheim, CA	Applied Power Electronics Conf – APEC *	Tradeshow/Conf
Mar 26	Orange County, CA	ST Technology Tour	ST event
Apr 2-4	Orlando, FL	RFID Journal Live	Tradeshow/Conference
Apr 8-12	Chicago, IL	Automate Conference *	Tradeshow/Conference
May 14-16	Santa Clara, CA	IoT World *	Tradeshow/Conf
May 29	Toronto, Ontario	ST Technology Tour	ST event
Jun 5-6	Novi, MI	TU-Automotive Detroit	Tradeshow
Jun 16-19	Tampa, FL	ASEE Annual Conference and Exhibition *	Tradeshow
Jun 26-27	San Jose, CA	Sensors Expo *	Tradeshow/Conf
Jul 8 - 12	San Antonio. TX	NSREC *	Tradeshow & Conference
Jul 23- 26	Sao Paulo	FIEE Smart Future *	Tradeshow & Conference
Aug 27-28	Santa Clara, Ca	DRIVE Conference	Tradeshow & Conference
Sep 11	Santa Clara, CA	ST Partner Day	ST event
Sep 12	Santa Clara, CA	ST Developers Conference *	ST event
Sep 17-18	Sao Paulo	Technology Hub Brazil (formerly IoT Latin America) *	Tradeshow & Conference
Sep 23-25	Las Vegas	PACK Expo	Tradeshow & Conference
Sep 24	Vancouver, BC	ST Technology Tour	ST event
Sep 25-26	Detroit, MI	Automotive LIDAR	Tradeshow & Conference
Oct 8-10	San Jose, Ca	ARM TechCon	Tradeshow
Oct 24	Minneapolis, MN	ST Technology Tour	ST event
Oct 27-30	Las Vegas, NV	Money 20/20	Tradeshow & Conference
Oct 31-Nov 1	Chicago, IL	Industrial IoT World *	Tradeshow & Conference
Nov 5	Boston, MA	ST Technology Tour	ST event

Section III
Show of Focus

Section III: Show of Focus
Overview

For my portfolio, I wanted to select an event with a large scope, in order to highlight everything I've learned through the CTSM program. The show that best fit was IoT World, our largest public tradeshow in the Americas and which showcases the broadest spectrum of our products.

As previously mentioned, I have been managing the event since we first participated in 2017. We have found the show to be very successful for ST and have increased our presence each year. In 2019, ST purchased a large sponsorship package which included:

- 900 ft.^{2} booth at the entrance to the Expo Hall
- An Executive Keynote
- 2 Presentations
- 2 Panels
- Hands-on Workshop
- 2 Meeting Rooms
- VIP Networking service
- Additional branding with onsite signage
- Additional marketing with Show App advertising and Social Media posts
- Video interview

The IoT World audience is very diverse, including everything from Developers to CEO's and from companies across many verticals such as Government, technology companies such as Google and Microsoft, Industrial companies such as Johnson Controls and Whirlpool and many more. It offers ST the opportunity to market on many different levels from technical, to strategic and to create brand awareness to a variety of people who are not familiar with ST.

One of the ongoing challenges we have in the Americas is brand recognition. ST is a European company and has a very high level of name recognition throughout Europe. With most of our IMC team based in Europe, we find it challenging to communicate to them the lack of name recognition we have here and the need to emphasize Brand Awareness as part of our Americas Strategy. In addition, when ST re-branded in 2012, they developed the tagline "life.augmented" with no input/consultation from the Americas region. The tagline is always supposed to be used in association with the logo. However, this tagline doesn't communicate who we are, and mostly confuses people who think we must be an Augmented Reality company. Therefore, we have begun to associate the logo with the company name instead of the tagline. While this is a departure from the Brand Guidelines, we have stood firm in our need to associate the ST logo with the company name. Many people don't even see the "S" and "T" in the logo. IoT World is one of the most important places to do this and you will see some of the ways I accomplished it.

Show Objectives:
- **Increase Brand Association** [1]
  - **Awareness:** Exposure of ST logo and company name with IoT Innovation and Industry
  - **Understanding:** Educate guests about ST, even those who are not technical or potential customers.
  - **Acceptance:** Acknowledgment of ST as an innovative and reliable source of semiconductors for IoT and Industry
  - **Loyalty:** ST as first choice supplier
- **Promotion –** supporting above brand association campaign:
  - ST as Subject Matter Experts by maximizing ST's participating in the Conference
  - ST as Innovator with new technology demonstrations
  - ST as ideal supplier due to breadth of portfolio
- **Increase Sales,** particularly with the targeted 35 Industrial companies (Industrial 35)
  - Create positive buzz and interactions in booth
  - Above promotional objectives establishing ST as innovative and knowledgeable
  - Meetings with customers and expanding contacts within Industrial 35
- **Stay in Budget:** Very expensive, underfunded event

> [1] **31116 – How to Grow Your Brand**: As a way to understand and communicate what it meant to have an objective of Brand Association – that there were many dimensions of it and that I could maximize all of them.

Section III: Show of Focus
Strategies

Overall Strategies	Tactics	Assessment Method	Measurable Goals
Increase Brand Association [2] 1. Awareness 2. Understanding 3. Acceptance 4. Loyalty	Larger Booth Size; improved booth position	Overall scan numbers *(1200 in 2018)* Unique visitors *(729 in 2018)*	1500 1200
	Additional Visibility: Aisle Signs & Registration Sign	Overall Attendance % of attendees to booth *(4.5% in 2018)*	15K+ 10%
	Mobile App Ad	Tagged URL Number of click-throughs	No past metrics to use
	Social Media presence w/IoT World	Number of likes or impressions	Increase shares by 20%
	Increase number of interactions in activity zone	Total of below *(138 completed block challenge in 2018)*	1000
	Activity Zone: Spin the Wheel	Total number of spins Unique players	2000 1000
	Activity Zone: Trivia Game	Number of players Number of players who play more than once	900 100
	Presentations (see next page)		
	Expo Tours – Last minute additional opportunity Connected Consumer/Smart Home (Wed) Smart Cities (Thurs	Number of people on the tours	No previous data

2 **31116 – How to Grow Your Brand**: As mentioned on the previous page; and: I had given a company-wide Webex training in which I used the Brand Awareness continuum and the definition of Brand and Brand Ambassador to help teach our Sales and Marketing colleagues the importance of understanding the brand, being a brand champion and getting support when needed from our team. This training helped my internal customers (the technical marketing teams) to better understand and support my strategies and tactics.

30812 – Business Marketing Strategies: the tools to design my strategy table seen above and the tables on following pages; to articulate the strategies and tactics

31518 – Integrated Marketing Communications: the structure for these tables; identifying the target audience and from there the objectives, strategies and tactics

Section III: Show of Focus
Strategies

Overall Strategies	Tactics	Assessment Method	Measurable Goals
Communicate our strengths and thought leadership in the IoT ecosystem [3]	Increase booth space & position	Overall scan numbers Unique visitors	1500 1200
	Executive Keynote	Size of audience; video replays?	300 None set
	Expert Presentation: AI	Number of Attendees	90
	Expert Presentation: Smart Manufacturing	Number of Attendees	90
	Expert Presentation: Hands-on Workshop	Attendees *(92 in 2018)*	100 (revised to 95 due to number of available kits)
	Expert Presentation: Developer Conf **Last minute addition – bonus!**	Number of Attendees	None set
	Expert Panel: IoT Connectivity	Number of Attendees *(30-40 in 2018)*	45
	Expert Panel: Smart Building	Number of Attendees *(30-40 in 2018)*	45
	Hackathon Hardware supplier **Last minute addition – bonus!**	Number of Attendees Number of solutions using NFC Number of questions to our experts	None set
Full Innovative solutions across function areas and verticals	Full ecosystem graphics	Number of photos; not measured previously	None set
	Demonstrations	Demos across broad spectrum of portfolio Average scans/demo	Increase activity per station by 10%

[3] **All previous references in this section are relevant to this page as well.**

Section IV
Management of Exhibit Design

Section IV: Management of Exhibit Design
Overview

Based on our objectives and our experience with IoT World the previous year, I wanted to create a booth that invited attendees to engage in an activity that would educate them about ST, regardless of their level of technical expertise. I also wanted to make sure we could find a theme connecting all our marketing, graphics, and activities at the show. Finally, I had some specific ideas about booth design that I wanted to implement[4], all while staying within a very small budget.

RFQ:

I did not have the opportunity to send out RFQ's. Company Policy requires a lengthy RFQ process involving our Global Procurement Organization, Legal and Finance. We had hoped to have completed a Full Program RFQ prior to IoT World and thus implement some of the new booth in our IoT World booth but the process has been very slow and still has not been completed as of this writing.

Therefore, I worked with our previously selected exhibit house, Czarnowski, who has been working with us since 2015. They designed and created our current booth and house all our exhibit assets. They also had worked with me on the booth for IoT World 2018 which had been a big success but had significant issues during set-up. I had sent a very detailed accounting of all the issues and missteps after the 2018 event, and the team was eager to make sure this year's event went smoothly.

It was critical to the booth design to identify the specifics of the Interactive Area, as well as our Show theme and messaging. Therefore, I focused on these two aspects more heavily for the first few weeks of planning.

Once we had a more clear picture of the messaging and our interactive zone (see pages 17, 18, 30), I shared the show overview including the booth requirements, booth design requirements, and budget with the team. We followed up with a team call to review and discuss.

A key element of staying in budget was the amount of set-up time (I&D), and the cost of material handling. The Santa Clara Convention Center and IoT world specifically, have the highest costs of any other show we do and in 2018 we spent $25K in material handling alone. Therefore, I gave Czarnowski a budget number that included the cost of material handling to encourage them to think creatively about how we could design a booth that would also keep our material handling costs down.

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[4] **Exhibitor Articles: Natural Selection (Feb 2015) and Five Mistakes Exhibitors Make (April 2016):** how attendees often don't go directly to the booth in the front, as they tend to flow around it and therefore we needed to get extra creative to grab their attention and direct them into the booth. Also that subconsciously, attendees will be naturally drawn to low contrast (lighting, carpet colors). This led to my decision on carpet color along the main aisle.
350 - Focus on Attention: Maximize Your Messages in Today's Media Cloud. This was one of the most helpful sessions of the entire curriculum for exhibit design. Learned how long we have to get people's attention and keep it – the things that catch attention (movement, things that don't look quite right); about lines of sight – that if you have an open booth, you are giving a line of sight to the booths behind you.

Section IV: Management of Exhibit Design
Booth Design – Interactive Content

To my knowledge, ST had not ever done any in-booth activities that weren't directly related to a demo prior to IoT World 2018. For that event, I developed our first in-booth activity, called the Block Challenge. Our theme was "All the Building Blocks for the IoT" and attendees could complete the challenge by collecting 13 Lego-like blocks from around our booth. The blocks corresponded to the "building blocks" of the IoT. Once visitors completed the challenge and assembled the blocks, they were entered into a raffle for one of 10 prizes. It was popular and fun but we ended up with just over 100 people completing the challenge as it was time-consuming to collect all the blocks.
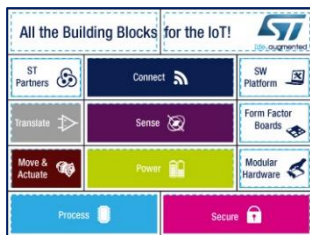
IoT World 2018 Block Challenge Blocks

With this in mind, and knowing how tight our budget was going to be, I began by putting together a budget to identify how much I could spend on the interactive area. In parallel, I began researching interactive gaming ideas both online and by attending other large events for additional ideas.[5]

Once I had my budget, I reached out to three companies: SocialPoint, a company we had seen at EXHIBITORLIVE, Program Reform and Applied Art, both of whom were referred to me. I explained our objectives and needs and each company shared their capabilities. They then provided a proposal which I summarized and reviewed with my internal team. We selected SocialPoint, not only because it provided the best value for our dollars – we could purchase two games vs. only one with the others – but also because we felt they had the activities best suited to our objectives: A digital Spin the Wheel and a Trivia Game, plus they had the most experience executing the games at events.

When I knew which games we would be using, I also knew that we would need a lot of prizes. We had inventory in our Company Store and in storage that we wanted to use. In addition, I solicited ideas from our promotional products vendor and selected items that would be popular. I created a spreadsheet to track all our prize inventory.

We also had some high-end items from previous purchases that would be great Trivia prizes. We reviewed all our inventory, along with the new ideas and our budget, and placed the orders.

To connect our games to our show activities and encourage the educational factor, we opted to require a "token" to spin the wheel. Tokens could be collected at any of our demo stations, or by playing the Minute Trivia, thus informing guests about ST in some way. We would also have personnel at each of our conference presentations to give tokens to attendees.

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[5] **20312 The Nuts and Bolts of Budgeting for Results:** Strategic budgeting based on goals, identifying the hard and soft costs, sharing my budget with vendors (shared budget for games with those vendors, and booth with exhibit vendor); Finding money elsewhere; using templates and worksheets to track all expenses in one place.

60818 From Marketing to Measurement: This course got my creative juices going with the great ways to integrate a theme throughout an event and to make sure to know my audience. I knew the Spin the Wheel and Trivia would be a hit with the attendees due to the drive to get free stuff and their competitiveness.

30717 Creative Thinking to Reinvigorate Your Program: This was another one for creative juices. My big takeaway was that you need to break rules, do something different, and create an experience. I started this with the previous year event and tried to bring it to the next level with the 2019 event

Section IV: Management of Exhibit Design
Booth Design – Event Content & Show Theme

The Event Content had several elements that needed to align in order to pull all our activities together under one show theme message. [6]

First was to consider the main company goals, which was a heavy focus on the Industrial market, with 35 industrial companies identified as our priorities to increase Sales/Design Wins.

Second was to consider the Show Theme and topics. Informa, the show organizers, had come up with the event theme "The Intersection of Industry and IoT Innovation". The agenda tracks were divided up thus:
- Industrial Verticals:
  - **Manufacturing**
  - **Smart Buildings & Energy Management**
  - Smart Cities
  - Energy and Resource Production
  - Supply Chain & Logistics
  - Smart Cities
- Consumer Verticals
  - Connected Consumer
  - Connected and Autonomous Vehicles
- IoT Capabilities
  - **IoT Connectivity**
  - **AI & Machine Learning**
  - IoT Security
  - Edge Computing
- Developer Conference
  - **Build & Deploy**

Third was to work with our internal teams to identify our key messages and our subject matter expertise to select which tracks to present (in boldface above), as well as to define and create the Keynote speech.

Last year's theme of "All the Building Blocks for the IoT" was still relevant, but we didn't want to repeat, so we decided to keep some elements of this message in our booth design but come up with a new theme for 2019.

The show's theme was a perfect one for ST, and we decided to adopt it with just a slight variation/addition: "Meet Us at the Corner Where Industry Meets IoT Innovation". This aligned with all the elements listed above and allowed us to get creative with the booth design – since our booth was located at the entrance and the main aisle intersection, we thought we would play off that and make our booth into an "intersection".

To create a call to action, and playing on the theme, we added the slogan "Stop by. Learn More. Win Big," which could be shortened to Stop. Learn. Win."

> [6] **61018 The Basics of Event Planning and Management:** the importance of a show theme that is effectively and creatively carried out throughout the activities; I was very inspired by her examples and tried to emulate the effect.
> **62017 The @show Experience:** Having a big idea, and making sure that function & design take the human element into account. I did this with the gaming and the orientation of our demos and games around the booth.

Booth Elements Requirements: [7]

- 12 Demo Areas (later changed to 16)
- Reception Counter (small)
- Storage – prizes, iPad stands
- 3 Tiers of Signage
  - High-level – max height (20') Tower
  - Mid-level – 12-16'; "Street signs"; Tower
  - Low-level: 6-10'; Demo titles, Gaming areas
- Lockable display case for prizes – ideally incorporated into walls so as not to take additional footprint;
- Messaging Wall for our partner program and Ecosystem graphic
- Interactive Games
  - Large screen for Leaderboard of Trivia Game (size TBD)
  - Space in front for 2 iPad stations; 2 more stations available to add (kept in storage)
  - Visible from entrance and on main aisle
  - Large screen for Spin the Wheel game
  - Space for
    - Spin button
    - Storage in same wall or cabinet for prizes
    - Token collection
  - Games should be on adjacent areas of the booth, facing opposite directions to maximize visibility to expo traffic

Booth Design Requirements

- Flooring:
  - Want to emulate road intersection
  - Want junction with aisle carpet to be low contrast
  - Show carpet = midnight blue, therefore we want dark blue or black along entrance aisles
  - Possible inlay for the "corner" area, which would be near reception – crosswalk, or somehow a "corner"
- Colors:
  - Need warm and inviting colors
  - Can utilize blond (light maple) laminate instead of white
  - Need to make sure we are differentiated from DELL across the aisle – use more of ST's secondary bold colors instead of ST blues
- Demo stations in fours with "Street signs" going up from each set
- No rigging
- Lightweight compact materials – reduce material handling costs
- Simple easy set-up

I provided some visuals of the interactive games, different street sign designs, and some mock-ups of booth layouts. I had also negotiated with show management to get us an earlier installation time which was a concern for Czarnowski and would influence the quote and design.

7 **350 - Focus on Attention: Maximize Your Messages in Today's Media Cloud.** Here you see some of the principles requested – levels of messaging (Tiers 1, 2 and 3), games to catch attention. Also used information from articles referenced in footnote 4

304 – Content + Interactions: The emphasis in this course on storytelling and using different media pushed my thinking further and allowed me to create all the different design elements we requested and used.

Section IV: Management of Exhibit Design
Budget

Item	Planned Budget	Actual Expense	Variance	Notes
Sponsorship Package	$104,500	$104,500	$0	
Exhibit Design	$92,888	$102,000	+$9,112	*Installation labor was under-quoted; negotiated with vendor to reduce. Original invoice was $6K more than this final amount* [8]
Exhibit Services	$64,000	$52,000	-$12,000	
Interactive Game	$7,000	$6,500	-$500	
Prizes	$8,000	$8,400	+$400	
Promotional Literature	$1,000	$441	-$559	
Additional Staff	$1,700	$1,700	$0	
Booth Supplies	$1,000	$630	-$370	
Total	**$278,000**			
Budget Total	**$265,000**			
Amended Budget Total	**$280,000**	**$276,171**	-$3,829	*Worked to reduce expenditures in other events; Surplus from those events rolled into IoT World budget*

[8] **72216 Negotiating Skills to Win:** Negotiated both prior to event and afterward to bring down the actuals. I had a position of power due to the poor performance of the vendor at the event the previous year. I made sure I explained my position and did not play hardball.
20312 Budgeting for Results: As previously mentioned, found money elsewhere, using templates and worksheets to track all expenses in one place

Section IV: Management of Exhibit Design
Booth Design – Implementation

Preliminary designs achieved many of our requirements and after a few rounds of refinement, we had selected the design. The design seemed very simple and "blah" to me, but it achieved all our objectives and I knew we needed to move forward. At this point we were less than 2 months out from the event.

Renderings of Final Booth Design

Renderings of Final Booth Design
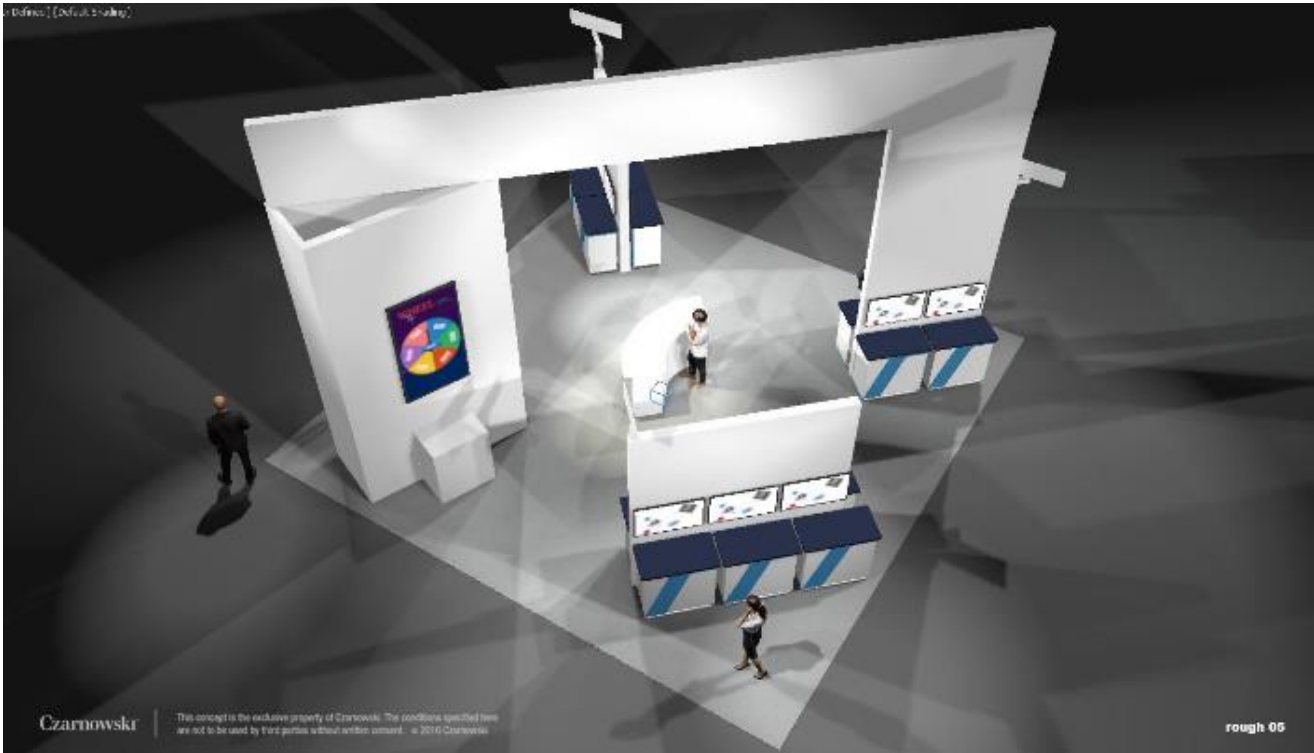
Section IV: Management of Exhibit Design
Booth Design – Implementation

When Czarnowski came back with the proposal and cost for our selected design, I was alarmed that it was more than $20K over the budget I had given them. I worked with them to find small savings throughout the booth to get to a workable number. We lowered the height of the tower, made the closet/storage smaller, simplified the carpet and the street signs design. At this point I also starting looking for additional funding from elsewhere in our program budget (which I found, see page 20).

I now had to work quickly to finalize the graphics. With this booth design, all our graphics were large fabrics which required several weeks of production time. While I had been finalizing the booth design, I had also been working with our graphics design agency to finalize the visual "look" for the event. I will go into more detail about this in the Integrated Marketing Section.

When we received the final graphic elevations for the booth, we were ready with the final event "look" and I worked to incorporate it into the booth. I knew that we would have demo titles as our Low level messaging – and the street signs would give our second tier messaging. We decided that we liked the Building Blocks and would also use this messaging to create some continuity with our booth from the previous year.

For the carpet design, the faux asphalt vinyl flooring that I wanted was out of our budget, and instead I chose a low pile black carpet and opted to make our "street" simply the width of the carpet. It would not match the aisle carpet but it would be much lower contrast than the rest of our booth carpet (blue.) We saved money by using our existing carpet for the rest of the booth. And instead of a custom inlay for the design, we would use stickers.

Connect	Process	Translate
Multi-Protocol Wireless Mesh Network		**Bluetooth® Low Energy Mesh**

Connect	Process	Sense
Time of Flight 2D LiDAR & Proximity Sensing		**SensorTile.box An Out-of-the-Box Experience**
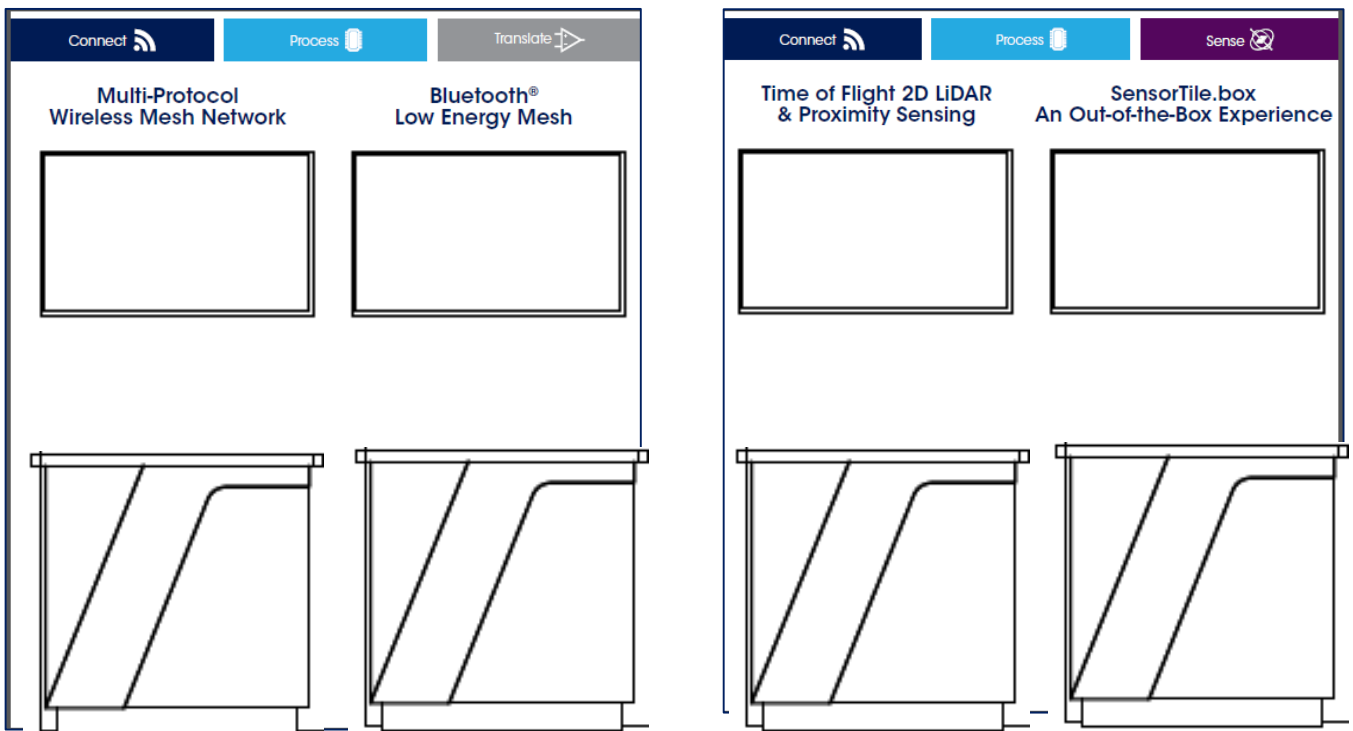
Mock-ups of Demo Areas with Building Block graphics and Demo Titles

Booth Header

Ecosystem Graphic

Front Wall – Trivia Area w/Leaderboard Screen

Partner Panel

Back Wall – Spin the Wheel w/Screen

Demo Stations on Tower with Show Visual Image

Street Signs

Carpet Design – Corner with "Crosswalks and incorporating our Show Visuals

Section IV: Management of Exhibit Design
Booth Design – Implementation

Prior to the event, I was happy with our show visuals and graphics but still disappointed in the booth design. I was concerned that the booth would be lack-luster due to all the compromises we had made to stay in budget. In addition to my usual drive for exceeding expectations, I had the added incentive of knowing that this was my "portfolio event". I wanted it to be my best-ever booth!

The installation went smoothly. Fortunately, I had recruited additional staff and hired a couple of temps to assist with the organization and set-up of the gaming areas which left me available to manage the rest of the set-up.

Things went so well the installation and set-up were completely done in plenty of time for show opening. I was able to lead a productive team meeting with time to spare. [9]

Pre-Show Team Meeting

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[9] **20418 Don't Skip the Meetings:** This course made a big impression on me. Our company was not great at the pre, at and post-show meetings, but after this course, I made it a more integral part of my planning. It has been a gradual process. For this event, I held two pre-event calls for everyone involved, to review the games and other activities. A critical part of our installation plan was to ensure we were done with enough time to have a full team meeting, including a full booth walk-through demonstrating the games and demos to everyone – and providing everyone an opportunity to practice their 1 minute pitch. We also had new Privacy rules we needed to communicate thanks to the GDPR regulations that went into effect last year.

Section IV: Management of Exhibit Design
Booth Design – Implementation

With the show underway, I was able to watch and see how our booth design worked. It was *incredible!* The design met ALL my criteria and exceeded my expectations!! The design attracted visitors with our games on walls that faced high traffic aisles. Having the reception counter at the center with all the activities on the outer sides allowed traffic to flow in and through the booth creating a sense of being busy but not crowded. The arrangement of the demos and booth walls prevented visitors seeing "through" our booth to other booths behind (one of my goals). The view from the entrance was almost entirely of our booth.

Visitors and ST personnel commented on how great the booth was. Many people told us we were the "best" and the "most fun" booth at the show.

View from Main Entrance

View of Back of Booth

Section IV: Management of Exhibit Design
Booth Design – Implementation

The games were a huge hit. We had lines throughout the show to Spin the Wheel and we had many contestants return over and over to improve their score in the Trivia Game.

Tokens

Carpet Close-up

Popular Trivia Game

Leaderboard Top Scorer

Street Signs

Lines for Spin the Wheel

Spin the Wheel Grand Prize Winner
(gave 10 Harman Kardon Traveler speakers away
over the 3 days of the event)

Section IV: Management of Exhibit Design
Booth Design – Implementation

Overall the ST personnel did a great job interacting with visitors, following our procedures and messaging. At the end of the event, before we started the dismantle, we let all the ST personnel take a Spin on the Wheel.
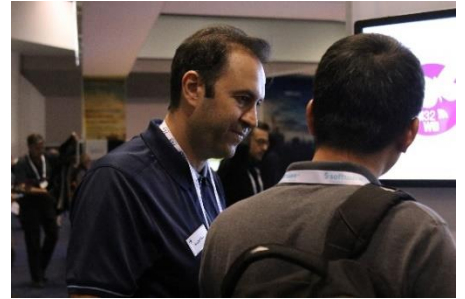
ST Personnel engaged with visitors

ST Personnel Spinning the Wheel Before Tear-down

Section V
Management of Integrated Marketing Communications

Section V: Management of Integrated Marketing
Overview – Key Message & Event Visuals

As referenced in <u>Section IV, pg 18</u>, I identified the theme for our event as "Meet Us at the Corner where Industry meets IoT Innovation". I decided to create two main visuals, one large scale and one small scale. The large one would follow our "Lifestyle" branding, using a real-life photo combined with our pictograms (small icons denoting a function). The small one would be similar to a logo. Working with our graphics team, I incorporated the relevant pictograms in the lifestyle graphic and then selected the four key ones in use in the show "logo". For both visuals, we wanted to integrate an intersection, as well as reference all the various industries and technologies that we were showcasing at the event.

Below are the two graphics that became our event visual identity and were used throughout all our show messaging. [10]
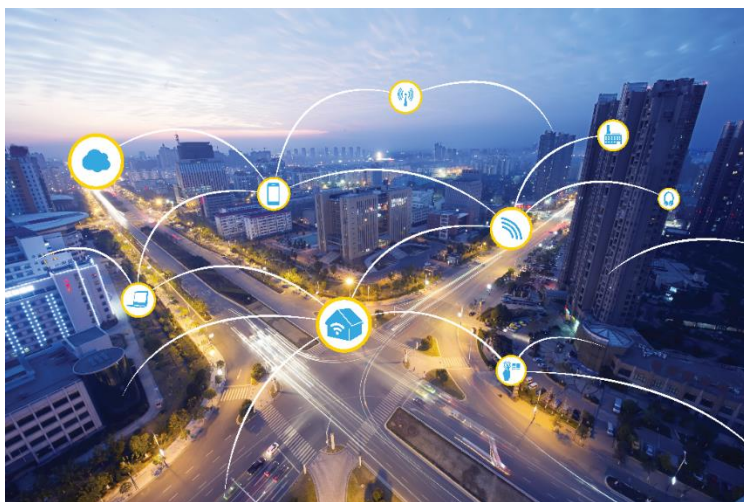
Doing a full-scale marketing campaign is challenging within our company: we have no budget for paid advertising; all our social media channels are global accounts limiting our ability to post about region-specific events; our email database is not coded by interest area, therefore cannot be segmented except geographically and thus, we can send a limited number of emails, since all emails go to the full Americas email list; and finally, ST has a policy of not purchasing email lists, which prevents us from accessing new contacts other than through the show organizers' lists.

I was fortunate that there was a major product announcement planned to align with IoT World. By working with my colleagues involved with the social media channels, I requested the incorporation of references to our IoT World activities in some of the pre-announcement buzz that they were building around the product announcement. In addition, they also agreed to do stand-alone promotion of certain activities: hands-on workshop, Keynote, Games, etc. We attempted to have a dedicated blog post as an interview with our keynote speaker but the speaker was unwilling to have the interview within the timeframe needed to write the post.

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[10] **31518 Integrated Marketing Communications:** Helped me to think in a more holistic way about the communications Pre, AT and Post, digital and print.
350 - Focus on Attention: Maximize Your Messages in Today's Media Cloud. The show log we created fits the "unexpected" category. Might make people look longer to try to understand it.
60818 From Marketing to Measurement: As previously mentioned, this course really got me going on the way to pick a them and pull it through all elements of an event.

Section V: Management of Integrated Marketing
Overview – Objectives & Targeted Audience

As outlined in Section III, our Show Objectives were: [11]

- **Increase Brand Association**:
  - **Awareness:** Exposure of ST logo and company name with IoT Innovation and Industry
  - **Understanding:** Educate guests about ST, even those who are not technical or potential customers.
  - **Acceptance:** acknowledgment of ST as innovative and reliable source of semiconductors for IoT and Industry
  - **Loyalty:** ST as first choice supplier
- **Promotion – supporting above brand association campaign:**
  - ST as Subject Matter Experts by maximizing ST's participation in the Conference
  - ST as Innovator with new technology demonstrations
  - ST as ideal supplier due to breadth of portfolio
- **Increase Sales, particularly with the targeted 35 Industrial companies (Industrial 35)**
  - Create positive buzz and positive interactions in booth
  - Above promotional objectives establish ST as innovative and knowledgeable
  - Meetings with customers and expanding contacts within Industrial 35

Our targeted audience was diverse as we were aiming to reach all sectors of the Industrial Market in the Americas, in addition to the ecosystem partners that we need in order to provide solutions to the market. Within these sectors, we had several types of targets:

- **Influencers:**
  - Business Development, Strategic planning, C-Level Executives
  - Ecosystem partners
  - Bloggers
  - Engineers and Developers
  - PR and Analysts
- **Decision-makers**
  - Engineering managers
  - C-Level Executives

Given our corporate policy of not purchasing lists, and our very strict budget, we needed to use only FREE marketing methods. This was a Rationale for each of the event marketing options throughout.

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[11] **31518 Integrated Marketing Communications:** pretty much all the charts and the entire approach to creating the strategy and tactics for the IMC was from this course. Once I took this course in 2018, I began using all these charts to layout my plans for communications.

307 Integrated Marketing Approaches: Many years before I took the above, I took this course which was basically a case study. It was a great example of Integrated Marketing Communications in action and it showed me how far our company needed to go. With this event, 7 years later, I feel we have really begun to get closer and am proud of this progress.

Section V: Management of Integrated Marketing
Pre-Event Marketing

Communication Method [12]	Rationale	Target Audience	Measurable Goal	Assessment Method	Results	Recommendation for Improving
Email Invitation #1 All Americas	Build loyalty Generate interest	ST email list	Increase attendance at booth: from 7% to 10% of event attendees Increase number of Opens, Click-Throughs and Forwards by 10%	Booth attendance (unique visitors) 10% increase Open rate Click-through Click-through to Open Rate (CTOR) Forwards	1200 = 10% of overall attendees OR +15% CTR +23% CTOR +7% Forwards: +135%	Unsure how to improve
Email Invitation #2 Limited to West Coast contacts	Build loyalty	ST email list (West Coast)	Increase attendance at booth: from 7% to 10% of event attendees Increase number of Opens, Click-Throughs and Forwards by 10%	Booth attendance (unique visitors) 10% increase Open rate Click-through Click-through to Open Rate (CTOR) Forwards	1200 = 10% of overall attendees OR -+14% CTR -35% CTOR -15% Forwards: -37%	Make content of 2nd email different from 1st
Pre-Event Page	Consolidate all event activity; Create interest for a varied audience	All Target	Increase page views by 20% Increase click-throughs by 20%	Page views	2014 *(No comparison data from 2018)* No data on Click throughs	Get page launched sooner
st.com Homepage banner	Exposure to wider audience		Increase page views		Link not tagged	Tag link
ST Social Media	Create buzz Drive traffic		Increase shares by 20%		+36% shares 26 shares on posts by ST partners	Get promotional video done sooner; Contact social media team earlier
ST Blog	Create buzz & Drive traffic		IoT World mention		Achieved	Solidify keynote topic earlier and arrange for blogpost interview with speaker
Press Release	Create buzz Drive traffic		IoT World mention		Achieved	Limited control; get in the loop with planned PR's earlier
Informa Social Media	Create buzz Drive traffic		1000 impressions		1530 impressions	Unsure how to improve
Video	Create buzz Drive traffic		Increase engagement and booth traffic		Achieved based on booth traffic	Complete video further in advance – promote on all channels

12 31518 Integrated Marketing Communications: As previously mentioned, helped me to think in a more holistic way about the communications Pre, AT and Post, digital and print as well as giving me direction to create the structure for these tables; identifying the target audience and from there the objectives, strategies and tactics

Email Invitation

st.com Home Page Banner

Pre-Event Landing Page
All pre-event marketing linked to this page

Twitter Posts

Instagram Post

LinkedIn Posts

Section V: Management of Integrated Marketing
At-Event – Printed Elements

The "At-Event" Marketing was a critical part of my IMC plan. It was the main opportunity to expose the brand to all the attendees, and to further all our goals. We wanted the booth to create a positive engagement with attendees and to draw more attendees due to this fun atmosphere.

Therefore, we needed to maximize all our branding opportunities and use them for dual purpose – Brand Awareness and Increased Engagement with ST, either at the booth or one of our presentations. Target Audience for all communication methods is "ALL". [13]

Communication Method	Rationale	Measurable Goal	Assessment Method	Results	Recommendation for Improving
Onsite Signage: • Registration Banner • Aisle Signs • Meeting Room Signs • High Level Booth Visuals • 2nd Tier (street signs) • Carpet Decoration • Counter wraps • Ecosystem Graphic	Reaches all Attendees Attracts visitors passing by Pique curiosity	+50% traffic to booth 1093 unique visitors Increase percentage of total attendees at booth to 10%	Total Unique Visitors Unique scans/Total Event Attendance	1299 unique visitors **+65% over 2018** 11031 total attendance (decrease of ~3K) 11.7% of total attendees scanned **+6.8% over 2018**	Increase size of branding on Aisle Signs. Size of signs was larger than we were told and our graphic was too small. Make Ecosystem graphic more prominent
Tokens	Fun way to connect all activities throughout event and encourage visitors to engage in a way that will educate – either demonstration or Trivia Game	Increase booth traffic across all demonstrations by 10%	Total demo scans Average scan/station	1013 vs 1490 = **+47% increase** 63 vs 99 avg scan/station = **+57% increase**	Unsure how to improve
Gaming Areas	Attracts visitors passing by	Increase number of participants from 138 to 1000	Unique scans from Games	1642 unique players	Unsure how to improve – maybe multiple Wheels spinning stations?
Prizes	Keeps ST in mind after leaving game	Number of prizes given	Metrics from game software	1918 Spin the Wheel prizes 10 Trivia prizes	Unsure how to improve
Presentation Flyers	Drive attendance to presentations Reinforces message that ST is subject matter expert	Total attendees at all presentations. Goal: Total 365 Keynote: 350	Manual count of audiences Door scans	378 643 scanned	Unsure how to improve

> **[13] 31518 Integrated Marketing Communications:** As previously mentioned, helped me to think in a more holistic way about the communications Pre, AT and Post, digital and print as well as giving me direction to create the structure for these tables; identifying the target audience and from there the objectives, strategies and tactics

Section V: Management of Integrated Marketing
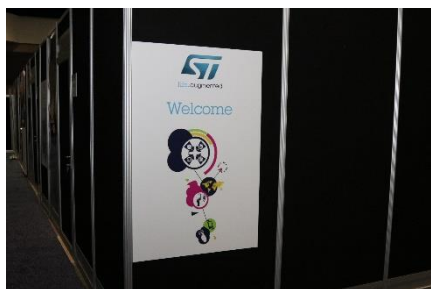## At-Event – Examples of Printed Elements

See also for Booth Images

Registration Banner

*Aisle Sign Branding
(all aisle signs)*

*Meeting Room Signage
On Main Aisles*

*Game Tokens
Required to Spin Game Wheel for Prize
Given at Demo Stations, Trivia Game, ST
Presentations*

*Presentation Flyer
Double-sided – in racks throughout Booth*

*Power Bank Box
(High-Value Prize – 32 Given)*

Section V: Management of Integrated Marketing
At-Event – Electronic Marketing

Communication Method [14]	Rationale	Target Audience	Measurable Goal	Assessment Method	Results	Recommendation for Improving
Show App	Access tech savvy and invested attendees Drive traffic to event site and booth	All	No previous data on which to base goal	Page visits Click-throughs	None; organizer never ran our ads	Get content to organizer earlier Confirm receipt Test app
Keynote Screen	Expose messaging to audience Establish ST as "expert"	All	Number of attendees to keynote (No previous data on which to base goal)	Door scans	643 scanned (attendees weren't scanned when they left room – total was probably more like 550)	Align with organizers about what attendees want to hear; Pre-promote more heavily – get blog interview Have theme more directly tied to Keynote topic Get higher profile executive (if possible)
Keynote Delayed Stream	Broaden message outside event	Global Audience outside event	Number of views of stream (No previous data on which to base goal)	Number of times streamed Number of subscribers	Cannot measure 5,266 live stream viewers. No numbers for delay viewers	Work with organizers to find out about better tracking/assessment Align with social media to promote more widely
Video Interview	Same as above	Same as above	Same as above	Same as above	Same as above	Same as above
Interview Streamed	Same as above	Same as above	Same as above	Same as above	Same as above	Same as above
Social Media	Create Fear of Missing Out (FOMO) Expand messaging outside attendees	Attendees AND Global Audience	Increase shares by 20% No previous data on which to base goal)	# of shares	+36% shares 26 shares on posts by ST partners 1530 impressions on Informa channels	Work with Social Media team earlier Perhaps see about Google AdWords or FB ads Maximize posts with Informa Reach out to all partners involved and get more pre-posts

Communication Method	Rationale	Target Audience	Measurable Goal	Assessment Method	Results	Recommendation for Improving
Trivia Game iPad Screens	Connect ST brand throughout gaming experience	All	1000 Game plays Create buzz with onlookers	# of Game Plays Difficult to measure the crowds	830 Trivia was feast or famine. 4 stations were either full with a crowd watching or fairly empty	Unsure how to improve
Demo Presentations	Technical information for qualified leads	Technical	Increase booth traffic across all demos by 10%	Number of scans Exposure to high percentage of attendees	Total Demo Scans: 1490 (vs 1013) = **+47% increase** Avg/station: 99 (vs 63) = **+57% increase**	Unsure how to improve

> **14 31518 Integrated Marketing Communications:** As previously mentioned, helped me to think in a more holistic way about the communications Pre, AT and Post, digital and print as well as giving me direction to create the structure for these tables; identifying the target audience and from there the objectives, strategies and tactics
> **304 – Content + Interactions:** The emphasis in this course on storytelling and using different media pushed my thinking further and allowed me to create all the different design elements we requested and used

Keynote Screen Image (above)
Keynote with slide (right)

Video Interview

Social Media Posts

Trivia iPad Screens
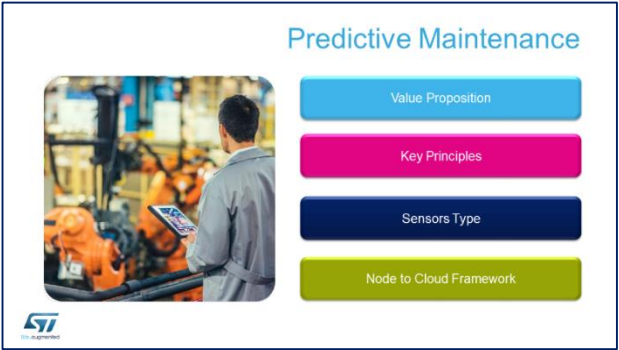
Demo station
interactive Screens

Due to the Company's strict requirements for allowing contacts to be imported into our database and emailed, we were only able to email about 60% of the leads. The remainder received an email requesting that they accept the ST privacy policy. If they did this, they were sent the thank you email – which was approximately 12% of the total leads.

The winners of the Trivia Game were emailed to confirm address for sending the prize and to confirm permission to publish their name on the post-event website. Prizes were shipped within a couple of days of receipt of address. [15]

Method	Rationale	Target Audience	Measurable Goal	Assessment Method	Results	Recommendation for Improving
Email Thank you	Build Loyalty	All Booth Attendees	Increase number of Opens, Click-Throughs and Forwards by 10% over 2018	10% increase Open rate Click-through Click-through to Open Rate (CTOR) Forwards	OR: -5% CTR: -20% CTOR: -15% Forwards: -80%	Unsure on the issue; could be because we had so many more non-technical contacts with our brand-recognition campaign that they had no interest or reason to engage with ST further. Perhaps need to qualify the list and send two different types of emails?
Post-Event Page	Build Loyalty	All Booth Attendees	Page Views Presentation Downloads Increase of 10%	Online Marketing Reporting	64 page visits 48 clicks elsewhere on st.com 6 presentation downloads *(Stats on 2018 never provided)*	Possibly include some lower-level awareness content – overview video, company "about us" links? Use social media to drive traffic to post-event site
Videos - YouTube	Expose to larger audience	All + Global Audience	Views Increase from 2018 by 10% Post More Videos	YouTube Stats	8 videos **(=3 vs 2018)** 2164 Total Views = **+160%** 309 avg/video = **+84%**	Video strategy is evolving and improving all the time but not my responsibility I think we could perhaps do more social media references to the videos if allowed.
Social Media	Nurture and enhance brand loyalty Expose larger audience	Audience	Likes – no previous metrics		95 Likes (after 2 weeks) Note: Posted on Jul 1 – not likely to get much traction in US during holiday week	Schedule more follow-up posts at several week intervals Drive traffic to post-event site for further engagement

15 31518 Integrated Marketing Communications: As previously mentioned, helped me to think in a more holistic way about the communications Pre, AT and Post, digital and print as well as giving me direction to create the structure for these tables; identifying the target audience and from there the objectives, strategies and tactics
304 – Content + Interactions: The emphasis in this course on storytelling and using different media pushed my thinking further and allowed me to create all the different design elements we requested and used

Post-Event Email

Post Event Webpage

Post Event Social Media Post

https://youtu.be/xZ_HVpg3Ve0

A complete list of all Videos and YouTube links can be found in Appendix B.

Section VI
Management of Results Reporting

Section VI: Management of Results Reporting
Overview

Our company is traditionally very poor at in-depth results reporting. Everyone is over-worked and under-resourced and we are constantly being pushed to move on to the next thing. Generally, I share the high-level results via email with the team involved with the event. The email includes a summary of the lead totals by demonstration, number of meetings, a comparison against the previous year and a worksheet of the actual leads. For IoT World, we had one lead scanner per demo station and we had several devoted to the games. Once I gathered all the leads from these 16 units, I created one master worksheet including the de-duplicated list of leads by demo/game station, as well as a master list in which I consolidated all the activity any individual had made in order to capture all the interest areas of each contact.

We have a weekly report in which we share these high-level results and we try to publish an article in the internal news. In the case of IoT World, we were able to publish our article on the global internal homepage and have it online for almost a week before the next article was published. For full article and photos, See Appendix C

For the IMC upper management, we generally have a more in-depth Operational Review (OR) once/quarter, in which we also include some of the Integrated Marketing results, photos, and media results. I prepared three slides for this OR on IoT World, see Appendix D.

Section VI: Management of Results Reporting
Brand Association

Overall Strategies	Tactics	Assessment Method		Measurable Goals	Results	Recommendation for Improvement
Increase Brand Association 1. Awareness 2. Understanding 3. Acceptance 4. Loyalty	Larger Booth Size; improved booth position	Overall scan numbers Unique visitors		1500 1200	**3224** **1299**	No improvement in position or booth size increase possible. Show move is pushing our location back. Negotiating to retain location *(Update: Success! New event layout has moved us to the front row!)*
	Additional Visibility: Aisle Signs & Registration Sign	Overall Attendance % of attendees to booth		15K+ 10% (4.5% in 2018)	**~11,031** **12% of attendees**	Confirm Dims of Aisle Signs in advance
	Mobile App Ad	Number of click-throughs		Not set – no previous data	**NA**	Ensure Ad graphics are received and correct Test app as soon as it's launched
	Social Media presence w/IoT World	Number of likes		Increase shares by 20%	**+36% shares** **26 shares on posts by ST partners** **1530 impressions on Informa channels**	Work with Social Media team earlier Perhaps see about Google AdWords or FB ads Maximize posts with Informa Reach out to all partners involved and get more pre-posts
	Increase number of interactions in activity zone (138 in 2018)	Total # of unique game plays		1000	**1682 (Wheel)** **425 (Trivia)** **Total: 2107**	Not sure how to improve these numbers without larger booth
	Activity Zone: Spin the Wheel	Total # of spins Unique players		2000 1000	**1941** **1682**	Not sure how to improve these numbers without larger booth
	Activity Zone: Trivia Game	# of game plays # of unique players # who play more than once		900 100	**830** **425** **107**	Not sure how to improve these numbers without larger booth
	Presentations (see next page)					
	Expo Tours – Last minute additional opportunity Connected Consumer Smart Cities		Number of people on the tours	No previous data	**33**	Work with organizer to improve times of tours – both were at the end of the day, one was at the very end of the show

Section VI: Management of Results Reporting
Thought Leadership

Overall Strategies	Tactics	Assessment Method	Measurable Goals	Results	Recommendation for Improvement
Communicate our strengths and thought leadership in the IoT ecosystem	Executive Keynote	Size of audience	300	643 scanned (attendees weren't scanned when they left room – total was probably more like 550)	Have speaker attend dry run; issue with slide advancer could have been avoided
	Expert Presentation: AI	Attendees	90	71	Popular topic; overall attendance was down
	Expert Presentation: Smart Manufacturing	Attendees	90	21	Unsure if it was b/c was last day or if truly aren't enough Industrial attendees
	Expert Presentation: Hands-on Workshop	Attendees *(92 in 2018)*	95	95	Went well; no major changes needed
	Expert Presentation: Developer Conf –	Last minute addition – bonus!	None set	49	Team did well to pull together presentation at last minute; no change
	Expert Panel: IoT Connectivity	Number of Attendees *(30-40 in 2018)*	45	32	Drop this topic next year
	Expert Panel: Smart Building	Number of Attendees *(30-40 in 2018)*	45	100	Try to do presentation instead of panel
Full Innovative solutions across function areas and verticals	Hackathon Hardware supplier **Last minute addition – bonus!**	Number of Attendees Number of solutions using NFC Number of questions to our experts	None set	46 3 teams (1 Grand Prize Winner) Not avail	Last minute ask by organizers; If more notice had been given, a different hardware solution would have been provided. We did well in the short time given
	Full ecosystem graphics	Number of photos; not measured previously	None set	Unknown – no ST photos taken	Evaluate the benefit of the graphic if it will not be centrally located in the booth
	Demonstrations	Demos across broad spectrum of portfolio Average scans/demo	Increase booth traffic across all demos by 10%	Total Demo Scans: 1490 (vs 1013) = **+47% increase** Avg/station: 99 (vs 63) = **+57% increase**	Make sure all teams are included from beginning – 2 late additions didn't have full demo areas

Section VII
Conclusion

Section VII: Conclusion

I began managing this event the first year we participated (2017). At that point, the show was still fairly new and had experienced exponential growth YoY. We started with a 400 ft² booth a couple of rows from the front. We found the event very successful. We had pushed our regional marketing teams to participate and they were all very happy and wanted to re-sign.

For 2018, we increased the booth size without knowing exactly how we would fund it. And as referenced before, we did the first in-booth activity in the Region (possibly in the global organization), as well as several other firsts such as a customized video projected on the booth, and a new rental booth. The event surpassed our goals and we opted to increase the size again for 2019.

For the events in 2018 and 2019, I single-handedly pushed for the unified message/theme and created the visual identity tied to our theme/message. This year is the only time (that I'm aware of) that messaging was incorporated into the booth design, as we did with the carpet decoration and street signs. The interactive games were a huge hit and I believe I impressed our internal teams with the amount of work I put in to create the messaging, booth design and the interactive games. I created most of the 140 questions used for the Trivia game.

I am very proud of the event on many levels and was pleased that the physical implementation worked so much better that I had anticipated. Frankly, I am not really sure how I'm going to improve on these results. If we could increase our booth space it would be simple to expand on what we did, but keeping the same size, I'm not sure.

Everything was so popular, that we may repeat it all with a new theme. I might try to hire different personnel to run our games. We had very competent temps but I would like to find people who would be more energetic and engaging to draw more people to the games.

The only other improvements would be to get our design finalized much earlier and same with almost every other aspect of the event: selecting agenda topics for our presentations and panels; working with our executive on the keynote topic and slides; and creating the social media plan.

I am also working to secure more funding for the event. I created an analysis of our competitor's activities for IoT World to see how we compare (favorably, as we are one of only a couple of our competitors that participate).

I am glad that I was able to use this event as my portfolio. I put a lot of work and creative thought into this event and it has been very rewarding to pull it all together into one document.

Section VII: Conclusion

As for the communication about our results and strategies for next year – we are struggling at the moment. There was a significant re-organization over the last year starting with the transition to a new CEO. This has included a new Executive VP for the Americas who sees our role very differently from the previous one. Our team is no longer included in the quarterly Regional staff meetings and therefore we have a more difficult time aligning our activities with the Region.

As mentioned in Section VI, we share the leads and the meeting results with our Regional Marketing leads who include them in their own reporting to their managements.

Our global IMC team receives the results as part of our weekly reporting and the quarterly reviews. The Weekly report consists of a high level report of leads, meetings and videos. In the quarterly review, we go into a bit more detail, including photos, a next tier of leads information (by demo), video views. We try to emphasize the percentage of overall attendees that we have seen at the booth. Since our team is based in Europe, most of the shows they attend have attendance that is an order of magnitude larger than our events, but they see a much smaller portion of attendees in their booths.

The other way we promote and share our results is through articles on the intranet "news". For IoT World 2019, we were fortunate that the article was posted during a slow time and the article was on the Global homepage of the Intranet for 6 days. Often articles are replaced within a day or two, so this was great exposure for our event. See Appendix C for the article and photos.

Section VII: Conclusion
Learning Experience Summary

The CTSM Certification program has been a key contributor to my success with this event.

I began the CTSM certification in earnest in late 2016, when my manager and I mapped out the options for my career development. I have been interested in pursuing an MBA for several years but have been hesitant to give up the family time required for the coursework, not to mention the cost. The CTSM courses and curriculum seemed a good alternative: low cost enough that it could be funded by ST and most of the courses could be taken during working hours.

There have certainly been some stand-out courses that changed my view of my job and which I've mentioned throughout this portfolio. Those I haven't referenced still gave me at least some little tidbit that I could start to integrate or provided a seed that I'm allowing to germinate.

I attended ExhibitorLIVE in 2018 and it really got my creative juices flowing for the booth design and it was where I was able to demo the games from SocialPoint that we ultimately used in the 2019 booth.

I honestly must say that one of the most impactful classes was, at the time, a "trial" one – (which I've noticed is now a CTSM5 course): **#350 Focus on Attention: Maximize Your Messages in Today's Media Cloud by Todd Simon**. Many of his points about what attracts people's attention I have taken to heart and implemented in my new booth designs. Often the material in the required curriculum seems like wonderful theoretical information that I can seldom put into practice in my company. But Todd's course didn't focus on that, it just taught us about the various ways that humans' attention works and showed examples of booth design and messaging to help best attract and retain attention.

The CTSM program has definitely helped push me to be better at my job. I often tell people that the title is a bit of a misnomer. Yes, we learn about Trade Show Marketing, but the curriculum is really about integrated marketing, with an emphasis on the Face to Face portion.

I still get frustrated that I cannot implement some of the best practices I have learned, particularly when it comes to ROI and results tracking methods, but I am glad to know them and to strive towards them.

I look forward to continuing my education with CTSM5 coursework as well as enjoying one of the major side benefits of the CTSM conferences – being with other Marketers! I've enjoyed being around other people who deal with similar challenges and who bring interesting ideas. It's also fascinating to learn about programs in completely different industries and how so many of our challenges are similar.

I am very grateful for all the instructors, test administrators, portfolio reviewers, and especially my mentor Jay Menashe, who made himself available for me and gave great feedback. Thank you!

References

References - 1

Course Number	Course Name	Page(s)
Required		
20312	The Nuts and Bolts of Budgeting for Results	17, 20
20418	Don't Skip the Meetings – Pre, At- and Post: Guideposts to Success	25
30717	Creative Thinking to Reinvigorate Your Program	17
30812	Business Marketing Strategies and Trade Shows	13, 14
31116	How to Grow Your Brand: Incorporating Brand Marketing into Your Exhibit Program	12, 13, 14
31518	Integrated Marketing Communications	13, 14, 30, 31, 32, 35, 38, 40
60818	From Marketing to Measurement	17, 30
61018	The Basics of Event Planning and Management	18
62017	The @show Experience: Understand the Essentials of Exhibit Design	18
72116	Negotiating Skills to Win	20
Electives		
304	Content + Interactions: A Formula for Effective Marketing Impact	19, 38, 40
307	Integrated Marketing Approaches – Sustaining Momentum for the Long Run	23, 31
350	Focus on Attention: Maximize Your Messages in Today's Media Cloud	16, 19, 30
Articles		
	Natural Selection, Exhibitor Magazine, Feb 2015	16
	Five Mistakes Exhibitors Make, Exhibitor Magazine, April 2016	16

Appendices

Organizational Charts

Jean-Marc CHERY
President &
CEO

Mariama RONFARD
Executive Assistant

Benedetto VIGNA*
Analog, MEMS
& Sensors
Group

Marco MONTI*
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Transformation Office

Corporate External
Communications

Central Integrated Marketing & Communications

Regional Integrated Marketing &
Communications

Director, Corporate
External
Communications

Public Media
Relations

Director IMC,
EMEA

Director IMC,
APAC/Greater
China & South Asia

Director, Content
Creation, Integrated
Channel Management
an Brand

Director, Digital
Marketing Customer
and Sales
Enablement

Director IM,
CAPEC/Japan
& South Korea

Director IMC,
Americas

Multi-media Content
Creation Specialists

IMC, Specialist

IMC, Specialist

Appendix B:
YouTube Video Links

Video	Link	Views	Likes
IoT World Playlist	https://www.youtube.com/playlist?list=PLnMKNibPkDnF_hk3y4G375tcsA8ygUDbl		
IoT World Highlights	https://youtu.be/xZ_HVpg3Ve0	341	9
Executive Keynote	https://youtu.be/jc0M3IusPm8	611	10
Demo: Operational Amplifiers	https://youtu.be/9znDlsxhE7k	468	17
Demo: Predictive Maintenance	https://youtu.be/Tlis9_rJ_q4	333	5
Demo: Power Discretes	https://youtu.be/zWhRx7x8EWk	182	3
Demo: NFC/RFID Solutions	https://youtu.be/zwMrnzIgbsk	278	6
Demo: Speaker Interview: Embedded Intelligence – STM32Cube.AI	https://youtu.be/ZsS4itO-otw	541	19

ST meets visitors at the corner of innovation and industries

Santa Clara   29/05/2019

ST engaged and delighted a record number of attendees at this year's IoT World 2019 in Santa Clara from May 14 to16. We were prominent with an Executive Keynote by Tony Keirouz, VP of IoT Strategy, Ecosystem and Partnerships, three presentations, two panel discussions, one hands-on workshop, 15 booth demonstration areas and prominent branding throughout the expo and registration area.

After a successful event in 2018, a larger investment was made for 2019 to reach more non-technical attendees and increase ST brand awareness in the Americas, where ST is not well known outside of the electrical engineering community. The investment paid off with a 78% increase in unique visitors to the booth, the majority of whom received ST messaging more than once thanks to our broad presence.

ST asked visitors to "Meet Us at the Corner Where Industry Meets Innovation", a tagline inspired by the IoT World theme of 'The Intersection of Industries and Innovation'. The ST message was carried throughout our pre-event and onsite marketing with a custom-designed logo and event graphics. The booth was designed to mimic an intersection with a roadway along the edges with interactive areas all around them. We continued our 2018 message of Building Blocks for the IoT with visual elements on the booth for each of the blocks such as Sensing, Processing and Connectivity which were correlated to demonstrations. In addition, street signs aligned to the tracks of the conference directed visitors to the technologies applicable in each vertical such as Smart Building and IoT Connectivity.

Our Minute Trivia Challenge and a Digital Prize Wheel drew the crowds. Visitors earned tokens with which to Spin the Wheel by attending a technical demonstration, playing the Trivia game, or attending one of our six presentations throughout the conference. Every spin guaranteed a prize and players could make multiple attempts to win the grand prize of a Harmon Kardon Traveler Speaker.

At the heart of visitor education was the Minute Trivia, a 90 second quiz in which visitors tried to earn a spot on the Leaderboard. Questions were based on the technologies featured on the booth and covered in our presentations as well as general questions that could be learned online or from our company 'At-A-Glance' flyer. Many visitors were motivated to tour demonstrations to learn more and return to attempt a higher score.

Appendix C
Internal Article
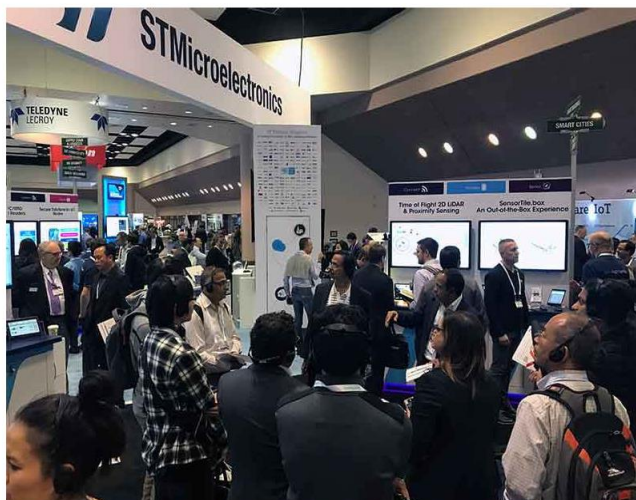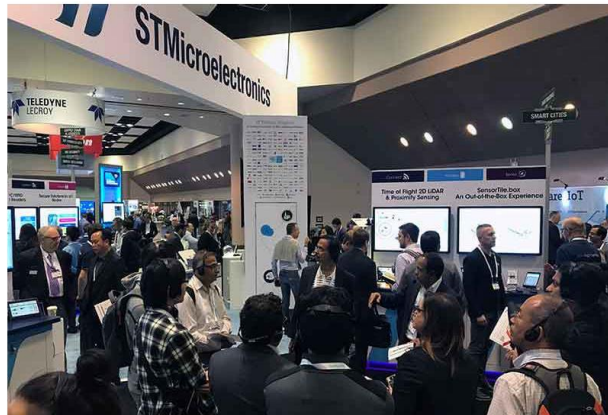
The most popular demonstrations were our IoT Discovery Kit with LTE and LoRA, the new SensorTile.box, Predictive Maintenance and the STM32Cube.AI. We extended the range of technologies we showcased this year, including for the first time Operational Amplifiers and demonstrations from our Power Discretes portfolio with ESD Protection and Wide Band Gap information areas. For a full list of demonstrations including videos and presentations, see our post-event page.

We again illustrated the strength and breadth of our portfolio with experts in three of the four topical tracks (more than any other sponsor). Tony Keirouz's Executive Keynote 'Embedded Intelligence for the Next Wave of Smart Systems – Opportunities and Challenges on the Edge', provided the context for the event and appealed to the industry to collaborate to overcome the challenges we face and improve lives for our customers.

Our experts participated or presented in two Industrial sessions, one on Smart Building and one on Smart Manufacturing, and two in the IoT Capabilities track, Artificial Intelligence and Connectivity. ST also appealed to Developers and Makers by providing hardware for the IoT World Hackathon, presenting in the Build and Deploy track and offering a hands-on workshop on our new STM32WB. For more information including videos and an interview, see our see our post-event page.

IoT World 2019

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- Overall Show Facts:
  - 900 ft^2 booth at entrance to hall; 16 Demo Areas: Interactive Gaming Area; two Meeting Rooms; Diamond Sponsorship; 1 Executive Keynote, 3 Presentations, 2 Panels, Hands-on Workshop.

- Booth Visitors
  - 3224 total scan; 168% increase from 2018
    - 1299 unique visitors ; 78% increase from 2018;
    - 10% of total attendees vs. 7% of attendees in 2018
  - 1682 total game plays; 901 unique game players
  - Meetings: 15 scheduled in tool (35% increase from 2018)

- Communications
  - Pre-Event:
    - Event page; invitation to all AME targets; Informa: 1530 impressions
    - Internal BeST page and invitation sent to all internal AME Sales and Marketing
  - Onsite/During
    - Keynote streamed 2x during the event; interview with F. Doddo streamed 2x; 5,266 live stream viewers; Keynote promoted via Twitter and LinkedIn
  - Post-Event:
    - Event page with links to all demo presentations, expert presentations and videos
    - Thank you email to all contacts already in database; if not in database, email will be sent to confirm acceptance of ST privacy policy, then thank you email sent
    - BeST article to be featured on Global Homepage

IoT World 2019 – Presentations

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Title	Speaker/Contributors	Est Audience
IoT World Hackathon ST Hardware Sponsor	Gianmarco Ferrari	59 3 teams used SensorTAG
Executive Keynote: Embedded Intelligence for the Next Wave of Smart Systems – Opportunities and Challenges on the Edge	Tony Keirouz	408
Smart Buildings & Energy Management Panel: Integrating Smart Building Adoption with IoT and New Technologies	Vipin Bothra	45
Hands-on Workshop: Discover the new STM32WB, a Multi-Protocol Dual-Core wireless MCU supporting Bluetooth™ Low Energy, Thread and Zigbee from STMicroelectronics	Vikas Manocha and Badraddine Baroudi	95
AI & Machine Learning Artificial Intelligence and Machine Learning in Resource Constrained Devices	Markus Mayr	71
IoT Connectivity Panel: Making Decisions: Which Direction is best when choosing between connectivity options?	Francesco Doddo	45
Developers Conference: Build & Deploy: Designing with Sensors Made Simple	Matteo Fusi & Francesco Doddo	49
Smart Manufacturing: Optimizing Smart Manufacturing - Reducing Cost and Time-to- Market with New Sensing and Communication Technologies	Vipin Bothra	21

IoT World 2019 – Demos & Videos

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- Demos (and number of scans/station)
  - LPWAN: 223
  - SensorTile.box: 143
  - Predictive Maintenance: 125
  - Motor Control: 116
  - STM32Cube.AI: 111
  - STM32WB: 110
  - IoT Secure Node: 103
  - Wide Band GAP: 102
  - Time of Flight: 91
  - BLE Mesh: 91
  - Op Aps: 84
  - Wireless Charging/USB-PD: 79
  - STM32MP1: 58
  - NFC-RFID: 30
  - ESD Protection: 24

- 6 Videos
  - NFC/RFID: https://youtu.be/zwMrnzIgbsk
  - Operational Amplifiers: https://youtu.be/9znDlsxhE7k
  - Predictive Maintenance: https://youtu.be/Tlis9_rJ_q4
  - Power Discrete: https://youtu.be/zWhRx7x8EWk
  - STCubeMX.AI Interview: https://youtu.be/ZsS4itO-otw
  - Tony's Keynote Address: https://youtu.be/jc0M3IusPm8