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Global Events Manager  
Thermo Fisher Scientific

**CTSM**

**PORTFOLIO**

20  
23



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# Criteria #1

Vital Statistics



# ABOUT CHRISTIAN HAWKINS

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With my love of planning and organizing starting very young – I took that as a sign and ran with it to make it a part of my career. My first job was working as a team member at Chick-fil-A where I was eventually promoted to Marketing Assistant. Primarily in charge of planning and organizing community events; I had dipped my toes into the world of events and would never turn back. Shortly after starting my undergraduate degree at San Francisco State University, I joined the panhellenic fraternity Alpha Phi, where throughout my 4 years I would hold multiple marketing event roles including: PR & Advertising chair, Red Dress Gala Chair and Vice President of Marketing. Throughout university, I worked as a Residential Services Lead at San Francisco State University, Communications & HR intern at a large domain management company and as a promotion assistant at Cumulus Media.

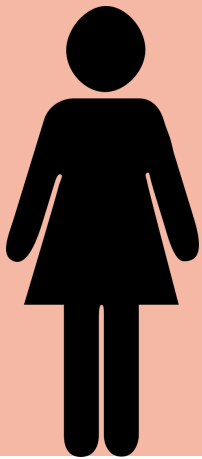
After 4 years at San Francisco State University, I graduated with a Bachelor of Science in Business with an emphasis in Marketing and a minor in Hospitality and Tourism Management. Knowing I wanted to pursue a career in events, but not knowing what niche I wanted to follow, I was hired as an Events Coordinator for a boutique hotel in Half Moon Bay, California where I planned and managed corporate events, such as meetings and retreats, and social events, such as weddings and non-profit fundraisers. I quickly fell in love with wedding planning but realized I did not want to work almost every weekend during my professional career. I wanted to make my way into the corporate events world and was hired as the Marketing Specialist at TVU Networks, a technology company that provides IP-based live video solution. At TVU, I planned, managed, and executed 30+ trade shows, conferences, and seminars throughout North & South America, EMEA and parts of APAC. Trade shows management quickly became an unexpected enjoyment.

After 2 years at TVU Networks, I joined Lumenis, a minimal-invasive clinical solution for the Surgical, Ophthalmology and Aesthetic markets. I worked as the Aesthetics Senior Events Marketing Manager where I planned, managed, and executed 50+ trade shows, regional customer workshops, roadshow stops, internal sales training and leadership summits. I led event production projects throughout the lifecycle including key objectives, milestones, budget, deadlines, speaker management, content management, event registration and other event production deliverables.

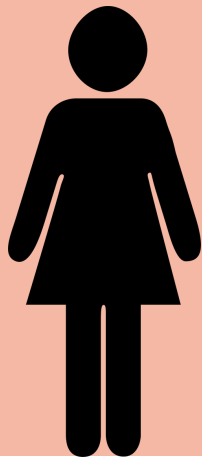
Recently, I have joined Thermo Fisher Scientific as the Global Event Manager, Spectroscopy. I manage 30+ trade shows and webinars throughout North America and Europe. Executing the business unit's event schedule from planning to full implementation and measurement, ensuring alignment with key partners, such as: Director of Marketing, Market Development Managers, Sales Management, and all third-party vendors such as booth houses, lead retrieval tool, fulfillment houses). Through events, the goal is to drive lead generation and conversion into revenue to ensure growth.



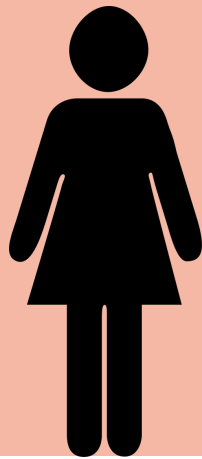
## Global Events Team, NA, EMEA & APAC



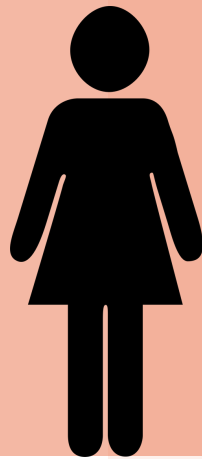
TBD  
Sr.  
Manager,  
Events



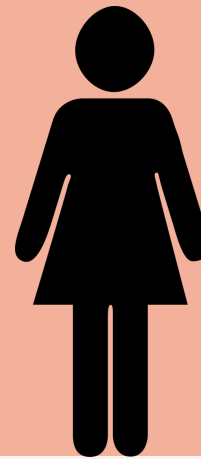
Jen Buick  
Sr. Events  
Manager,  
Life Science



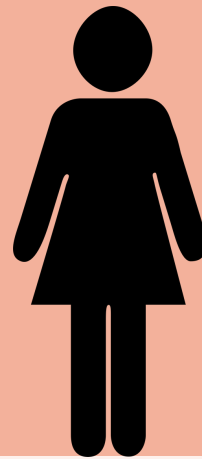
Paige Tan  
Sr. Events  
Manager,  
APAC



Jessica Hanson  
Sr. Events  
Manager,  
Semiconductors



Christian  
Hawkins  
Events  
Manager,  
Spectroscopy



Caroline  
Mack  
Sr. Events  
Manager,  
Material  
Science

# COMPANY BACKGROUND

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Thermo Fisher Scientific Inc. is the world leader in serving science, with annual revenue of approximately \$40 billion and 130,000 employees worldwide. Their mission is to enable customers to make the world healthier, cleaner, and safer. Whether customers are accelerating life sciences research, solving complex analytical challenges, increasing productivity in their laboratories, improving patient health through diagnostics or the development and manufacture of life-changing therapies, Thermo Fisher Scientific supports them with our instruments, equipment, software, services, and consumables. The company segments include life science solutions, analytical instruments, specialty diagnostics, laboratory products and biopharma services. Top end markets include diagnostics, healthcare, pharma, biotech, academic, government, industrial and applied.

Headquartered in Waltham, Massachusetts, Thermo Fisher Scientific formed in 2006 when Thermo Electron (co-founded in 1956) and Fisher Scientific (founded in 1902) merged. Since the merger; Applied Biosystems, Invitrogen, Unity Labs Services, Patheon and PPD have been acquired. Thermo Fisher Scientific now has over 600 offices across the Americas, APAC and EMEA regions.



Thermo Fisher Scientific headquarters in Waltham, Massachusetts

# COMPETITORS

**Agilent Technologies** is headquartered in Santa Clara, CA with 18,000 employees and offices globally. The company serves analytical laboratories and the clinical and routine diagnostics markets with a full suite of technology platforms. These include: automation, bioreagents, FISH probes, gas and liquid chromatography, immunohistochemistry, informatics, mass spectroscopy, microarrays, spectroscopy, target enrichments and vacuum technologies. Known for investing in R&D within its own research labs and those of leading universities to advance the state of knowledge in the life science, diagnostics, and chemical analysis space.

**Beckman Coulter** is headquartered in Pasadena, CA with 12,000 employees and offices globally. The company develops, manufactures, and markets products that simplify, automate, and innovate complex biomedical testing. It operates in two industries: Diagnostics and life science.

**Bruker Corporation** is headquartered in Billerica, MA with 7,500 employees and offices globally. Bruker's high-performance scientific instruments and high-value analytical and diagnostic solutions enable scientists to explore life and materials at molecular, cellular and microscopic levels. In close cooperation with customers, Bruker is enabling innovation, improved productivity and customer success in life science molecular research, in applied and pharma applications, in microscopy and nanoanalysis, and in industrial applications, as well as in cell biology, preclinical imaging, clinical phenomics and proteomics research and clinical microbiology.

## Competitor Market Share from Q3 2022

Company Name	Ticker	Revenues Growth	Market Share Increased
Thermo Fisher Scientific	TMO	\$10.68 Billion	14%
Agilent Technologies	A	\$1.72 billion	8%
Beckman Coulter	BEC	\$7.7 billion	6%
Bruker Corporation	BRKR	\$638.9 million	4.9%



# PRODUCTS/SERVICES

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Thermo Fisher Scientific is broken down into 8 groups. Each group has 2-4 divisions. Each division is broken down into business units. Spectroscopy, the business unit I manage, is broken into 4 product lines:

## Bulk Elemental Analysis

- XRF(X-ray fluorescence): the emission of characteristic "secondary" X-rays from a material that has been excited by being bombarded with high-energy X-rays or gamma rays
- OES(Optical emission spectroscopy): an analytical technique used to determine the elemental composition of a broad range of metals

## Material Characteristics

- Rheometry: the experimental techniques used to determine the rheological properties of materials, that is the qualitative and quantitative relationships between stresses and strains and their derivatives
- Extrusion: a process used to create objects of a fixed cross-sectional profile by pushing material through a die of the desired cross-section

## UV-Vis

- UV-VIS(Ultraviolet-visible): refers to absorption spectroscopy or reflectance spectroscopy in part of the ultraviolet and the full, adjacent visible regions of the electromagnetic spectrum

## Vibrational

- Raman: a spectroscopic technique typically used to determine vibrational modes of molecules
- FTIR(Fourier-transform infrared)/NIR(Near-infrared): a technique used to obtain an infrared spectrum of absorption or emission of a solid, liquid, or gas





Each product line has a broad portfolio of instruments:

**Bulk elemental analysis:** The Thermo Scientific™ ARL™ QUANT'X EDXRF Spectrometer provides major, minor, and trace element quantification across the broadest range of samples, including bulk solids, granules, loose or pressed powders, fused beads, thin films, pastes, and liquids. Featuring standardless software and accessories, this complete benchtop EDXRF (Energy Dispersive X-ray Fluorescence) system meets the elemental analysis needs of central and contract laboratories, academic institutions as well as the environmental monitoring, chemicals, mining, forensics, food, cement, and metals industries.



**Material Characteristics:** Thermo Scientific™ Process 11 Parallel Twin-Screw Extruder develops formulations for polymer and food products. This lab bench extruder is ideal for a variety of compounding workflows with accessories such as: dies, 3D filament spooler, sheet take-off system, pelletizer, and a melt pump for Pulsation-free metering of melt that enables production suitable for filaments, sheet film or fiber spinning.



**UV-Vis:** The Thermo Scientific™ Evolution™ One/One Plus UV-Vis Spectrophotometer series brings together reliable, versatile hardware, a broad range of accessories, with easy-to-use, easy-to-learn Thermo Scientific™ Insight™ Pro Software.



Evolution One  
UV-Vis Spectrophotometer



Evolution One Plus  
UV-Vis Spectrophotometer



Evolution Pro  
UV-Vis Spectrophotometer

**Vibrational:** The Thermo Scientific™ Nicolet™ RaptIR™ FTIR Microscope offers precision and agility to help streamline sample analysis by quickly generating actionable results. Homing in on the intricacies of a sample to find the answer you need is often a lengthy and difficult process. Any amount of time saved while searching for the solution makes a world of difference in delivering results. This research-grade microscope is not only adaptable for all users but also across industries. The objectives, infrared capability, and clear images are useful in fields of study as diverse as pharmaceutical, environmental, forensics, art restoration, polymers, and materials research.





# Criteria #2

Overview/Show Schedule



# OVERVIEW/SHOW SCHEDULE

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Like most companies, 2022 was the first year since the COVID pandemic that trade shows were back in-person. In the Spectroscopy business unit, we attend a variety of trade shows throughout North America and Europe. The topics of each show we attend vary depending on the market segment we are focusing on. The following are the top market segments we focused on for 2022: Analytical/material science, battery, industrial quality control, rheology, plastics/polymers, pharma, and extrusion. The size of shows we attended ranged from:

- The smallest of 15 exhibitors and 150 attendees, which was the Annual European Rheology Conference (AERC) held in Seville, Spain. We have a tabletop exhibit with a link wall. Rheology is a growing market but is still very niche.
- To the largest with 3,037 exhibitors and 176,000 attendees, which was K-Show held in Dusseldorf, Germany. We had a 49 square meter booth. This is the largest plastics and rubbers show in the industry.

Because this was my first year at Thermo Fisher Scientific and this was the first year back to “normal” in the events world since the pandemic, the common theme of all shows for 2022 was budget cuts. This typically meant one of 3 things: we had to cut back on the booth size, ask additional divisions/groups to participate to lower our costs or not participate in the show at all.

Find the 2022 trade shows Spectroscopy participated on the next page.

# 2022 SPECTROSCOPY EVENT LIST

Show Name	Acronyms Explained	City	Start Date	End Date	Booth Size
ACS Spring	American chemical society	San Diego - NA	20-Mar-22	24-Mar-22	10x20ft
CastExpo	Casting Expo	Columbus - NA	23-Apr-22	26-Apr-22	10x10ft
AERC	Annual European Rheology Conference	Sevilla - Spain	28-Apr-22	28-Apr-22	Tabletop
CONTROL	Control international trade fair for quality assurance	Stuttgart - Germany	3-May-22	6-May-22	8x5m
IPACK-IMA	Italian Packaging Machinery Manufacturers Association	Milan - Italy	3-May-22	6-May-22	17x8m
Gas Analysis		Paris - France	17-May-22	20-May-22	3x3m
METEF	International expo for the aluminum, foundry and innovative metals industry	Bologna - Italy	9-Jun-22	11-Jun-22	3x2m
SPE ANTEC	Society of Petroleum Engineers	Charlotte - NA	14-Jun-22	15-Jun-22	10x10ft
Analytica		Munich - Germany	21-Jun-22	24-Jun-22	13x12m
Battery Show Europe		Stuttgart - Germany	28-Jun-22	30-Jun-22	10x6m
ICORS	International conference on raman spectroscopy	Long Beach - NA	14-Aug-22	18-Aug-22	10x10ft

Show Name	Acronyms Explained	City	Start Date	End Date	Booth Size
ACHEMA	Ausstellungstagung für chemisches Apparatewesen (Exhibition conference for chemical apparatus)	Frankfurt - Germany	22-Aug-22	26-Aug-22	5x3m
The Battery Show NA		Novi - NA	13-Sep-22	15-Sep-22	20x20ft
Forum Labo		Lyon - France	19-Sep-22	20-Sep-22	10x6m
WOTS	World of Technology and Science	Utrecht - Netherlands	27-Sep-22	30-Sep-22	8x6m
ILMAC	International trade fair and conference for Laboratory, Measurement technology and Automation in the Chemical industry	Lausanne -Switzerland	28-Sep-22	29-Sep-22	6x3m
FACSS SciX	Federation of Analytical Chemistry and Spectroscopy Societies	Cincinnati - NA	2-Oct-22	7-Oct-22	10x20ft
SOR	Society of Rheology	Chicago - NA	9-Oct-22	13-Oct-22	Table top
Gulf Coast Conference		Galveston - NA	10-Oct-22	12-Oct-22	10x20ft
AAPS	American Association of Pharmaceutical Scientists	Boston - NA	16-Oct-22	19-Oct-22	10x20ft
K-Show	Innovation driver for the global plastics and rubber industry	Dusseldorf - Germany	19-Oct-22	26-Oct-22	7x7m
CWE	Compounding World NA	Cleveland - NA	9-Nov-22	10-Nov-22	10x20ft
MRS Fall	Materials Research Society	Boston - NA	6-Dec-22	8-Dec-22	10x20ft



# Criteria #3

Introduction to Show of  
Focus & Measurable  
Objectives for the Show



# INTRODUCTION TO SHOW

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March 12, 2020, I was setting up for an event in New Orleans for my previous company, Lumenis one of the largest aesthetic and medical laser companies in the world, when the COVID-19 pandemic was about to shut down the country only three days later. The sales team started getting calls that morning that their clients were not comfortable being in a conference room. I quickly had to come up with a solution to broadcast the panel to those who were no longer attending. We were able to use the onsite AV team to set-up a camera and stream the panel. The sales team made two sales and was deemed a successful event. Little did I know this would be my last “normal” in-person event for 6 months.

For the next four weeks I made numerous calls to cancel all contracts I had signed with hotels for events that were to be held within the next six months. Upper management had made this decision given the sheer unknowingness of what was going to happen in the world. As far as we knew, the government had put out a stay-at-home order and restricted any gatherings of individuals. In the meantime, we were receiving notification that all tradeshow were canceled or postponed until 2021. On April 1st there was a mass layoff within the company and on April 8th I received a call that I would be furloughed until June 1st.

When I returned to Lumenis on June 1, 2020, we immediately went into a brainstorming meeting to figure out how we can get in front of our customers with the devices since that is our biggest selling point. While I was furloughed, the team put on webinars just like our competitors, and sales did not feel these were successful because their prospects could not touch or feel the devices which is why we would put on in-person events and attend tradeshow. After going back and forth with ideas, we came up with the plan to make the devices mobile and bring them to our customers and prospects. The plan was to travel to major cities around the United States to demonstrate the portfolio of instruments to current customers and prospects on what we would call, the LuMobile. The target audience that we would focus on were medical spas for Aesthetics, eye doctor offices for Vision, and hospitals for surgical. Changing from the “new norm” of endless webinars and going mobile would differentiate us with an advantage of psychological distance as discussed in [30718 Creating Thinking to Reinvigorate Your Program](#) where it states “Traveling beyond our daily routine and region knocks something loose in our brain. We become more open to new ideas and more willing to explore different perspective.”

I chose to focus on this road show for my portfolio because it presented a handful of hurdles to jump over, numerous new learnings and at many times it forced me to get out of my comfort zone all while navigating through a worldwide pandemic. My role for the road show was managing all logistics and planning of the LuMobile. From finding a company who could build our dream vehicle to managing all onsite logistics at each stop.

Lumenis is split into 3 divisions: Aesthetics, surgical and vision. My role at the company was to manage all aesthetic events, but due to the pandemic effecting all divisions, I took the role of event manager for surgical and vision in addition to aesthetics for the road show. In the class **20319 The Nuts and Bolts of Budgeting for Results** it states, "Maximize budget dollars by creating event objectives that are driven by a connection between your products and services and the needs of the audience." Due to fact that all tradeshow and in-person events were canceled for all three divisions we were able to combine our event budgets and agree on the same objective: get in front of current customers and prospects with our devices to touch and feel.

When I returned to Lumenis after being furloughed, the goal from an events standpoint was to get our devices back in front of our customers/prospects since all our in-person events were canceled/postponed. Our strategy was to hire a company that would create a mobile exhibit experience to showcase devices from the three divisions of Lumenis: aesthetics, surgical and vision. Each division would have a dedicated day and/or time to invite current customers and prospects to demonstrate their devices. In addition, depending on the division, there was a stage attached to the outside of the trailer that presenters would present on with a monitor for a slide deck and videos. We wanted to create a welcoming environment to build our relationships with current customers and start building those lasting relationships with prospects who would hopefully become loyal customers.

In **213 Booth Basics Boot Camp: Lesson from the Trade Show Floor** it mentions, "You need to set an expectation or a goal so you can meet it or exceed it." Given that we have never put on a road show before, we came up with the below measurable goals based off knowledge from exhibit builder, PR agency, social media agency, and internal sales head for each of the divisions.

# OBJECTIVES & MEASURABLE GOALS

Strategies	Tactics	Assessment Methods	Measurable Goals
Create interactive experiences	Live demos, Live presenters/presentations	<ul style="list-style-type: none"> <li>Overall live demo numbers</li> <li>Overall live presentation number</li> </ul>	<ul style="list-style-type: none"> <li>2 at each stop = 42</li> <li>1 at each stop = 21</li> </ul>
Brand awareness	Social media, Influencers	<ul style="list-style-type: none"> <li>Total number of impressions from social media</li> <li>Total number of influencers during road show</li> <li>Number of impressions from influencers</li> </ul>	<ul style="list-style-type: none"> <li>200,000</li> <li>1 at each stop = 21</li> <li>~47,500/influencer = 1,000,000</li> </ul>
Lead generation	Live audience with sales team present	Generate revenue	\$1,000,000

To start planning for the road show I needed to understand what a road show consists of. I had never been a part of a road show before, so this was new territory for me. I spent hours researching this new type of customer facing event and learning what is needed. Once I felt I understood what was needed I started researching mobile exhibit companies (I will go into more detail in criteria #4). Internally we started gathering ideas for marketing to get the word out (I will go into more detail in criteria #5) and I began to work with the sales leaders of each division to learn about their wants, needs and requirements of the road show.



# **Criteria #4**

Management of Exhibit  
Design/Production

# MANAGEMENT OF EXHIBIT

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Given that this was my first time managing a road show I left it to Google to find potential companies to reach out to and learn about their programs and companies. I spent hours researching mobile exhibit companies in the United States. I looked at their portfolios, customer testimonies and any other information I could find. Since we had never done a road show before, there was no RFP to submit as I needed to be guided from the professionals. I reached out to two companies, one never responded and the other was MRA Mobile Experiential Tours. After a few calls with the team at MRA, I felt that Lumenis would be in good hands as we ventured into new territory of the mobile exhibit world. They provided multiple references who I reached out to and gave their complete confidence in MRA's abilities to create our dream exhibit on wheels. Once we signed the contract, I would work with 3 main contacts at MRA: an account manager, a designer, and a driver (once the tour started). Throughout the planning process we would have weekly calls that the account manager would lead and at times we would need two calls within a week depending on deadlines and important decisions that needed to be made.

Though there was no RFP, we did have a few qualifications that we needed MRA to meet:

- Inside: space for devices to be displayed, chair for hands-on treatments, 1-2 monitors for looping videos, laser safety treatment for all windows, and storage
- Outside: monitor for presentations, stage for speaker, audio for microphone and music
- Overall: visually appealing from the outside and inside

## Product Strategies

1. **Define overall project goals:** We had two goals when we turned to MRA. The first, get our devices back in front of the customers/prospects. And the second, make sales.
2. **Blueprint of vehicle:** Once we had the goals, we were able to move onto our wants and needs of the vehicle to then determine the style and size. We needed to make sure there was enough space inside the vehicle for instruments, attendees, and a treatment chair all while still being COVID consciousness and within budget.

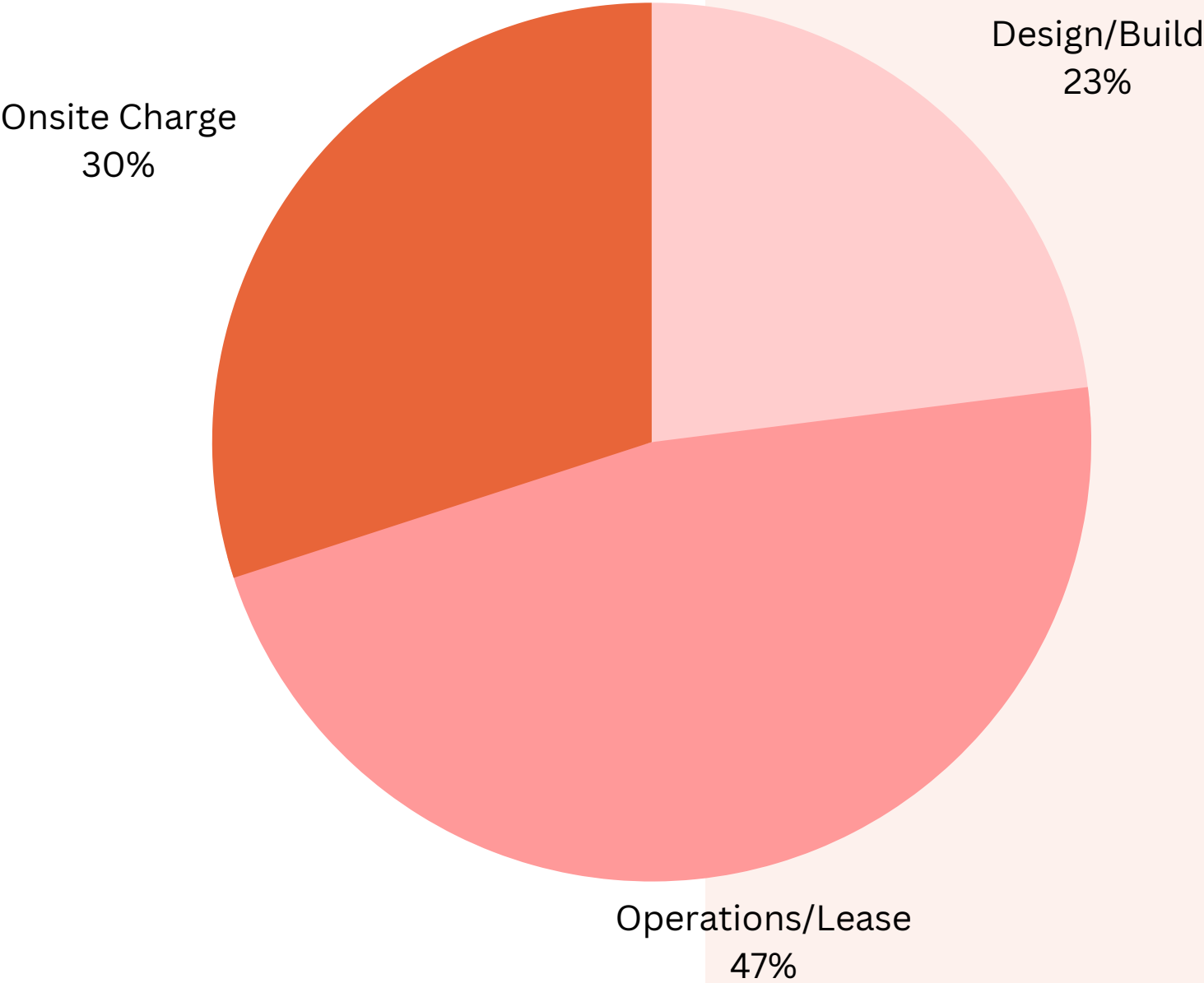
3. **Design and development:** While we knew what instruments would be used and laser safety treatments needed to be on the windows, we then left the design and development with the professionals with one main idea that was covered in **31318 Beyond the Basics of Booth Selling** “think welcoming, not selling.” Many individuals had not gathered since the pandemic started and we wanted the LuMobile to feel welcoming and get people excited to be around others again all while learning about Lumenis and the portfolio we had to offer.

4 **Tour route and schedule:** Creating the tour route and schedule was my Achilles heel of the road show. The sales leaders and I had decided on 30 cities across the country that we would stop at. I worked closely with my MRA account manager to get guidance on where to start and then I would continue to spend many early mornings and late nights sending out RFP’s to hotels. Being sure to practice one of the most important lessons I learned when considering a venue in **61018 The Basics of Event Planning and Management – Part I** “Be clear with your expectations and what you might expect to do so they are aware. Do not surprise your venue.” I had countless phone calls with hotels after they had responded that they could host the LuMobile. We went over the layout of the trailer, the grade of the parking lot and one of the biggest issues we had – the power requirements for the Surgical device. Once I had confirmation the property could indeed meet all our requirements, I would go back to the sales leaders with my decision and asked if there were any objections. Once approved, I would move on to the next city of the tour.

I had to be sure to follow the Department of Transportation laws for our driver which were he would not work more than 10 hours a day (starting from the time he left his hotel for set-up to getting back into his room after pack-up) and could not drive further than 350 miles in one single day. We signed a contract for 22 non-consecutive operational weeks and once I worked backwards from the date that the trailer had to be back at the MRA warehouse, we ended up having to cut 9 cities from our wish list. See page 35 and 36 for cities and dates on our tour.

# BUDGET PLAN

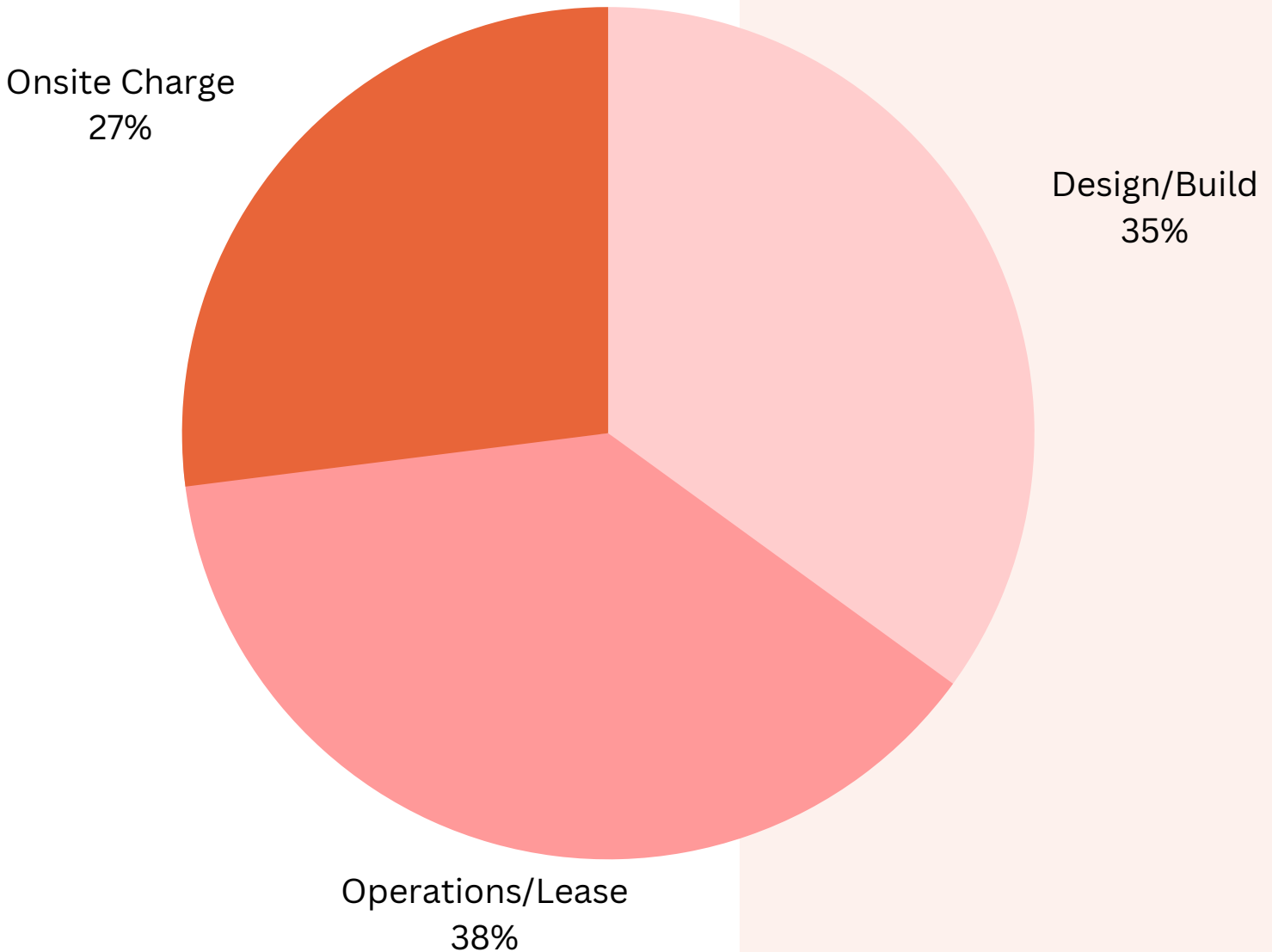
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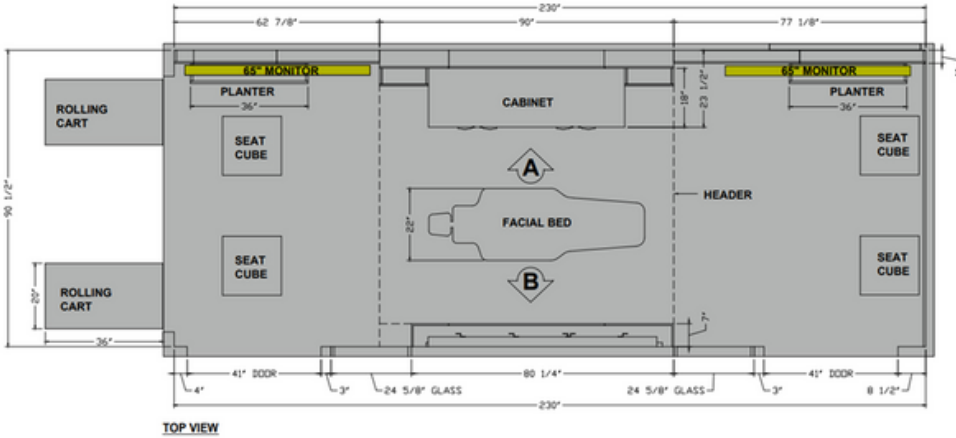
# ACTUAL EXPENSES

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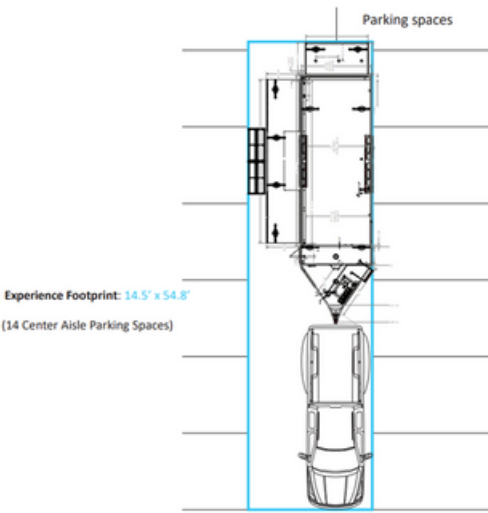


As stated previously, there were budget cuts to the events program and many other departments when the pandemic hit. Going into the planning of the road show, we relied heavily on MRA for the cost estimate. They provided a cost breakdown of all elements and we were comfortable moving forward. As the building started of the trailer we realized we wanted to upgrade items such as the outdoor television, the audio/visual system inside and outside, flooring, etc. Before any decision was made on the upgrades, I received approval from the higher up's. They were receptive of why these upgrades were needed as this was our only event to get the devices in front of customers/prospects and needed the best quality since this would be traveling around for the next 7 months. With that being said, the overage of 17% was not a surprise to anyone after the final numbers were ran.

# VISUAL EVIDENCE



Preliminary layout inside trailer



Experience Footprint: 14.5' x 54.8'  
(14 Center Aisle Parking Spaces)

Parking Plan  
Scale: 1/8" = 1'-0"

CLOSED TRAILER SIZE: 8.5' x 29.2'  
TOWING VEHICLE SIZE: 8.6' x 21.6'  
Parking spaces are shown at: 9' x 18' | Drive Aisles Are shown at: 27'



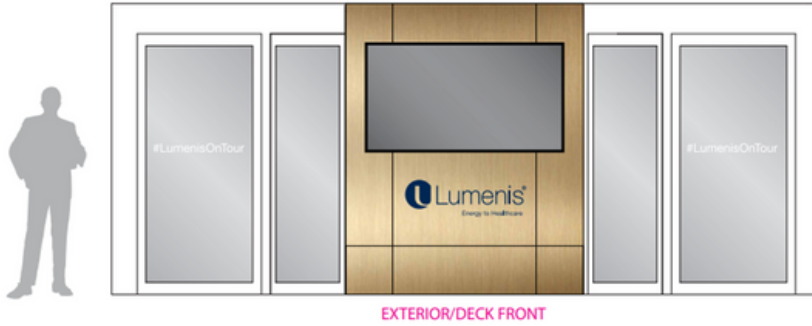
Parking plan: Footprint of trailer and truck

Parking Plan

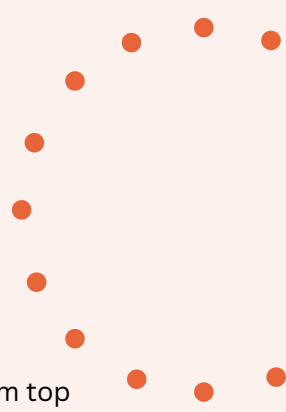
## Flooring options



Rendering of exterior/stage where presentations are to be completed



Produce	(1) RTA/PTC Logo - inkjet on IJ180Cv3-10 psv with cast matte overlam	Size	Logo Size: 40" x 12" -- Hashtag Size: 30" x 3"
Substrate	applied directly to ext front wall under monitor	Finish	
Note	ALSO: (2) dups RTA matte white vinyl applied first surfact to sliding door glass		
AI/AM Approval (spelling, layout, panel breaks)		PM Approval (size, substrate, quantity)	

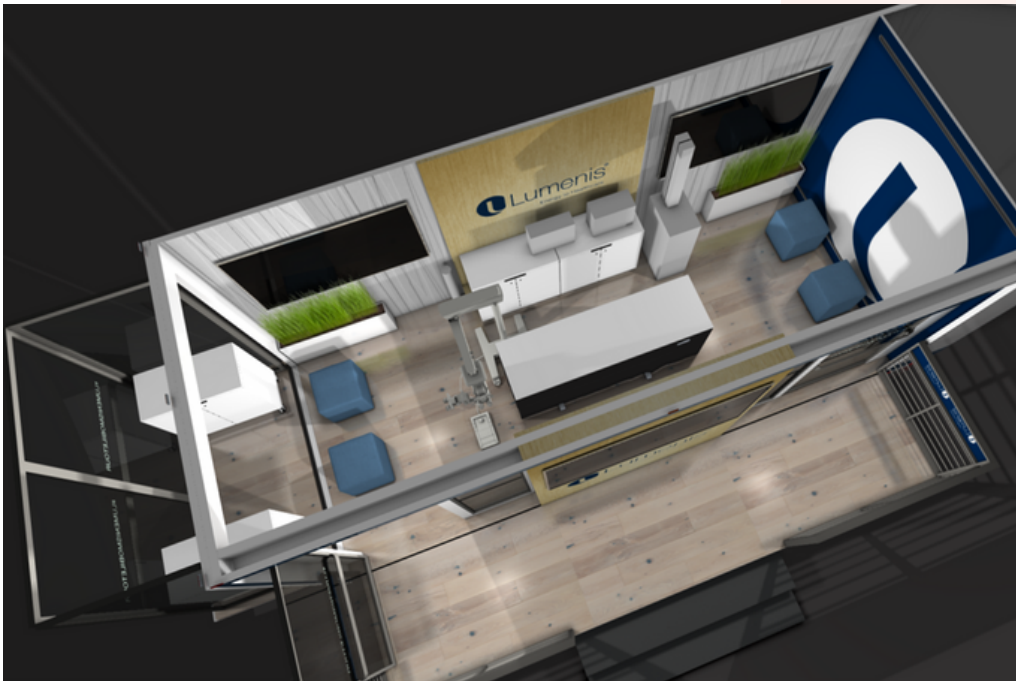
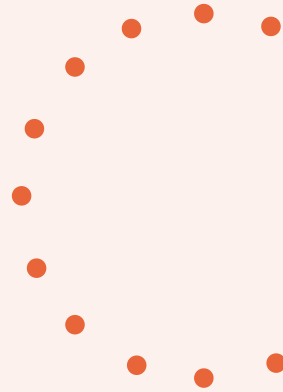


Final exterior from top right of mobile exhibit





Final exterior from back right of mobile exhibit

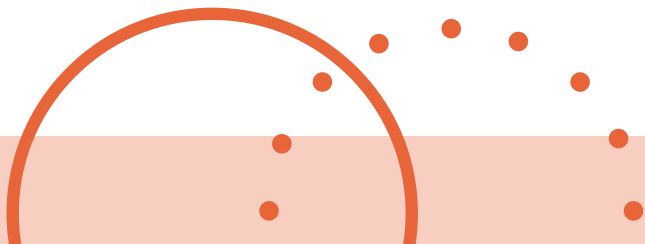


Final rendering of inside the mobile exhibit



# **Criteria #5**

Management of  
Integrated Marketing  
Communications (IMC)



# MANAGEMENT OF IMC

Once the contract was signed with MRA and I was working on the planning and logistics for the route, the marketing team started working on the marketing tactics for the roadshow. To start out, they needed to create the branding. We used the method taught in [30818 Business Marketing Strategies and Trade Shows](#) "Strategies are often characterized by asking who, what, where when and how." After a few rounds of revisions from the graphic designer, we landed on the below logo for the LuMobile



Original



Official

The road show had 2 methods of integrated marketing communications

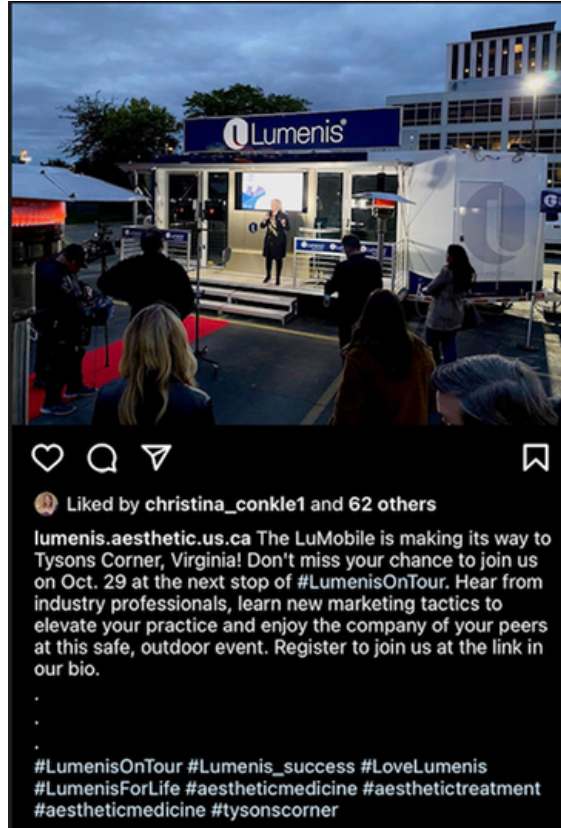
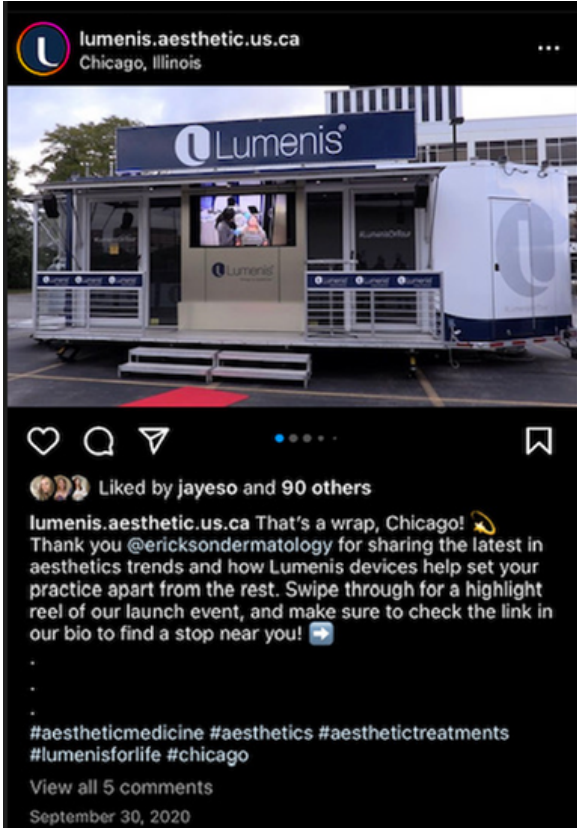
- Social media

- We had a third-party marketing agency that managed the Aesthetics (the vision and surgical divisions were not active on social media at the time) Instagram for the road show. The goal for social media was to advertise that we were traveling across the country to showcase our devices.
  - Measurable goal - Total number of impressions from social media: 200,000
- **Influencers:** To get the word out about our treatments and the LuMobile all in one, our public relations agency reached out to influencers in each of the areas to offer a complimentary treatment from one of our on-site clinical team members. In return, the influencer would post on their Instagram reels or story with the hashtag #LumenisOnTour and talk about their experience. The goal for having influencers stop by the LuMobile was to get the word out about Lumenis treatments and get people talking and interested to find a local provider (each influencer added our website where anyone could find a local provider in their area). Mentioned in [60819 From Marketing to Measurement: 10 Steps to a Great Corporate Event](#) "Be contagious. Promote your ideas and your event with unrelenting excitement, energy, and uncompromised enthusiasm." Although the influencers were not necessary promoting MedSpas to join the LuMobile, we took the opportunity to promote our treatments to prospective customers for those MedSpas in hopes that these prospective customers were going into their local providers asking for the treatments.
  - Measurable goal
    - Total number of influencers during the road show: 1/stop = 21
    - Number of impressions from influencers: 1,000,000

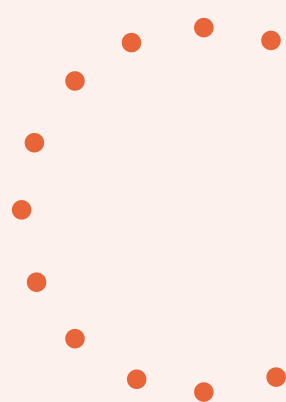


Media outreach: In addition to finding influencers, the public relations agency also reached out to local media outlets to invite them to the LuMobile for a complimentary treatment and provided them with a press release. The goal for getting local media involved was for them to write about their experience at the LuMobile or about the press release on their platforms.

- Measurable goal - Total number of media placements: 10



Instagram posts' during the LuMobile





Media placements from the LuMobile

## american spa

### Lumenis Launches Touring Trade Show

Laser aesthetic brand Lumenis's newest initiative, LuMobile, is a touring trade show that plans to bring its flagship technologies to physicians across the country. Housed in a glass-enclosed mobile tradeshow booth, the devices that will be showcased include the new Stellar M22, NuEra Tight, and Legend Pro. The tour, which began in Chicago on Sept. 28, will extend to twenty major cities, such as New York, Los Angeles, San Francisco, Miami, and Detroit, and will last through April 2021. Participating professionals will be able to watch live demos, discuss the products with brand representatives, and experience the products, as well as attend ribbon-cutting ceremonies and red-carpet events. "When all educational meetings and trade shows came to a halt this year, we started thinking of new ways to safely bring physicians together in a professional venue to continue to advance education, patient care and new breakthroughs in medical technology," says Brad Oliver, regional president of the Americas of Lumenis. "By providing an outdoor, social-distanced tradeshow environment, we are providing a safe setting to continue to advance education on recent medical innovations."

## MedEsthetics

The Guide for Excellence in Medical Aesthetics

### Lumenis Launches the LuMobile Traveling Trade Show Booth

With scientific conferences confined to virtual events for the time being, Lumenis, developer of aesthetic devices, has come up with an innovative way to bring its award-winning technologies to physicians in a safe, yet interactive way. Beginning on September 28 and lasting through April 2021, the company will bring its latest flagship devices, including the new Stellar M22, NuEra Tight and Legend Pro, around the country in the LuMobile, a sleek, glass-enclosed mobile tradeshow booth. The 20-city tour will kick off in Chicago and then make its way to New York, Los Angeles, Miami, Detroit, San Francisco and many more cities throughout the U.S.

## SPA & BEAUTY

today

LUMENIS KICKS  
OFF 20-CITY  
MOBILE TOURING  
TRADE SHOW

## OR TODAY

### Lumenis Inc. Unveils Its First-Ever U.S. Tour with Launch of LuMobile

Lumenis Inc., the world's largest energy-based medical device company for aesthetic, surgical and ophthalmic applications, is proud to announce its first-ever mobile tour (LuMobile), September 28th through April 2021. The company will bring its flagship devices to practitioners in a safe environment aboard the new LuMobile outdoor tradeshow exhibit. The 20-city mobile tour will kick off in Chicago and make its way to New York, Los Angeles, Miami, Detroit, San Francisco and many more major cities around the country.

## ASCP




## Medical Design & OUTSOURCING

### Could this be the future of trade shows?

Medical laser company Lumenis plans to circumvent the pandemic-induced lack of trade shows by taking its wares on the road this month.

Posts' from influencers




**talkingshiteam** • Follow  
Atlanta, Georgia

Today I ventured off to Buckhead to visit @lumenisaestheticus for a NuEra Tight treatment! I have a bit of cellulite on my thighs and thought to give it a try.

The NuEra Tight device is intended to provide a temporary reduction in the appearance of cellulite. I would need about three more treatments to see the full results. It was a pleasant experience too.

Glad I gave it a try today! Visit the website to find out more [www.aestheticus.com/lu-mob-center](http://www.aestheticus.com/lu-mob-center) #Influencer #LegendPro #StellarM22 #Realness #LumenisOnTour #NuEraTight

Liked by angle\_0x and 137 others



The laser is comprised of two different functioning systems: intense Pulsed Light (IPL) and the BroadBand laser. It's the IPL that administers varying wavelengths of light into the skin generating heat to treat pigmentation and imperfections of the skin beneath, in what creates the appearance of smoother skin.

**prettygirly1** • Follow

My M22 treatment with @lumenisaestheticus @lu-mob-center #LumenisOnTour

Thank you @lumenisaestheticus for this #StellarM22 treatment with @lumenisaestheticus @lu-mob-center #LumenisOnTour

I can't wait to show you my results! Thank you @lumenisaestheticus for all of the information and treatment!

**modelmonalisa06** Loving your hair!

550 views



**deena\_d** • Follow  
Aventura, Florida

This weekend I had the opportunity to have a 1:1 self-care day with @lumenisaestheticus

I'm embracing more luxury natural-looking treatments because I deserve it, and so do you! After all it's been a rough year, treat yourself!

I got the NuEraTight treatment on my cheeks and jawline.

This treatment uses radio frequency sound wave energy to tighten skin and give that sleek, sculptured look!

NuEraTight: safely heats tissue to stimulate collagen and elastin.

230 likes



**familyfabday** • Follow

I just checked out the latest in skin treatments at the LumenisOnTour LuMobile! The mobile spa is on top! @lumenisaestheticus is the leading laser aesthetic brand in the world!

I got to experience a sample skin lightening treatment from @legendpro with the lovely @lumenisaestheticus. She answered all of my questions and I am loving the instant results.

Problems: #pigmentation #facial #lumenisaestheticus #skincaretreatments #healthandwellness #aestheticus #nuera

Liked by danielella and 125 others



**lifestyle.fashion.mama** • Follow

I loved being a part of the Lumenis on tour event! I got a skin lightening treatment and I already see a difference! I am very happy with my experience.

Check them out! @lumenisaestheticus @LuMobile #LumenisOnTour #NuEraTight

Treatments offered:

- NuEra Tight: This treatment

694 likes



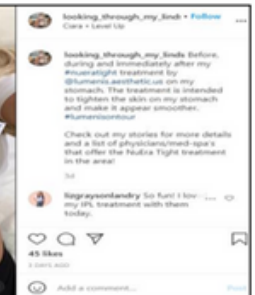
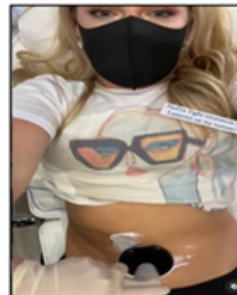
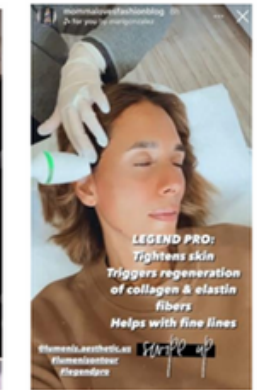
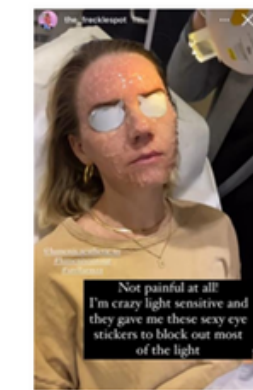
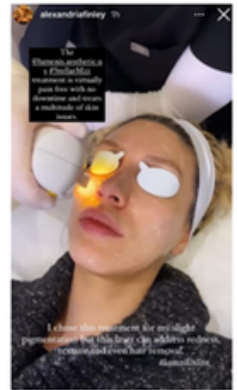
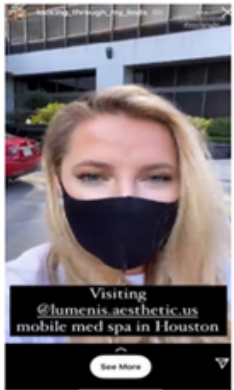
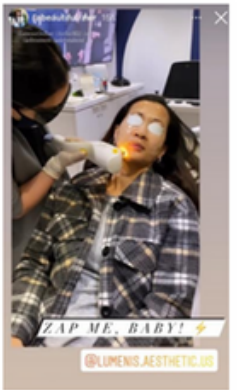
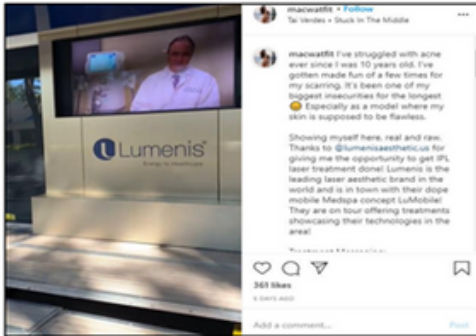
**collectivekellyn** • Follow  
Troy, Michigan

Don't mind if I say! Today I got to see the LumenisOnTour one for a personalized treatment targeted at unwanted pockets of cellulite on the body. It was a full 30-minute massage! They're heading to New York next so PSA to my friends in the big apple - be on the look out!

LumenisOnTour is HERE! Thanks for coming to LumenisOnTour!

Liked by lumenisaestheticus and 279 others

Posts' from influencers





# ASSESSMENT OF IMC

Method of Communication	Rationale	Target Audience	Measurable Goals	Assessment Method	Results	Recommendations
Social Media	Many medical spas (MedSpas) are active on Instagram. Advertising that we would be in cities near their offices would entice them to attend	MedSpas	Total number of impressions from social media: 200,000	Metrics received from social media agency	<ul style="list-style-type: none"> <li>• 331,689 impressions</li> <li>• 7,662 engagements</li> <li>• 1,153 click-throughs</li> </ul>	Posting more "live content" to increase views and interactions with the followers. Most of the posts were static images about where the LuMobile was heading next.
Influencers	Spread the word about the LuMobile, but more so, to spread the word about the Aesthetic treatments that are offered to consumers from local MedSpa's	Consumers	<p>Number of influencers during the road show: 1/stop = 21</p> <p>Number of impressions from influencers: 1,000,000</p>	Metrics received from PR agency	<ul style="list-style-type: none"> <li>• Social placements: 61</li> <li>• Social impressions: 3,488,451</li> </ul>	Some of the influencers were not beauty and lifestyle focused like most of the others. To keep the theme, it would be good to have a stricter set of guidelines on who are considered "influencers"
Media Outreach	Getting the media involved would get our message across to a wider audience and help establish credibility	MedSpa's	Total number of media placements: 10	Metrics received from PR agency	<ul style="list-style-type: none"> <li>• Media placements: 12</li> <li>• Media impressions: 346,823</li> <li>• Media Attendees: 13</li> </ul>	We were on the right track with involving media, but the PR agency lost traction. To stay on track, releasing another press release could have been beneficial.



# Criteria #6

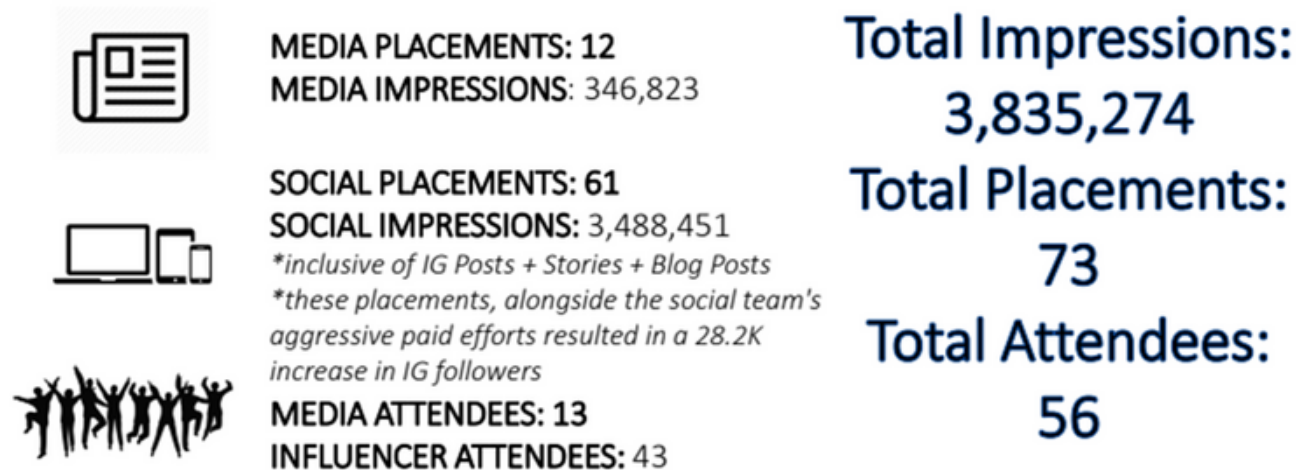
Management of Results  
Reporting

# RESULTS REPORTING

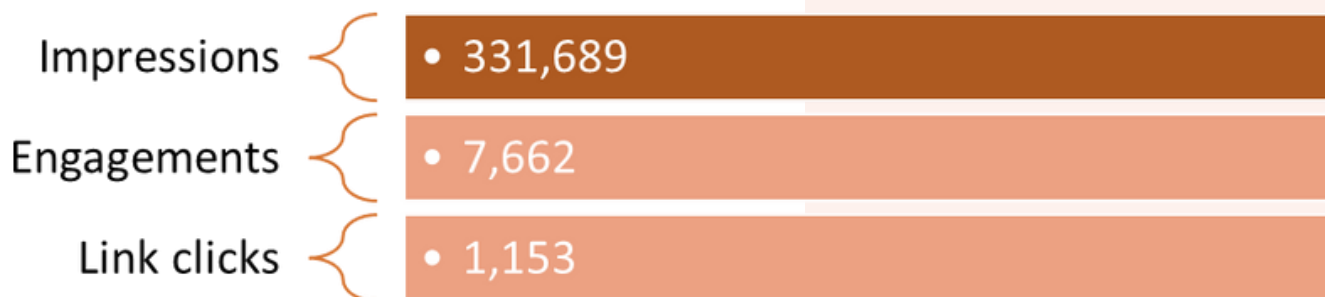
After the LuMobile completed its tour around the United States there was no formal reporting method in place. I kept track of expenses in a spreadsheet and at the end of the tour I reached out to the sales teams to get their numbers of deals closed during the tour and opportunities that were in the pipeline. To get the results for social media, influencers, and media placements, I reached out to our agencies, and they provided a great breakdown. I quickly learned that "Digital Marketing data is easier to manage and measure" as discussed in [153 Track and Optimize Event ROI and Contribution to Revenue](#) since it took me over a week to get the final numbers from all the teams and regions and the agencies were able to run quick reports and have the below numbers to me within a day.

Final report from PR agency

## LUMOBILE IMPRESSIONS



Final report from social media agency



I then sent a high-level email to the President of the Americas, all sales heads for each division, and the VP of Marketing that showed the deals closed, opportunities in the pipeline, results from the social media and PR agencies, and as discussed in **40218 Basic Project Management and Reporting Skills** “summarize what really happened in relationship to the plan.” I shared the below table that shows what division participated in what stops and listed the 2 cities that were canceled.

### LuMobile tour with division participation

City	Dates	Aesthetics	Surgical	Vision
Chicago	29 September - 2 October	x	x	x
Detroit	6-9 October	x	x	x
Boston	14-17 October	Canceled due to COVID		
New York	20-23 October	x		x
Baltimore	27 October		x	
Tysons Corner	28 October	x		
Charlotte	10-13 November	x	x	x
Nashville	17-20 November	x	x	x
Atlanta	1-4 December	x	X	

City	Dates	Aesthetics	Surgical	Vision
Orlando	8-11 December	x	x	x
Miami	15-18 December	x	x	x
Tampa	12-15 January		x	
Houston	26-29 January	x	x	x
San Antonio	2-5 February	x	x	
Dallas	9-12 February	x	x	
Las Vegas	18-20 , 23-24 February	x	x	
Orange County	2-5 March	x	x	
Los Angeles	9-12 March			x
Bay Area	16-20 March	Canceled due to COVID		
Seattle	7-9 April	x	x	
Denver	20-21 April	x	x	



# OVERALL SHOW REPORTS

Strategies	Tactics	Assessment Methods	Measurable Goals	Results	Recommendations
Create interactive experiences	Live demos, Live presenters/pr esentations	Overall live demo numbers  Overall live presentation number	2 at each stop = 42  1 at each stop = 21	48  8	Due to weather we had to cancel 6 of the presentations. The remaining 5 cities did not have presenters in the area. If we had planned sooner, we could have flown in speakers
Brand awareness	Social media, Influencers	Total number of impressions from social media  Total number of influencers during road show  Number of impressions from influencers	200,000  1 at each stop = 21  ~47,500/infl uencer =1,000,000	311,689  43  3,835,274	Social Media: Posting more “live content” to increase views and interactions with the followers. Most of the posts were static images about where the LuMobile was heading next.  Influencer: Some of the influencers were not beauty and lifestyle focused like most of the others. To keep the theme, it would be good to have a stricter set of guidelines on who are considered “influencers”
Lead generation	Live audience with sales team present	Generate revenue	\$1,000,000	\$1,133,400	<ul style="list-style-type: none"> <li>• <b>Aesthetics</b> started off very strong, but when we got to the West Coast the sales teams were not invested. Having better buy-in from the executives would have made a difference.</li> <li>• The set-up for <b>Surgical</b> ended up not working for their device – this affected them the most and resulted in no sales. Choosing another instrument may have resulted in a better turnout</li> <li>• <b>Vision’s</b> reps were not very responsive to the tour and resulted in them not participating in 10 stops. Having better buy-in from the executives would have made a difference.</li> </ul>



# Criteria #7

Conclusion



# CONCLUSION

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When the COVID-19 pandemic struck the world in 2020, I was furloughed and didn't know what my position would look like when I returned 7 weeks later given that in-person events were on hold for an unknown amount of time. In the midst of a pandemic, we all had our fair share of virtual events, so we had to get creative. For two months I was pushed further than I could see out of my comfort zone. Of the hundreds of shows that I have worked on thus far in my career, the LuMobile is my proudest accomplishment. From planning the route to being onsite with my team at each stop, I felt that all my late nights and even earlier mornings had truly paid off. The hard work that went in from not only myself, but MRA, the demo coordinator, the sales teams, and the clinical team (to name a few) had me in tears because I felt so proud.

The LuMobile differentiated us from the competitors when we needed it the most. We traveled to 19 major cities around the country to get face-to-face interactions with our current customers to show our growing portfolio and to meet prospects to show them why Lumenis is their minimal-invasive clinical solution. We met and exceeded most of our goals and while the turnout for surgical and vision was not expected, we made the most of each stop.

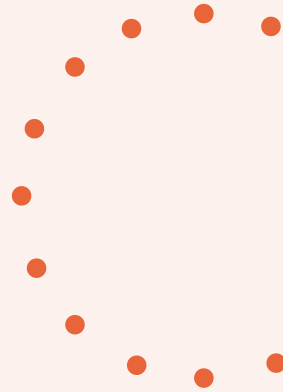
When the tour came to an end in April 2021, we began discussing a part two of the LuMobile. I made the following recommendations:

- Determine what divisions would participate and confirm we had upper managements buy-in to push their teams to succeed
  - Strategy plan: I had multiple calls with the sales heads and the President of the Americas to confirm interest and buy-in. I expressed my concerns with the fall out of interest in part one and wanted to make sure this would not happen again.
  - Outcome: surgical decided not to participate while aesthetics and vision committed to another tour
- Determine what type of event this was going to be. I posed the questions: what is our goal and who is our target audience?
  - Strategy: the goal was to get our devices mobile once again, but we would focus on consumers
  - Outcome: we partnered with Lifetime Fitness and put on part two of the LuMobile and called it SHEWT (Skin Health and Eye Wellness Tour). Our focus was to welcome Lifetime Fitness members and complete a skin and eye assessment. In addition, we partnered with local MedSpas and eye doctors who had our devices and would provide discounts on treatments for those individuals that completed the skin and/or eye assessment.

# LEARNING EXPERIENCES

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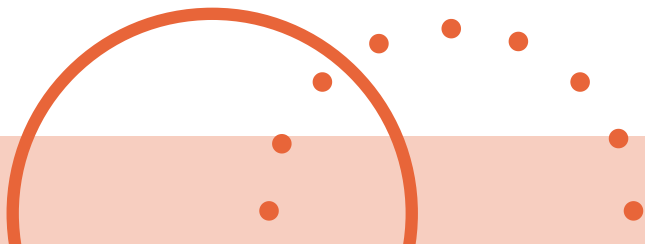
The CTSM program certification was a key contributor to planning and managing my first ever road show. I relied on the different sessions I had taken as if this was my first event I had ever planned. There were many basic learnings that I was able to go back to and make sure I was following the correct processes. For example, in [61118 The Basics of Event Logistics and Implementation – Part II](#) it states, “Make sure that everyone knows what everyone else does and what their responsibilities are.” The amount of people involved in building, creating, managing a road show makes for a lot of cooks in the kitchen. Reminding myself of that simple task made all the difference and helped make this roadshow a success.





**Session**

**References**



# SESSION REFERENCES

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Course Number	Course Name	Page
30718	Creating Thinking to Reinvigorate Your Program	15
20319	The Nuts and Bolts of Budgeting for Results	16
213	Booth Basics Boot Camp: Lesson from the Trade Show Floor	16
31318	Beyond the Basics of Booth Selling	20
61018	The Basics of Event Planning and Management – Part I	20
30818	Business Marketing Strategies and Trade Shows	28
60819	From Marketing to Measurement: 10 Steps to a Great Corporate Event	28
153	Track and Optimize Event ROI and Contribution to Revenue	34
40218	Basic Project Management and Reporting Skills	35
61118	The Basics of Event Logistics and Implementation – Part II	40



**THANK  
YOU**