

**Added value of B2B events**  
**Case: TRANSLOG Connect 2016**

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<b>Degree programme</b> TOBBA13	
<b>Report/thesis title</b> Added value of B2B events, presented through the case of TRANS-LOG Connect 2016	<b>Number of pages and appendix pages</b> <b>45</b>
<p>The commissionaire of the research is TEG – The Events Group. TEG is one of Europe’s leading business information providers, operating primarily within the key emerging markets of Central and Eastern Europe. The company organizes business to business congresses taking place in Budapest, Hungary. These congresses bring together carefully selected decision makers of Europe’s largest organizations and a wide range of service providers.</p> <p>The aim of the thesis is to conduct an in depth research on the added value for all participants of the TRANSLOG Connect 2016 Congress. The benefits will be measured and explored from both the delegate and the service provider side.</p> <p>TRANSLOG Connect is the biggest logistics, transportation and supply chain management congress in the CEE region. TRANSLOG offers a win-win situation for both types of attendees (delegate/ buyer – vendor / service provider), as the event has many benefits. There are different aspects from which the delegate and the service provider companies can be categorized. The main research problem is to describe these segments and find the added value. How do these relate, what are the exact patterns between segmentations and benefits and how TEG can use this information.</p>	
<b>Keywords</b> B2B events, TRANSLOG, event value, buyer segments, event evaluation, research methods, info graphics	

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# 1 Introduction

The following thesis report is part of my studies at Haaga-Helia University of Applied Sciences. The thesis is research based, discussing several topics within the field of events management. The organization commissioning the study is the company where I completed my internship: TEG - The Events Group. The thesis consists of two fundamental parts: theory and research. The two are interconnected, and rely on each other in regards of content. In the theoretical part, several concepts will be discussed about the event value, measures of event value and event marketing. The empirical part consist of the research methods, data analyses and the results. In fact the target event will be evaluated in details and the research questions will be answered. Moreover the target organization will be presented as well as the event that the research focuses on.

## 1.1 TEG – The Events Group

The target organization of the research is TEG – The Events Group. TEG is one of Europe's leading business information providers, operating primarily within the key emerging markets of Central and Eastern Europe. The company's main profile is organizing business to business events. There are two annual congresses that TEG facilitates: TRANSLOG Connect and PHARM Connect. Both are structured around the same concept: bringing together decision makers, representing Europe's largest organizations and a wide range of service providers.

TRANSLOG Connect is the biggest cross-industrial logistics, transportation and supply chain management congress in the Central Eastern European region. TRANSLOG brings together the companies providing logistics services and the manufacturers, retailers, distributors and wholesalers from the region, looking for such solutions. PHARM Connect is the leading pharmaceutical and biotechnology manufacturing congress in the region. Similarly to TRANSLOG, PHARM Connect is a bridge between pharmaceutical related service providers and manufacturers, distributors or wholesalers.

The two events work on a strictly invitation only bases, and have two main profiles: networking and information sharing. They are both taking place in Budapest, Hungary in the Corinthia Grand Hotel Royal. The content is selected based on industry requirements and needs. The two events have similar set up and structure. The topics are decided with the cooperation of the program advisor committee. The members of this committee are ac-

knowledgeable professionals within their fields and have an essential impact on shaping the congress program.

Attendees can gather useful information from the industry by attending the key note presentations, case study presentations and panel discussions. On the other hand networking opportunity is also provided in the exhibition area, where up to 30-35 different service providers are present with their stand. Delegates can arrange one on one business meetings with the service provider's representatives in a highly professional environment. Moreover, there are multiple plant excursions organized for each event, where delegates can gain insights into relevant manufacturing sites of their field of interest.

TEG operates with one office, which is located in Budapest, Hungary. There is a rather small amount of people working in the office, around 10-15 employees. The organization is structured into three separate departments: Operations, Sales and Marketing.

The Operations department is responsible for the event content, particularly designing the conference program together with the advisory committee, finding new and maintaining relations with previous speakers, dealing with plant excursion arrangements and venue related issues. Moreover the event production is among the responsibilities, which involves communication with the venue, vendors and other stakeholders.

The Sales department is in charge for finding the right service providers (vendors/ sponsors) for each event. The vendors are selected based on adequate market research in the region. Different sponsor packages are negotiated with market leading solution providers. These packages differ from many aspects, such as stand size, stand location and amount of people they can attend with. Having a range of companies with diverse profiles, the department is aiming at maintaining a suitable balance between different types of products and services being offered.

The Marketing department is contacting and inviting the delegation of the congress. The targeted individuals are senior level decision makers of the region's largest organizations, mostly managers, directors and heads of departments. The marketing executives are also responsible for providing the registered delegates with proper assistance in the registration process, and informing them about every aspect of the congress.

## **1.2 TRANSLOG Connect Congress 2016**

TRANSLOG Connect has already taken place for the 6th time since its launch in 2011. The event is the largest of its kind in the Central and Eastern Europe, and is taking place annually in Budapest, Hungary. The business summit brings together logistics, transportation and supply chain professionals representing the biggest organizations in the region.

The event has welcomed more than 500 participants from 30 different countries. TRANSLOG is a cross-industrial congress, meaning that the represented organizations are from various industries. The most common ones are automotive, food and beverage, electronics, oil and gas, heavy industry, retail and FMCG (Fast Moving Consumer Goods). These organizations are here for multiple reasons, but primarily to meet the key logistics, transportation and warehousing related service providers. Both the delegates and service providers are carefully selected, therefore the event is invitation only bases. This ensures an exclusivity and good quality delegation.

The two day event also offers a conference program which is created with the contribution of the Program Advisory Committee. The members of the committee are well-known logistics experts of market leading international organizations. The presentations of the conference program includes the most up-to-date insights into logistics, production, supply chain management, digitalization and similar topics.

The event is supported by an online system, the TEG Meeting Scheduler. This website allows all participants of the event to create their personalized agenda prior to the event. Delegates can schedule meetings with the service providers but they can also sign up to the presentations or book their spots for the plant excursions. Service providers can also request meetings, and send messages. Based on the information provided during registration, vendors can see what products and services the delegates are interested in, but the delegation can also see the profile of the service providers.

The event program accommodates two plant excursions as well. The 2016 edition of TRANSLOG Connect organized a visit to the Mercedes Benz manufacturing site in Kecskemét and the Szentkirályi Mineral Water plant in Szentkirály. (Tegevents.eu, 2016)

### **1.3 Research Objectives**

TRANSLOG Connect 2016 Congress is the target event of the research. This study aims at conducting an in depth research on the added value for all participants of the TRANS-

LOG Connect 2016 Congress. The benefits will be measured and explored from both the delegate and the service provider side. Moreover, the research also processes, analyses and presents general statistics of the event. All results are based on feedback from the participants.

There are two elemental stakeholders of TRANSLOG Connect: the vendors (also known as solution providers) and the delegates. There are different objectives for the two types of attendee.

One of the objectives for the delegates is to find out, what is the event value for them, why is it valuable to attend TRANSLOG Connect. The study presents the key elements of the event delegates valued the most, presented through the case of the 2016 edition of the congress. Another objective is to identify the most typical delegate segments. Moreover, the research analyses these segments and finds out their specific motivation and behaviour towards the event and how they benefit from it. The major differences and similarities are also contemplated.

The research focuses on the solution providers too. The event has an even more significant value from their perspective, as they are sponsoring the event financially. Their success in achieving certain objectives is measured and analysed.

The research gives answers to the following questions: What is the added value of attending TRANSLOG Connect? What is the events role in the buying journey of the delegates? What did the vendors and the delegate's value at the event? What are the major delegate segments? What are the major differences between these segments? What improvements can be considered for the future?

By conducting the research, the commissioning party gains powerful insights and deep understanding of the participants. The results are translated into useful information for the company TEG. In fact, several suggestions for improvement are included as well as a clear documentation of the attendees opinion. There will be two final products of the research. One is a written report, describing the results in detail. Secondly, info graphics are made as a visual presentation of the added value of attending TRANSLOG Connect. This can later be used for marketing campaigns, brainstorming sessions for event development or further research.

## **2 Measuring Business Value of Events**

Event value is often measured with detailed ROI calculations. It is a good way to indicate the success of an event in monetary quantity. However some organizations do not see a need for such traditional measures because it is often costs too much money or takes a lot of time. According to the research conducted by MPI (Meeting Professionals International), event value measures should focus on whether the objectives were accomplished. Instead of creating an exhaustive study, event professionals need to focus on a few key elements, depending on the original objectives. Events usually have several purposes, some of which are often vague. The ones that matter business value wise need the most attention. It is important to determine what all stakeholders expect from the meeting. By acquiring such information, event organizers can focus on the productive outcomes and find ways to improve the event value. The key is to identify the most valuable elements.

There are several benefits of measuring the business value of an event. On the one hand, the purpose becomes clearer when a proper understanding of the outcomes is achieved. This results in better efficiency regarding cost and the alignment of the content with the clearly defined objectives. Measuring value also helps in pointing out the strengths and weaknesses. Therefore resources can be concentrated where they are needed most. Additionally, by searching for event value, the measurement process itself develops over time as organizers can learn from early mistakes and errors. (MPI, 2011)

### **2.1 Defining Objectives**

Defining the event objectives is necessary for measuring the actual value. It is also important to express the purpose in measurable outcomes. There are several ways to identify the key objectives. Tracing back the original cause that led to the creation of the event is one solution, as most events are the results of a need for an opportunity. Another way of finding objectives is to see how the event has changed over time and what the reasons behind this change were. Considering all stakeholder expectations is also crucial when defining objectives. The organizers, sponsors, suppliers, attendees and the media all have needs that should be kept in mind. When the objectives are decided, proper documentation is required. (MPI, 2011)

## **2.2 Meaningful measures**

After making sure all the objectives are clearly described, the selection of the best measures is the next step to focus on. There are many types of measures that can be used. Choosing the most suitable method will result in more accurate, reliable and understandable results. (MPI, 2011)

### **2.2.1 Quantitative measures**

Quantitative data is useful for learning amounts, differences, degrees and ranks. It is rather easy to analyse such information and make charts to visualize them. On the other hand, quantitative measure is unable to identify motivations, causes and unexpected outcomes. The data usually takes the form of numeric averages, counts, sums, frequencies and percentages. It is recommended to have an understandable description for each number when using scales. As an example, 1 means poor, 2 is unsatisfactory, 3 means average, 4 is defined as good and 5 is for excellent. (MPI, 2011)

### **2.2.2 Qualitative measures**

Examples of qualitative measures are comments, open end questions, personal interviews or group discussions. It is best for learning about reasons, motivations, solutions, causes, experiences, ideas and reactions. This type of data provides the researcher with adequate guidance for making improvements and increasing event value. Insights on details of a specific point of success or underperformance can be gained. When phrasing the questions for qualitative measures, one needs to limit the answers to a specific aspect of the event. For instance: "Which topics would you like to hear next year?" In some cases, general questions can reveal unexpected results and overall impressions, so including some more vague questions can result in some interesting findings. (MPI, 2011)

Looking at the case of TRANSLOG Connect, several objectives can be identified based on the needs of different stakeholders. The most valuable objectives for the solution providers are: raising awareness of the company, generating sales or sales opportunities and finding new partners. They are the sponsors of the event, so meeting their objective should be the first priority. However objectives of the delegates are also important. They are aiming at sharing information, improving service and finding new solutions. There are

various elements of the congress that are built around those objectives, and the study aims at evaluating those elements and finding possible solutions for improvements.

## 2.3 ROI Methodology

One suggested way to define the success of an event and how it created value, is to measure the Return on Investment (ROI). The ROI methodology measures the results on 6 levels. Level 0 is the target audience, level 1 is the learning environment, level 2 is the learning itself, level 3 is the behaviour of the attendees, level 4 is the impact on the behaviour and mind-set and the 5th level is the ROI itself. (Eventroi.org, 2016a)

### 2.3.1 Six Levels of ROI

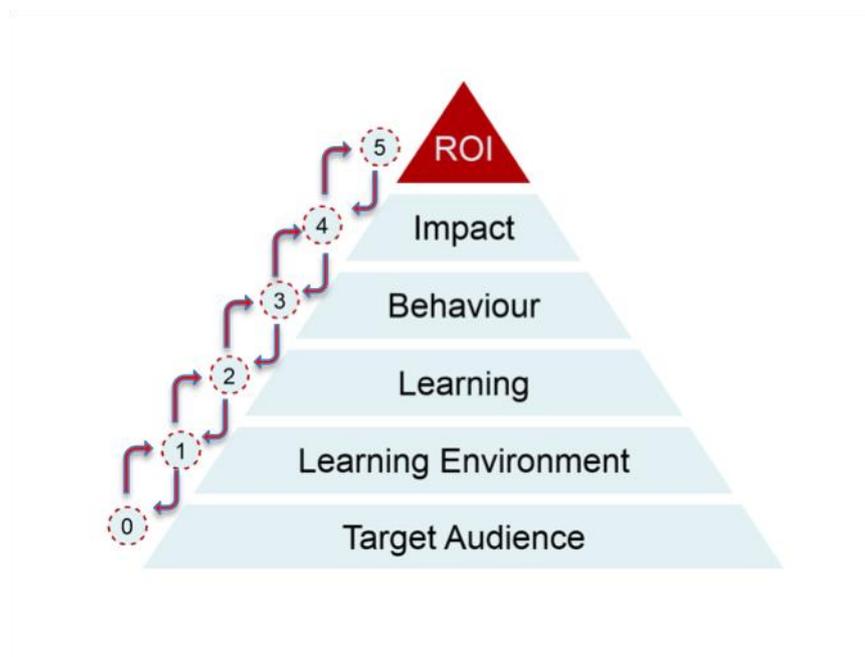


Figure 1: Six levels of ROI (Eventroi.org, 2016a)

There is an interconnection between these levels. If one level is not designed to fulfil the objectives of the next level, the objectives might not be achieved. In order for an event to create value, participants need to do something. Without an actual change in behaviour, there is no added value. The behaviour is changed during the learning process. The learning process changes the mind-set of the participants, and it is strongly dependent on the learning environment. However, the foundation of all levels is the target audience. It is essential to find the right people to have at the event. (Eventroi.org, 2016a)

When setting the objectives, the first level to consider is level 5, the ROI. This main, core objective will determine the other levels as well. The last one to set an objective for is level 0, the target audience. However the objectives are clearly defined for the target audience during the whole planning process. The actual question of who should be invited comes lastly.

The evaluation is best to be done in reverse order, starting from 0 and going through all the levels until level 5. The results can be measured by using certain methods of data collection on each level. (Eventroi.org, 2016a)

### **2.3.2 Level 5 – ROI**

In short, ROI is the contribution to profit, made by an event. It is best to be defined in numbers and is calculated by measuring the net income and taking out the costs. In case of non-profit or governmental events, the profit is not so essential. It is usually replaced by the mission and the purpose of the event. (Eventroi.org, 2016a)

### **2.3.3 Level 4 – Impact**

Impact is the actual value contribution to the stakeholders. When it comes to customer events the desired impact is most often the sales of a certain service or product. If it is an internal meeting, the impact might be the increased organizational effectiveness. The best way of measurement is by looking at the company records for example sales or cost accounting. Some soft metrics should be taken into consideration here, for example the changes in behaviour. (Eventroi.org, 2016a)

### **2.3.4 Level 3 – Behaviour**

Behaviour is the application of learning. Behavioural changes create business value. If there is no change in behaviour, the provided information during the learning is wasted. It is suggested to define, what should the participants do differently after the event. This needs to be aligned with the major objectives of the event from both the stakeholder and the organizer point of view. (Eventroi.org, 2016a)

### **2.3.5 Level 2 – Learning**

Learning is the cognitive change that occurs within the participants mind. This should induce a change in behaviour. It is essential to design the learning content of the event properly and to find the gap, what should the participants learn in order to change their behaviour. There are different types of learning to contemplate: information, skills, relationship and attitude. One accurate way to measure the success on this level is to test attendees. (Eventroi.org, 2016a)

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### **2.3.6 Level 1 – Learning environment**

The right environment is needed to enable the cognitive change, and to make it as effective as possible. This change is largely dependent on the mental state of the participants. The learning environment should be designed to create a satisfied state of mind. Measuring the satisfaction with surveys can provide some powerful insights. (Eventroi.org, 2016a)

### **2.3.7 Level 0 – Target Audience**

One of the foundations of a successful event is to ensure that the right people are attending. People with the most significant learning and behavioural gap are usually the ones that should be present at the event. There is no need to teach people something they already know, or something that they cannot put into practice. (Eventroi.org, 2016a)

ROI methodology will be partly applied to the research conducted on TRANSLOG Connect. All of the results can be addressed to certain levels of ROI measurement. By evaluating the event value on each level, the commissionaire will have a well-rounded overview on the event's success and also see the points to be improved.

## **2.4 Buyer Personas for B2B events**

One of the most significant functions of events management is marketing. Event marketing ensures a good communication with the participants, but it also involves reading needs and motivation in order to develop the product. Satisfying the customers' expectations, as a key marketing objective, happens by finding out who is the customer and what their needs are. (Walters et al., 2008)

One method of gaining such understanding of participants is creating buyer personas. Buyer personas are fictional characters representing the key delegate segments of the event. Creating such personas provides the company with useful insights about the target audience, identifying their needs and expectations. These insights can be used as guiding principles for the marketing process but it is also valuable for designing the event content. It also enables the organization to show a more accurate image of the event audience to sponsors, exhibitors and other stakeholders. The process of making such customer profiles pays off on many levels. According to Michael Heipel, these five steps help an organization to create and take advantage of buyer personas. (Heipel, 2015)

### **2.4.1 Step 1 - Segmentation**

The first step into creating buyer personas is the segmentation of the core audience. In particular, the most typical customer segments should be defined. This includes current customers and attendees but also people who should be potentially interested in attending the event. The segments are based on various factors such as: location, industry, decision making power, job title, age and products and services of interest. (Heipel, 2015)

### **2.4.2 Step 2 - Analyses**

The second step of the process is conducting a deep analyses. Analysing each segments will result in proper understanding of the customer's potential, behaviour and motivation. There are several aspects that should be considered during the analyses. The first point to analyse is the potential of the given segment, meaning, the amount of people included in the database. Then, the gap between the potential and the actual delegates should be calculated by deducting the number of delegates from the total number of leads in the

database in the given segment. The analyses also more qualitative measures, such as finding out from where the segmented customers gather information about industry trends, what role does the event play in the buying customer journey of the segments. It is also important to find out, if they do not attend, why it is so and what would make the event more attractive to them. These information can be gathered from various sources, including professional associations and chamber of commerce. False assumptions can mislead marketing campaigns therefore accuracy is an essential factor in the buyer persona making process. (Heipel, 2015)

### **2.4.3 Step 3 – Buyer Personas**

In following step, the actual buying personas are made, by breaking down the segments into fictional characters. The reason why the method suggests to use personas, is the fact that as human beings we can relate to other humans better than to facts and figures. The personas should be given a name, a face, a job title and a made up company as well. One needs to empathize with these fictional characters or in other words, put yourself in their shoes. This helps further in creating event content, and planning the marketing strategy. For each character behavioural and motivational aspects are listed including what is their biggest challenges, what motivates them and what they value at the event. (Heipel, 2015)

### **2.4.4 Step 4 – Align the marketing**

Step number 4 is about aligning the marketing with the previously created personas. Here, it is recommended to make it as personalized as possible. What is the best way to reach them? What is the selling points to convey? What is the best story to mention in order to convince them? What kind of content do they value the most? By answering similar questions for each persona the event organizer has good guidance for further marketing activities. Personalized email newsletter templates can be created as well as different online campaigns. Also the telephone lines and pitches can be adjusted to the personas accordingly. (Heipel, 2015)

#### **2.4.5 Step 5 – Review**

The final step of the process is to review the results, adopt to the changes and constantly fine-tune the content and strategy based on feedback. As a conclusion, creating buyer personas has benefits on many levels. Besides providing the organizers with clear guiding principles for the marketing, the process can be useful in the event design as well. (Heipel, 2015)

According to my interpretation, the customers of TRANSLOG Connect are the delegates of the event. Using this theory I have created several segments among the delegation. The segments are analysed from the perspective of event value and the role of the congress in the delegates' buying journey. Having such insights of the different segments, TEG can align the marketing campaigns and create tailor made content for separate groups of customers. The segments are presented in details in the chapter "4.3 Delegate Segmentation".

### **3 Empirical part**

Event evaluation shows evidence of success and underperformance as well. However, success should not be generalized. Positive and negative outcomes are often sparked by different aspects of the event. A well-designed evaluation is needed, which can identify the factors influencing the success of the event. The evaluation results provide deep understanding on how and why those results were accomplished. Knowing which elements worked and which elements should be improved, the organizers can obtain ideas for future event development. Moreover, the event stakeholders can be informed more accurately about the event outcome. (Crowther, 2014)

#### **3.1 Methodological choices**

There were two stages of data collection: prior to TRANSLOG Connect and during the event. Firstly, data was collected from the registration forms then from the evaluation forms. Registrations were submitted during a 5 month period, from June until mid-November, few weeks prior to the event. The evaluations were collected during the two day event, on the 23<sup>rd</sup> and 24<sup>th</sup> of November. Out of the 419 congress attendees 227 responses were collected with the event evaluations, meaning that the response rate was 54%. For each individual, the evaluation answers were integrated with the data from their registration documents.

##### **3.1.1 Registration Forms**

It was required for all delegates to submit the registration forms via email to book their places for the congress. These documents have several questions, mostly about contact details, company information, motives and expectations towards the event. The delegates first and last names were asked as well as the job position, company name, phone number and email address. Additionally they had the chance to suggest colleges that also should be invited. In order to find out about their company and their role in the company, the following information were collected: Primary business activity, scope of responsibility, decision making power, budget power and who do they report to. Answers on the budget power were crucial for the delegate segmentation based on purchasing power.

To understand the delegates' motivation for attending the event and the event's role in their company's buying journey, services and products were listed for them. They selected the ones that they are interested in discussing with the solution providers. There

were also two open ended questions asked, one on how they are hoping to benefit from the congress, and one on their top three priorities for the next six to eight months.

### **3.1.2 Evaluation Forms**

During the congress each attendee was provided with a welcome bag, including an evaluation form. 227 forms were collected during the two day event. I personally took part in the process of creating the questionnaires so I can add any questions relevant and necessary for the research. Each form consist of twenty questions and a separate section for contact details. There are both qualitative and quantitative questions, all aiming at gaining insights on the participants' behaviour during the event and opinion on certain aspects of the congress.

There are three separate types of questionnaire, one for each attendee type: vendor, delegate and speaker evaluation forms. They all differ in content, yet there are some questions which are asked from all respondents. The cover page of the evaluation booklet calls for the contact details of the respondent, in particular the name, position, and organization, country, email address and phone number. Knowing the country of origin for each participant was also essential for the delegate segmentation.

On the first page, respondents are asked, how they heard about the event, giving them eight options to choose from. A question asking whether they are following us on social media is also included with the chance to specify the channel (Facebook, YouTube, LinkedIn or Twitter). In the event appraisal section participants can rate the event from various perspectives: The event overall, relevance of the event to their current position, assistance of the organizer (TEG) during different stages of the event, the marketing of the event and the information pack. All aspects are rated form one to five, one meaning poor, two meaning below average, three is for satisfactory, four and five represent good and excellent rating. This section gave some useful insights for measuring the event value for the participants.

The delegate's activity is also monitored by asking which vendors they met, and how relevant to their need were they on a 1-5 scale. Furthermore, delegates could list the product categories that were interesting for them. In case an attendee wanted to meet a certain company or solution provider but it was not present at the event, they had the chance to name the company. These questions provided insights on the role of the event in the buyer journey of the delegates.

Another question about the delegate's behaviour during the event is about the presentations. In particular they need to list the speeches they attended and rate them according to style and content, similarly on a 1-5 grading scale. Respondents can also make suggestions of next year's presentation topics.

The form further investigates the role of the event in the buying journey for the delegates by asking where they gather their information from. In particular, asking which professional publications they read or follow and which association they are a member of. Attendee's opinion on the Meeting Scheduler's appearance and user friendliness is also asked, as well as some notifications for improving the tool.

Moreover, delegates are requested to answer whether they are interested in attending the event next year or not and what location they prefer. Additional questions covered by the form are: "Which parts of the event did you find particularly enjoyable and which would you like to see improved?", "How did the event meet your expectations?" and "Would you recommend TRANSLOG Connect to a colleague?" At the end of the survey, all types of attendees can leave testimonials and describe the event in 3 words.

Separate questions for the speakers are asking if they would be interested in speaking at future events and which topics/ speakers would they recommend for the program. There are some elements that are only asked from vendors. For instance they can give their opinion on the delegates but also indicate how many new contacts they managed to make. Furthermore, vendor respondents were asked how successful they were in achieving certain objectives, specifically: making new contacts, raising brand awareness, seeing existing customers and finding distributors. A 1-5 grading system was used here as well.

### **3.2 Data analysis**

After the collection of responses a decent sample of data was available for analyses. Out of 227 respondents, 201 of them are delegates, 24 are vendors and 2 are speakers. All the collected data is uploaded to Webropol. I choose this online survey system in order to have a good all-around tool for handling, processing and analysing data. 227 answers using both the evaluations and the registrations were uploaded and typed in manually, converting the paper version into digital data.

### **3.2.1 Validity and Reliability**

According to the article by Colin Phelan and Julie Wren, reliability is the degree to which an assessment tool produces stable and consistent results. Test-retest reliability is a way to measure reliability. It is done by administering the same test twice over a period of time to a group of individuals. This was the measure that I used to justify the reliability of the results. I compared the findings with last year's results. Even though the questions have slightly changed and not all the respondents were the same people, the comparison indicated fairly consistent results.

For an assessment to be reliable it also should be valid. Validity refers to how well a test measures what it is originally intended to measure. By taking part in the improvement of the evaluation forms, I implemented certain questions, which are relevant for the original aim of the research. Also, the decent number of questionnaires (227) collected further supports the validity of the research. (Phelan and Wren, 2005)

### **3.2.2 Analysis Process**

The first step into the process of analysing data was creating various reports. Webropol has convenient solutions for reporting results, and I noted down the most significant statistics from the attendee and vendor side. The speaker evaluations were only used for providing information to TEG, the commissionaire, but was not reliable as a respondent cluster, due to the limited amount of respondents.

I used a combination of charts and tables in order to have a clear overview on the quantitative answers. For the questions which are using 1-5 grading system I worked with the average and for the ones that are based on response count I used percentage or count measures. Specifically I indicated how much percent of the respondents chose a certain option or how many people in numbers.

For the qualitative responses I used text mining, meaning that I listed the most typical responses and categorized them. I pointed out the most frequent ones and re-phrased them in order to cover multiple answers' meaning by one sentence.

The second step of the analysing process was to create different delegate segments. I filtered the responses based on the questions about country, industry focus and purchasing power and segmented the delegates accordingly. Then, I analysed and compared different groups and noted down the major differences. There were three main aspects of the differentiation: where they gather information from, what role the event plays in the

buying journey of the company and what did they value at the event. There are multiple questions that supported the delegate segmentation, and they are all relevant to the main research questions as well.

## **4 Results**

This chapter describes the findings of the research in details. In fact, it consists of four parts. Firstly, results from the perspective of the solution providers are discussed, subsequently the delegate's outcomes are included. There is a separate subchapter for the delegate segmentation. The last section is dedicated for the conclusion, summing up the findings and pointing out some recommendations for development. By going through this chapter, the reader will have a clear overview on the feedback from all respondents as well as what the added value is for each attendee type, and segment. Furthermore, useful insights are presented on the event's role in the buying journey of the customers. The most important statistics about the event are also enclosed.

### **4.1 Vendor Results**

Vendors, also mentioned as solution providers are the sponsors of the event. They pay for being present at the congress so their opinion is crucially important for the commissionaire. 24 vendor attendees have submitted the vendor evaluation form, which is rather an insignificant amount, considering that fact that there were 107 representatives of solution provider companies. Therefore the vendor response rate is 22.4 %.

22 out of 24 respondents are interested in attending the event next year, which in my interpretation means that the event can be labelled as successful for the vendors. Another sign of the event's success is the event appraisal. In the event appraisal the average rating of the event was good (4) or above regarding all aspects of the appraisal. There is not category which has an average lower than 4.15. I think these are outstanding ratings and they indicate how valuable the event is for the solution providers. The best average rating belongs to the „courtesy / assistance of TEG staff during the event” option with 4.96. This means that the event organizing crew did an excellent job with the on-site support for the vendors. The option „visibility in the media prior to the event” received the lowest average score with 4.15. This is still a „good” score by definition, however, in my personal opinion, this might one point to dedicate more focus to in the future. Some other options with ex-

cellent scores are „pre-event assistance of TEG the organizer during registration/ with the TEG Meeting Scheduler”. This means that the communication towards the vendor attendees prior to the event was sufficient and they received the required information about the event practicalities in an effective way.

#### 4.1.1 Vendor Event Appraisal

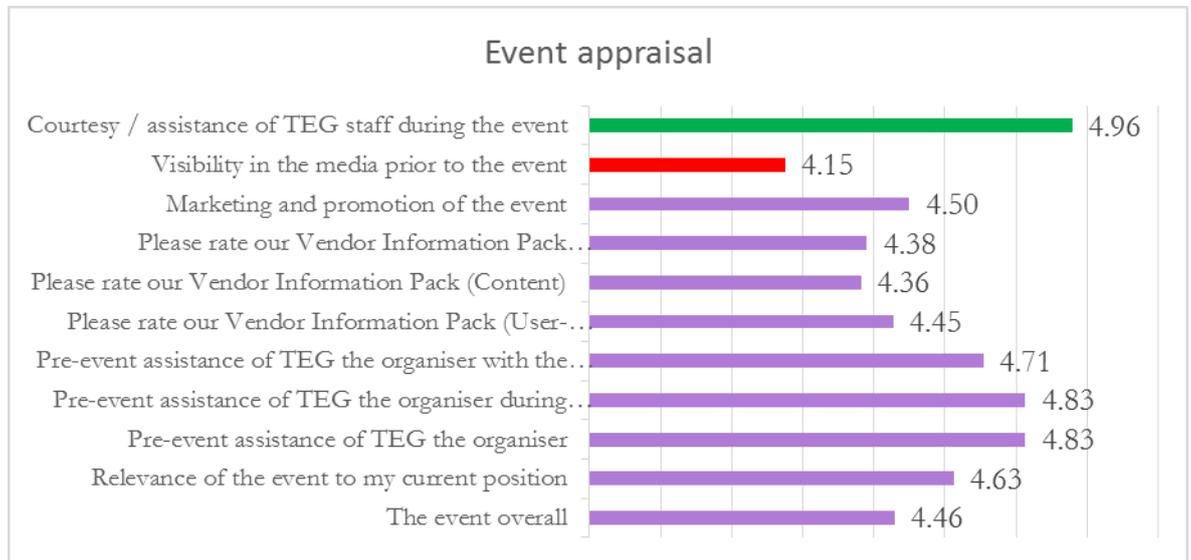


Figure 2: Vendor Event Appraisal Averages

50 % of the vendor respondents follow TEG on social media, and the other half of them did not connect with the company on any social channels. This clearly shows that the vendors have a relatively strong connection with the event, but there is also room for improvement.

According to the answers from the vendor attendees, Hungarian delegates liked the event slightly better than the foreigners. Hungarians’ average ratings were higher in nearly every question. Non-Hungarian delegates rated the quality of delegates 4.4 while Hungarians averaged a score of 4.6. They also racked up better average numbers when it comes to how successful they have been in finding distributors, seeing existing customers and making new contacts. The congress met all of the Hungarian vendors’ expectations or went above, while there was one foreigner who found the event below his or her expectations. Also the event appraisal supports this finding: Hungarians gave better scores on every aspect of the event except for one. I think the reason behind these numbers could be the amount of Hungarian delegates attending the meeting. As another explanation, when foreigners dedicate their time and travel to another country, their expectations for the event are heightened. The expectations partly define the attendee’s experience as well. (Liz Sharpes, Phil Crowder – Strategic Event Creation)

When vendors were asked to rate the Meeting Scheduler based on the tool's user friendliness and appearance, average scores on both aspects were over 4.5. The user friendliness got a slightly higher rating with 4.7. They were also able to leave free text comments on the tool. All feedback was provided to TEG, as possible guidance for further improvements.

Solution providers were also satisfied with the delegates attending TRANSLOG Connect. Respondents rated the quality of delegates 4.48 in average and the range of delegates from different countries 4.17. 68% of the vendor respondents indicated in the evaluation form, that they made 10 or more contacts during the event. They also had the chance to request certain companies that they would like to have met at the event, but did not find among the delegates. Based on further comments on the delegates from solution provider representatives, they would like to see more companies from the automotive industry and from Bosnia and Herzegovina. These suggestions were forwarded to TEG management. They can use it when inviting delegates for next year's edition of TRANSLOG.

## **4.2 Delegate Results**

Delegates take up the biggest percentage of the event attendees. Results regarding them are more reliable, due to the fact that there are 201 respondents. The total number of delegates attending the event was 292, therefore the response rate is 68.8%. In total, the event welcomed representatives from 199 organizations from 19 countries. By far the biggest percentage of delegates came from Hungarian companies. The second most typical delegate nationality is Romanian, while number three is Croatia, number four is Serbia and number five is Poland.

#### 4.2.1 Most Delegated Countries

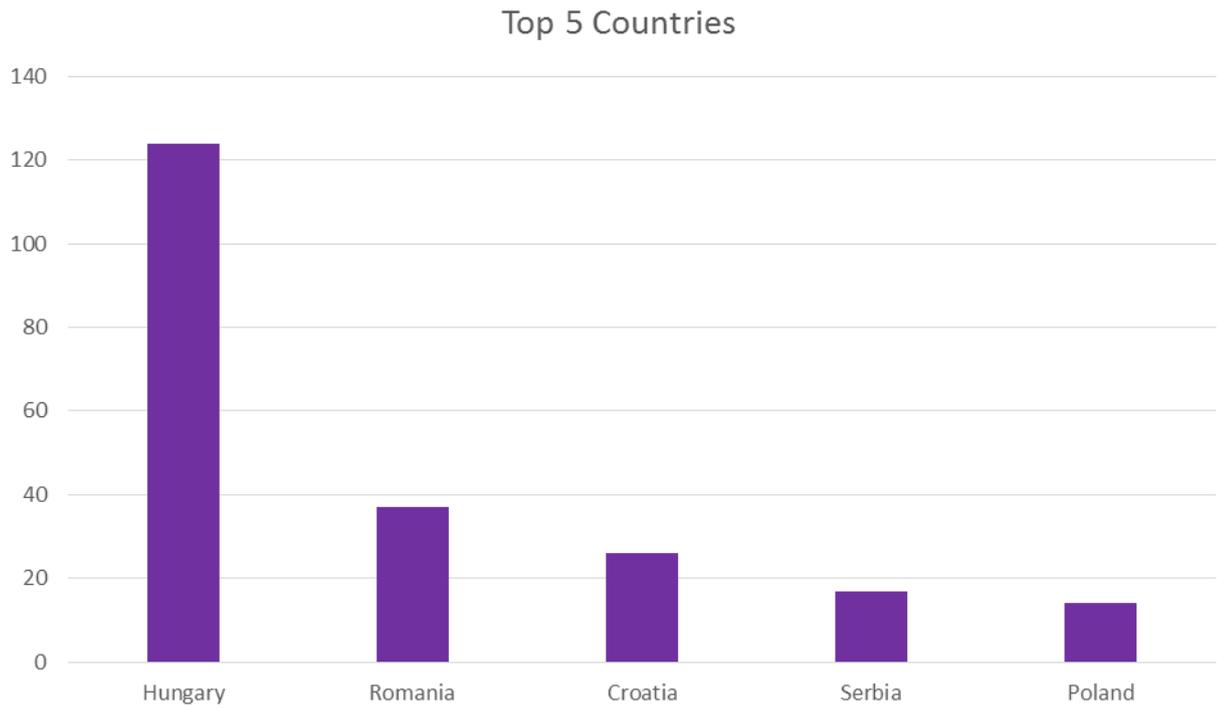


Figure 3: Top 5 Represented Countries

The delegating companies also covered 14 different industries. The most typical ones (in descending order) are from the Automotive (25%), Food & Beverage (16%), Electronics (14%) and Miscellaneous (10%). There were also delegate companies operating in the Non-food Retail, Pharmaceuticals, Oil & Gas, Fast moving consumer goods (FMCG), Agriculture, Construction, Chemicals, IT, Heavy and Cosmetics industry.

#### 4.2.2 Industry Pie Chart

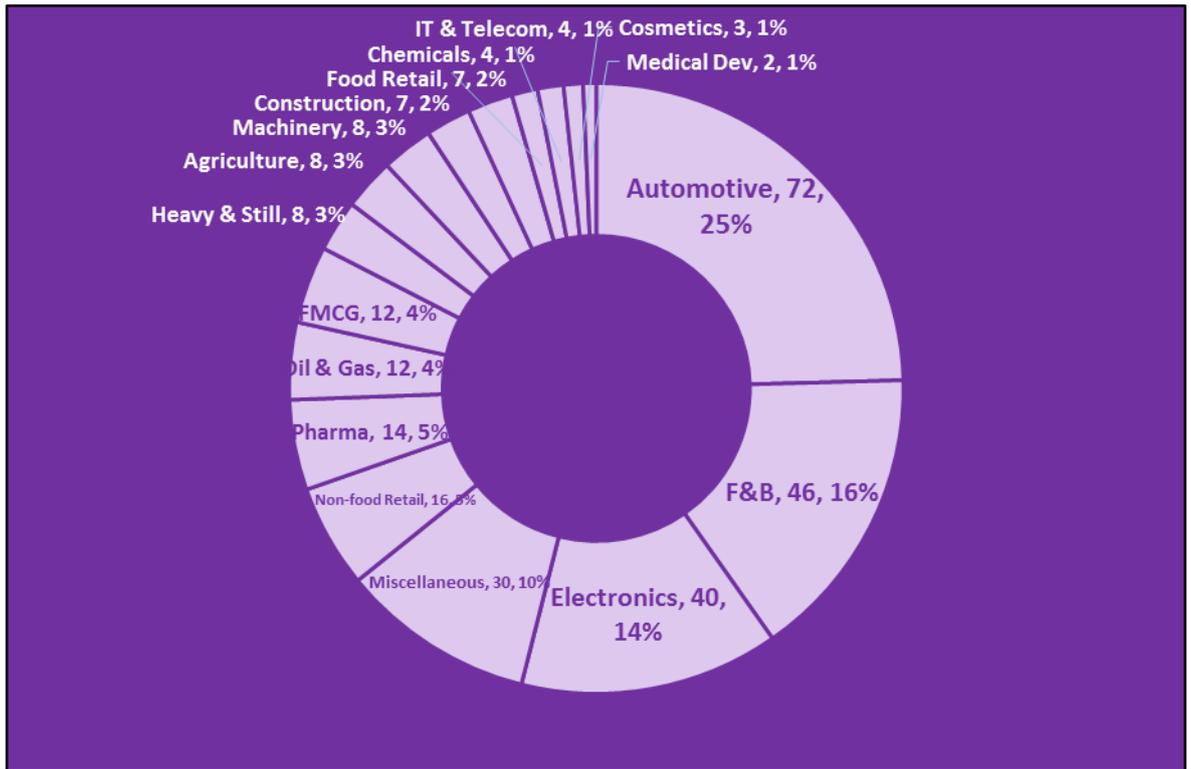


Figure 4: Most Represented Industries by Percentage

I compared the percentage of respondents interested in certain products and services. The most popular was road transport: 80.9% of the delegates wanted to discuss the issue with the vendors. Additionally more than 50% of the delegates showed interest towards, storage, conveying and distribution facilities; warehousing; warehouse management systems; storage, racking, shelving, space optimisation and inventory optimisation. I also listed the least wanted products and services offered by the solution providers. These listings show TEG, what services are the most interesting and which are not so important for the delegates.

### 4.2.3 Most Wanted Products and Services

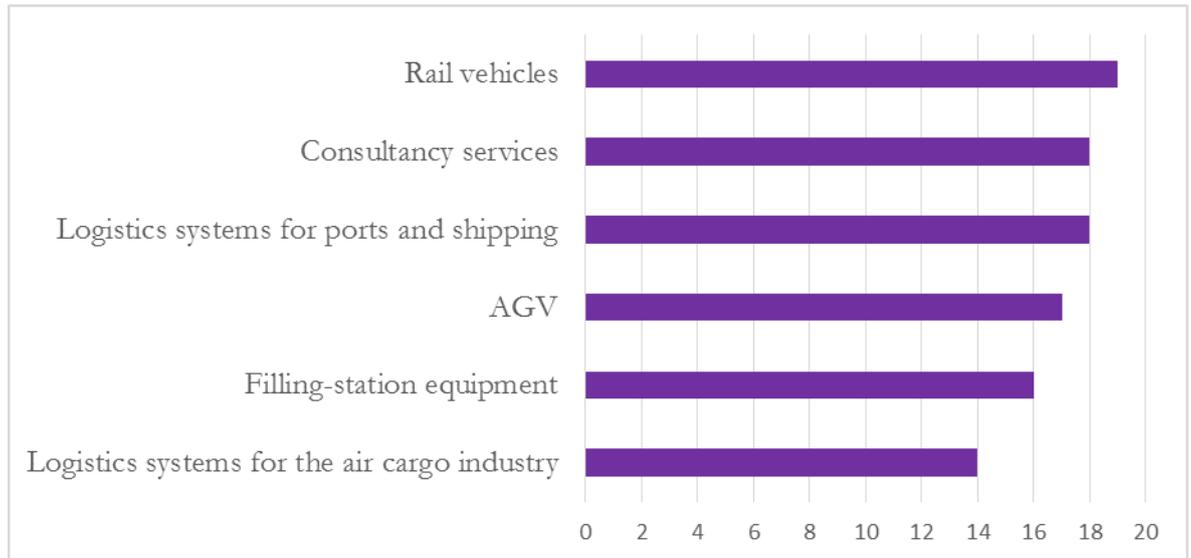


Figure 5: Most Wanted Products and Services

When it comes to the social media, delegates are less connected with TEG than the vendors: only 23.9% of respondents follows the company on social networks. LinkedIn seems to be the most suitable channel for delegates based on their remark on which channels they joined.

Delegates were also asked, how they heard about the event. The most typical way of informing about the congress was VIP invitation from TEG, 72% of them selected this answer. This means that these delegates were contacted by the marketing team on the phone and invited as VIP delegates. VIP delegates can attend the event free of charge. This method of registering delegates proved to be the most successful, however 21% of delegates heard about the event from a colleague. The marketing channels that I would recommend improving are social media and newsletter. These options were only selected by 3 delegates as an answer to the question.

Similarly to the vendor respondents, delegates found the courtesy / assistance of TEG staff during the event exceptional, giving it a 4.8 average score. It is also the best average among other event aspects. The lowest rating average again belongs to the option "visibility in the media prior to the event" (3.8). Apart from this option, all aspects have an average above 4, meaning that the congress was a success from the delegate's perspective as well.

#### 4.2.4 Delegate Event Appraisal

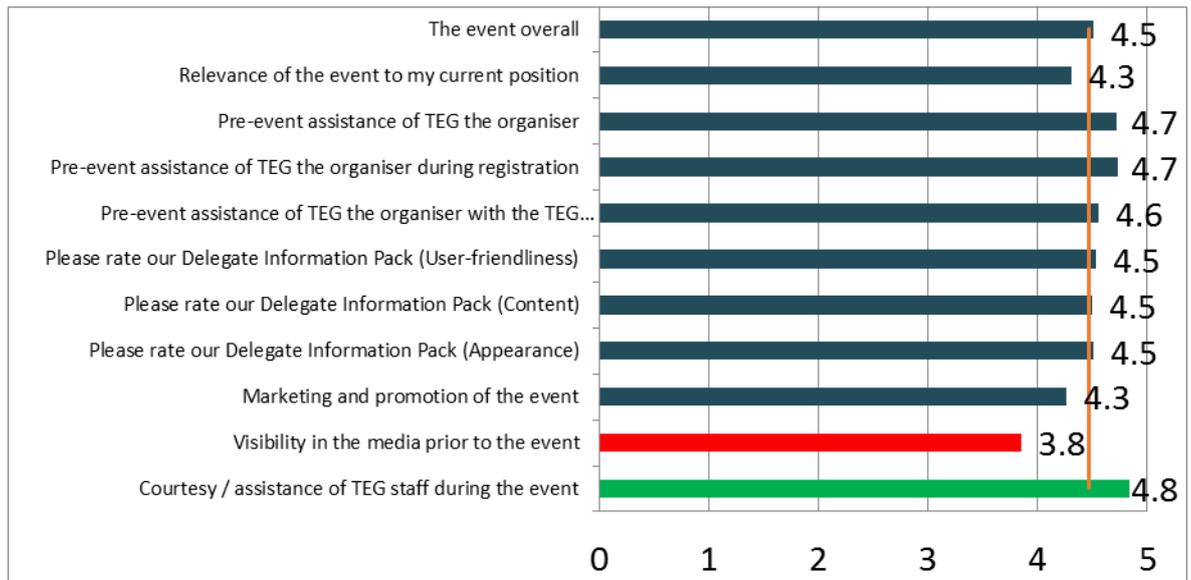


Figure 6: Delegate Event Appraisal Averages

All the delegate respondents had meetings with certain solution providers. The chart below indicates, which the most met vendors were. The leading service providers were Kuehne Nagel, DB Schenker and Gebrüder Weiss. Delegates were also asked how relevant each vendor was to their needs. The green bars highlight the companies which had a better rating by the delegates, than the average of all vendor ratings. There was also a possibility to comment on the solution providers and mention those companies that were not present at the event but one would like to have arranged a meeting with them. There were several comments on how the vendors were too local or too much focused on one area of logistics. Some comments were controversial, for example someone complained about too much freight forwarder companies while another delegate wanted to see more of them. I think that the delegate's opinion on the certain solution providers really depends on the company's needs and requirements, however a better presentation of the vendors and what they are offering would overcome such complaints.

#### 4.2.5 Table 1: Presentation Ranking

	Top 5	Bottom 5
<b>Attendance</b>	<ol style="list-style-type: none"> <li>1. Chairperson Prof. Dr. Sebastian Kummer, WU</li> <li>2. Anna Sparty, Beiersdorf</li> <li>3. Prof. Dr. Sebastian Kummer, WU</li> <li>4. Thomas Mayer, Gebrüder Weiss</li> <li>5. Slawomir Blotny, Raben Group</li> </ol>	<ol style="list-style-type: none"> <li>1. Award Winner (Solution provider)</li> <li>2. Award Winner (Industry)</li> <li>3. Gábor Kiss, METRO</li> <li>4. Panel Discussion Miroslav Skorepa, Bacardi</li> <li>5. Stjepan Mršić, INA Maziva</li> </ol>
<b>Content</b>	<ol style="list-style-type: none"> <li>1. Chairperson Prof. Dr. Sebastian Kummer, WU</li> <li>2. Prof. Dr. Sebastian Kummer, WU</li> <li>3. Gökhan Çakmak, Oriflame Cosmetics</li> <li>4. Gábor Kiss, METRO</li> <li>5. Alin Fetita, Chimica Group</li> </ol>	<ol style="list-style-type: none"> <li>1. Andrzej Paszko, TPV Technology Group 3.7</li> <li>2. Panel Discussion Stjepan Mršić, INA Maziva</li> <li>3. Panel Discussion Miroslav Skorepa, Bacardi</li> <li>4. Thomas Mayer, Gebrüder Weiss</li> <li>5. Ferenc Lajkó, Waberer's</li> </ol>
<b>Style</b>	<ol style="list-style-type: none"> <li>1. Gökhan Çakmak, Oriflame Cosmetics</li> <li>2. Prof. Dr. Sebastian Kummer, WU</li> <li>3. Chairperson Prof. Dr. Sebastian Kummer, WU</li> <li>4. Dagmara Glowacka, Kongsberg Automotive</li> <li>5. Slawomir Blotny, Raben Group</li> </ol>	<ol style="list-style-type: none"> <li>1. Andrzej Paszko, TPV Technology Group 3.5</li> <li>2. Arkadiusz Glinka, C.H. Robinson</li> <li>3. Panel Discussion Stjepan Mršić, INA Maziva</li> <li>4. Panel Discussion Miroslav Skorepa, Bacardi</li> <li>5. Thomas Mayer, Gebrüder Weiss</li> </ol>

There were two types of speakers at the event. Some speakers are industry professionals representing the region's biggest organizations and some speakers are solution provider companies. I ranked the presentations based on three aspects: attendance, content rating and style rating. All data is based on the delegate evaluation form responses. The top five most attended presentations are listed as well as the bottom five. Similarly, the best and worst rated presentations are highlighted, based on content and style. I also gathered the most typical feedback and comments on the conference program.

What is interesting to see here is that two vendor presentations are in the five most attended presentations, even though some delegates complained about these type of speeches. What they did not like about them is the advertising nature of the topics, which is understandable: vendors would like to make sales at the event so they will use the speaking opportunity to its full potential. I think this means that these presentations are

truly valuable for the vendors due to the big audience, however they need to keep a better balance between being informative and commercial in order to impress the delegates.

Chairman of the congress, Professor Dr. Sebastian Kummer from the University of Vienna had the biggest success at the congress. The well-known chairman’s presentation was the most attended and best rated on content. Panel discussions and case studies were also very popular, especially the speech from Oriflame Cosmetics. His presentation ranked first on style and third on content. There were also a lot of positive comments on the case studies and panel discussions. I think delegates value those presentations that they can personally relate to as industry professionals.

#### 4.2.6 Table 2: Professional Associations

Country	Associations mentioned
<b>Hungary:</b>	MLBKT, Ipar 4.0, MLE
<b>Romania:</b>	UNTRR, Green Roua, Arilog
<b>Croatia:</b>	Croatian Supply Chain Association
<b>Serbia:</b>	Serbian Logistics Association
<b>Poland:</b>	APICS
<b>Macedonia:</b>	M I F A - Macedonian International Forwarders
<b>Slovenia:</b>	SDBP - Slovenian Dutch Business Platform
<b>Bosnia:</b>	Bosnian Chamber of Logistics and Transport
<b>Portugal:</b>	Ordem dos Engenheiros
<b>UK:</b>	Institute of Supply Chain Management

Delegate respondents answered the question “Do you belong to any professional associations?” in relatively big numbers. I collected the names of the associations for different countries. TEG cooperates with industry associations regularly, so the collection of local associations will come in handy, when expanding the target audience to other countries. The table below includes all associations mentioned in the evaluation forms.

Similarly to vendors, delegates also had the chance to express their opinion on the meeting scheduler. They rated the user experience 4.4 in average and the appearance received 4.2. In overall delegates were satisfied with the event support tool, however there were diverse comments among the improvement suggestions. I provided both the positive and constructive feedback to the commissionaire, which will hopefully be beneficial.

95% of the delegate respondents are interested in attending the event next year. This exceptionally impressive number is evidence to the event's success and how valuable it was for the delegates. The 5% who does not want to attend the up-coming edition of TRANSLOG Connect was analysed. I examined their event appraisal to see what the weakest points were. These attendees submitted a relatively low score on two relevant event aspects: "Relevance of the event to my current position" and "Pre-event assistance with the TEG Meeting Scheduler". My interpretation is that they do not want to join the meeting next year because either they are not the right people for the congress or they did not receive a proper assistance with the Meeting Scheduler. I further examined both phenomena. First, I created a list of the job positions of those, who did not find the event relevant for their current position, giving the aspect a score of 1 or 2 (poor/ below average) on the appraisal. Then I created a report on which countries those attendees were from, who did not find the assistance with the TEG Meeting Scheduler sufficient, giving it a score of 1, 2 or 3 (poor/ below average/ satisfactory). It is important to have this information because a TEG employee is assigned to each country. By knowing the countries with the most unsatisfied respondents, responsible employees can be encouraged to provide more detailed assistance with the Meeting Scheduler.

#### 4.2.7 Would you be interested in attending the event next year?

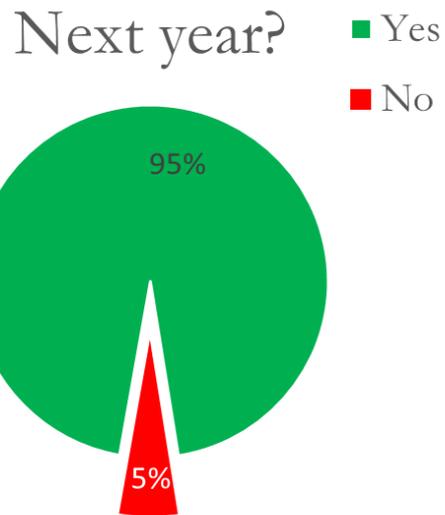


Figure 7: Interest in Attending Next Year - Yes / No Ratio

Moreover, 86 % of the delegate respondents would recommend the event to a colleague and 97% of delegate's expectations were met or surpassed by the event. These statistics are additional signs indicating the general success of TRANSLOG Connect.

#### 4.2.8 Below, Met, or Above Expectations

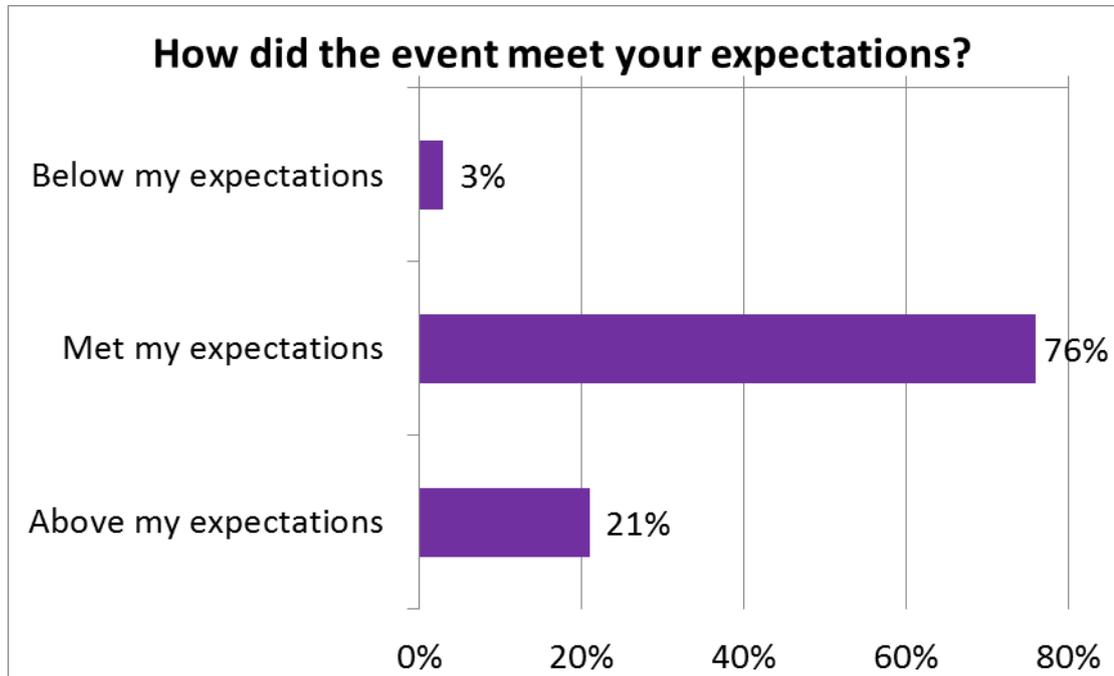


Figure 8: Expectations Below, Met or Above

Delegate's opinion on the event's location was also asked. 51% of the respondents wanted to see the congress again in Budapest. 44% percent selected Prague as the next city to host TRANSLOG Connect. Warsaw was also included as an option, however the votes on the Polish city were insignificant. Both Budapest and Prague are positioned very optimally in the Central and Eastern European region, which could be one explanation for the results. Budapest was selected by the majority, possibly because there were a lot of Hungarians attending the meeting.

When delegates were asked if they would be interested in a Western European edition of TRANSLOG, yes and no answers were almost equally chosen. In fact, the yes and no ratio was 53% - 47%. However, when I separated the Hungarian delegate responses from the foreign one's there was a significant difference. Only 39% of the Hungarians were interested in the Western European TRANSLOG while the 63% of the foreign delegates answered with a yes. From this comparison I conclude, that the some of the Hungarian delegates were motivated to attend by the fact that the event takes place in Hungary, therefore the travel costs are lower, and in most of the cases there is no need for accommodation.

Respondents also indicated, where they would like the Western European TRANSLOG to be hosted. I only noted down those answers, which were mentioned two or more times. The most frequent ones are Germany, Vienna, Berlin, Hamburg, Paris and Amsterdam. This information can be considered when agreeing on the location of such possible edition of the business summit.

### **4.3 Delegate Segmentation**

Delegates were segmented based on three different criteria and responses were clustered accordingly. Firstly the most typical geographical locations were identified, then the three categories of purchasing power was separated, and lastly industry based segmentation occurred. For each category I created three segments.

The first thing to analyse in each segment was the event's role in the buying journey for the represented company. I compared the products and services towards which the segments showed the most interest. This provides the commissionaire with valuable information on what the most typical segments' needs are. In addition, the most met vendors are listed separately, showing the delegates' tendency of meeting certain solution providers.

Then I tried to answer the following question: what did each segment valued at the congress? I examined the most common comments and created statements for the categories. This one is only applied to the geographical segments.

#### **4.3.1 Geographical segments**

I differentiated three major segments based on the respondents' geographical location. One segment is Hungary, containing all delegates representing Hungarian organizations. The other two geographical segments were Romania and the Balkan region. Even though officially Romania is part of this sub region of Europe, due to the number of Romanian delegates, I decided to separate them. As a result I included Croatia, Serbia, Slovenia, Bosnia and Herzegovina, Macedonia and Bulgaria in the Balkan segment.

For Hungarian respondents tend to meet the most with the solution provider DHL. In general they come to look for road transportation, storage services and warehousing. A large number of electronics and miscellaneous industry representatives were attending from Hungary compared to the other major geographical segments. 45% of the delegates come with a lower purchasing power. 57% of Hungarian respondents' responsibility is beyond

local, meaning that they are either responsible for the CEE region, Europe, EMEA region or Global matters in their organization. Only 24% of local delegates follow TEG on social media. This is the lowest following rate among other country segments. The added value for them was to meet vendors locally and that this is a non-traditional channel of meeting existing partners. Hungarians also liked the fast paced meeting structure and the way they could explore new companies.

The Romanian segment was highly interested in warehouse management systems compared to the other geographical segments. A significant number of delegates from Romania also showed interest towards intelligent picking systems. They met the most with the solution provider Tibbett Logistics. The most dominant industry in this segment was the automotive. Particularly 56% of them were players of the automotive industry, the biggest among all other country segments. 73% of Romanians would be interested in the Western European edition of TRANSLOG, which makes the leading segment in this category as well. Also, 45% of the respondents from Romania follow TEG on social media, the highest among other countries. When it comes to recommending the event to a colleague, all of the Romanians answered with a yes. They really valued the presentations at the congress, especially Professor Kummer's speech. Romanians liked the fact that they can find new tools for logistics. They also defined the meeting environment as enjoyable.

The Balkan segment showed interest towards e-business systems and sustainable logistics solutions. Their most met vendor was Ehrhardt Partner. This company provides warehousing and warehouse management solutions, services in which the segment was also rather interested. Most of the Balkan representatives were from the food and beverage, retail and oil and gas industry. This segment had the biggest purchasing power in general, 57% of them had over 5 million euros to spend.

#### **4.3.2 Purchasing power segments**

Segmentation based on purchasing power resulted in three separate delegate categories. The ones who had between 100.000 and 1 million euros, the ones with a budget between 1 million and 5 million euros and the company representatives with over 5 million purchasing power. In further references I will label these categories as low, medium and high.

An interesting finding here, is that warehouse management systems are increasingly popular as the budget power inclines. In the ranking of products and services in the low budget segment, warehouse management systems are sixth, in the medium segment

fourth and in the high segment the solution ranks second. In connection with the above mentioned difference, 67% of delegates who met with the company Ehrhardt Partners had a budget power over 5 million. The company provides warehousing solutions so there is clear connection between the findings. The extent to which delegates found SAP relevant as a vendor also increases as the budget power becomes bigger.

#### **4.3.3 Industry segments**

Similarly to the previous segments, the most popular products and services are listed for the three most typical industry segments: automotive, food and beverage and electronics. For the automotive industry road transport was not the most wanted service, unlike for the other two segments. Warehouse management systems had a bigger importance in the automotive industry as well as inventory optimisation. 90% percent of the food and beverage industry representatives had a meeting with the vendor Kuehne Nagel. Despite the company's overall success at the event, I assume their solutions are relevant for the food and beverage producers. The electronics industry showed interest towards courier express and parcel services, in fact the biggest percentage among other industry segments expressed their interest for these services.

## **5 Conclusion**

The previous chapter included all the findings of the research, from the perspective of the two main stakeholder group: vendors and delegates. The above described outcomes lead to many conclusions, in this chapter I would like to highlight the one's that I found rather significant. The first part of the conclusion will suggest ideas for developing TRANSLOG Connect. Even though the event was clearly a great success, I think there are always certain areas which can be improved. The second part of this chapter will present and discuss the info graphics created to showcase the value of the event. The figures will highlight the main benefits of attending TRANSLOG, both for vendors and delegates.

### **5.1 Ideas for developing TRANSLOG Connect Congress**

TRANSLOG Connect 2016 was undoubtedly a successful event as it was. The following thoughts on improvements should not be taken as guidelines for fundamentally changing the concept. They are rather ideas based on my interpretation of the results, which can be useful for fine-tuning certain aspects of the event.

#### **5.1.1 Social Media**

Millennial tend to attend a lot of live meetings, so the next generation has a growing demand for events. They have a fear of missing out on something and believe that experiences make them more connected. Social media and digitalization provide great opportunities to engage with the event attendees, raise awareness of the brand and create long term customer relations. Communication channels can be extended beyond the event by making the participants connect with the event online. Social media followers are just as important as email contacts. (Event Farm, 2016)

Considering the above information, it is essential for TEG to boost their follower base on social networks. Only 23.9% of delegates and 50% of vendors follow the company on LinkedIn, Facebook or Twitter. Out of 201 respondents only 2 delegates have heard about the event via social media. There are several ways to encourage attendees to join the company's social network, especially during the two day business summit.

Firstly, there should be a live social media expert, managing the channels in real time during the event. Posts and tweets about highlights and activities will show the followers that the event has a proper presence, possibly creating a buzz. It is also important to tag the

speakers and guests in the relevant posts in hope of reaching more people. The key quotes and photographs are recommended to post. In case of interactions and comments, the live social media manager should engage with them to create sympathy.

Another well know method for boosting social media engagement during events is the twitter wall. The wall shows the hashtag results in real time. It encourages people to use the hashtag of the congress. Also a social media competition can be announced in the beginning of the event. The attendees using the official hashtag of TRANSLOG would win a prize. People should be reminded about the competition occasionally during the event.

Asking the speakers to share some content about the event can be effective as well. A proper explanation of the event hashtag is needed and possibly some templates for them to post. If they are tagged in a post they can just repost or retweet it. (Battisby, 2016)

### **5.1.2 Better presentation of the vendors**

Based on the responses, delegates would like to know more about the vendors prior to the event. There were many contradictions in terms of comments about the solution providers: some people wanted to see more freight forwarders, some people wanted to see a less of them and more from other fields of logistics. Also some comments complained about the vendors being too local, focusing on the Hungarian market, while others opposed the exact opposite. Apparently, the opinion on the vendors was formed based on the delegate's needs and which on the profiles of the chosen service provider. Evidently, all delegates have different motives when registering to the congress and they should meet the vendors that are most relevant to their needs. A possible solution for overcoming such complaints is to present the vendors to the possible delegates in an accurate and convenient way. A collection of all solution providers did not prove to be enough information for the delegation. It should be clearly presented, what types of products and services they provide, which country or region they mostly operate in and who they are attending with in terms of the nationality of the vendor representatives. This information could be handed over together with the delegate information pack when the decision makers are invited.

### **5.1.3 Meeting Scheduler**

Many vendor and delegate suggestions were received about the online tool supporting the event: the Meeting Scheduler. The tool does not only allow participants to arrange meet-

ings with each other, but also to sign up for the plant excursions and book places for presentations. There were many comments on the lack of user friendliness when it comes to synchronizing presentations with meetings. When a meeting request is sent, delegates are not aware if there is a presentation going simultaneously or not. It is understandable why the meetings should be scheduled first: meeting appointments mean the most value for the vendors. However, some notification about overscheduling could be arranged. When a delegate books a time slot for a meeting, a small message could pop up, saying which presentation is occurring during that period.

One other way to reduce the number of complaints about the Meeting Scheduler is to explain the tool a bit more in details. As shown by the results as well, some attendees did not find the assistance of TEG with the tool good enough, result them not wanting to attend the event next year. A practical and patient explanation of the Meeting Scheduler could possible overcome this. One also needs to keep in mind that not all people are technologically prepared enough to understand the tool properly, especially when using it for the first time.

## **5.2 Info graphics about event value**

An info graphic is a graphical visualization tool, an innovative way of presenting content. It is a combination of figures, images and text. Human beings are easily attracted to visual elements, therefore it is a powerful tool to get the attention of the target audience. Written text and pictures are useful by themselves, however both have certain strengths and weaknesses. When the two are combined, content creators can take advantage of strengths and avoid the weaknesses of each medium. Info graphics can also increase the brand's awareness. Including the company logo, contact details or website address is recommended to get connected with the customers easily. Nowadays the online marketplace is flooded with information and highly competitive. Getting people's attention became very important. Info graphics are aiming at informing and entertaining at the same time so it is a vital tool for business owners seeking more engagement online. (Gregorio, 2016)

### **5.2.1 Vendor benefits**

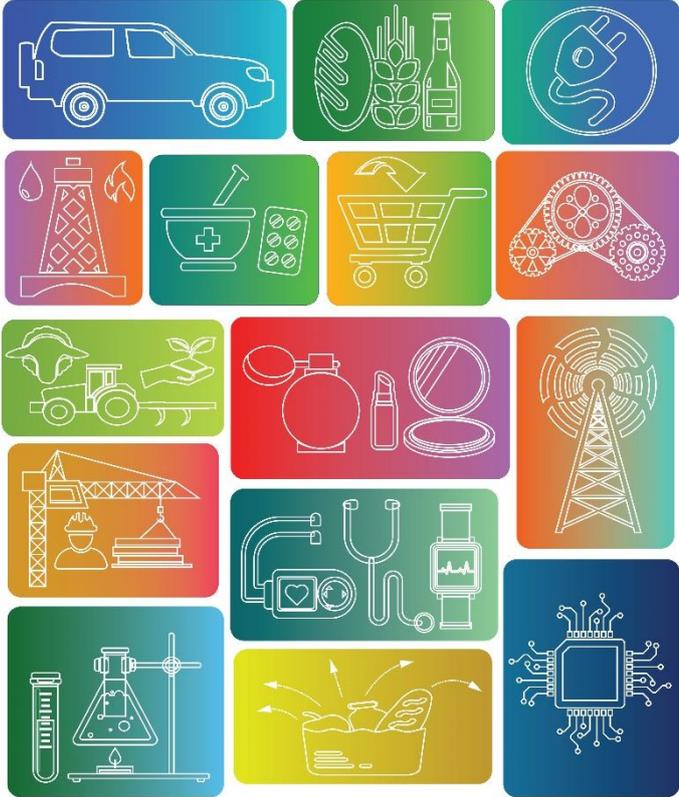
The subchapter sums up the added value of attending TRANSLOG Connect, from the perspective of vendors. The benefits are visualized with info graphics.



### Info Graphics 1

All of the vendors, responding to the evaluation form found the event useful for raising brand awareness and building brand image. By attending TRANSLOG 2016 they had the chance to meet 292 good quality delegates representing 199 different organizations. Backing up the quality of delegates, 92% of the vendors found the delegates good or excellent in terms of quality and nobody rated them below average or unsatisfactory.

17 different industries



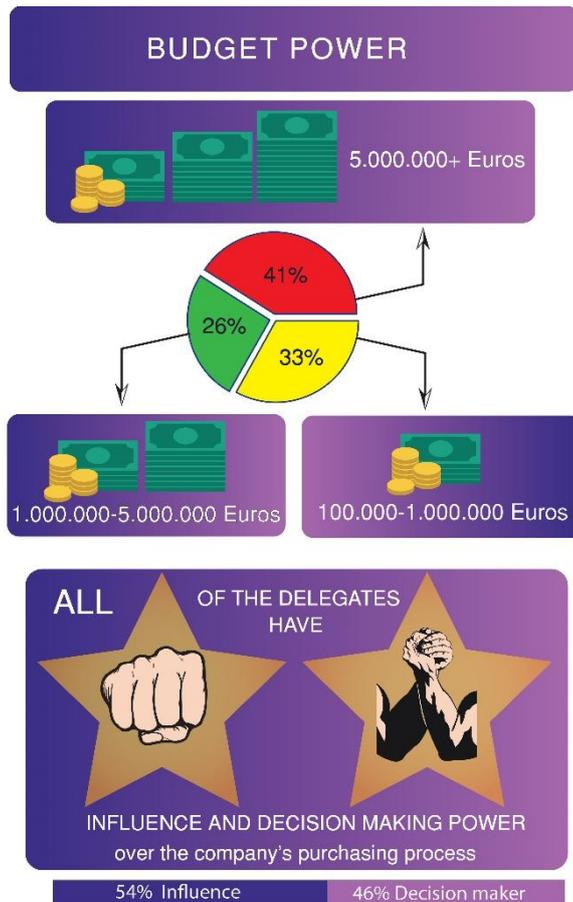
Info Graphics 2

19 DIFFERENT COUNTRIES



Info Graphics 3

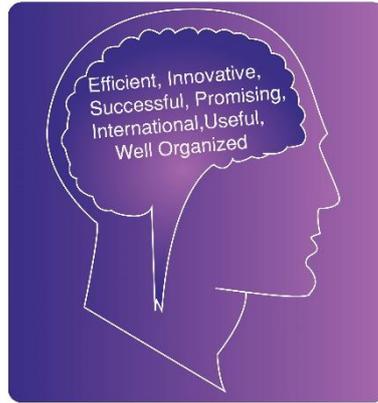
The delegation of the congress represents 17 different industries from 19 countries from the region and beyond. This also increases the value of the congress for vendors, as they can expand their customer base to several industries and locations.



#### Info Graphics 4

Moreover, the purchasing power of the delegates are shown above to demonstrate their excellence. All of the delegates attending the congress have influence and decision making power over the company's purchasing process. This is important to know, as vendors would like to discuss with people who can make instant decisions.

Vendors described the event as:



Overall rating of the event:



### Info Graphics 5

The above figure was created based on the comments vendors wrote in the evaluation forms. Their opinion could be crucial in order to convince potential customers for future events. The overall rating of the event given by solution provider attendees is also visualized.

## 5.2.2 Delegate benefits

There are several benefits of attending the congress for delegates as well. The added value is visualized with info graphics, using the same layout and colours.

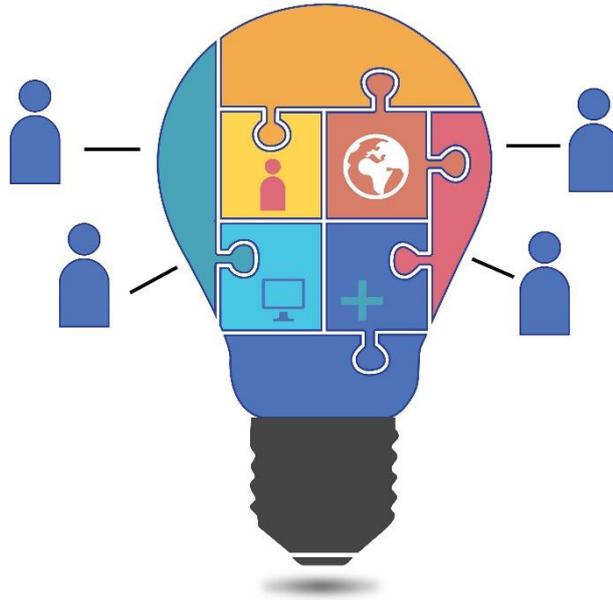


Info Graphics 6

Firstly, TRANSLOG Connect is the biggest and most important congress for logistics, transportation and supply supply chain management professionals in the Central and Eastern Europe. All the major players from the region are present. Delegates have access to a wide variety of presentations, including key note presentations, case studies and panel discussions. The topics of these lectures are current trends and technologies, innovation and common challenges in the region.

Provided with entry to the exhibition area, delegates can meet, evaluate and network with the leading logistics service providers. They are offering the most up to date solutions for logistics, transportation, warehousing, supply chain and more.

### 3. Sharing new IDEAS with other delegates



Info Graphics 7

Having all the key professionals present at the congress, delegates can share their thoughts, ideas and experiences not only with the solution providers, but with each other as well.

Most of the delegates are interested in attending the event next year



Info Graphics 8

The figure above shows the ratio of people who would like to attend the event next year. The human shaped figures further emphasizes the success of the event.



### Info Graphics 9

Delegates were asked to describe the event in three words. The above word cloud was formed to visualize their perception of the congress. The bigger the word is, the more often it was mentioned by attendees.

Info graphics about the added value for both participant types of TRANSLOG Connect was created with the help of a friend of mine. The images serve the purpose of visually communicating the benefits of attending this market leading business summit. They are suitable for content on social media, newsletter or other marketing campaigns.

### **5.3 Evaluation of the learning process**

During the process of conducting the research and writing the thesis I gained in-depth knowledge about several aspects of B2B events. My knowledge about the event value, and the importance of evaluating the success of a meeting increased and expanded by conducting this study.

My research related studies at Haaga-Helia proved to be useful and applicable during the process. I was comfortable handling the Webropol tool as I had the chance to use it for school project before. I was also confident about qualitative and quantitative data usage and the combining the two.

The data analyses part was perhaps the biggest challenge that I faced. I have never faced such a vast amount of information with the urgency to get useful results out of it. Many mistakes and false conceptions were made during the process, but I managed to learn from them so I do not consider the time wasted. I am also convinced that by the next time I am doing such work, my process will be more effective and take less time.

It was interesting to see how each delegate and vendor reacted on TRANSLOG, and to learn about their motives and needs. I am grateful for TEG to have me provided with the required data and assist me in the thesis process. I am hoping to use this theoretical framework in the future to the company's benefit.

## 6 References

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## 7.3 Appendix 1. Vendor Evaluation Form

<p>Event appraisal / A rendezvény értékelése</p> <p>The event overall / A rendezvény összességében</p> <p>Relevance of the event to my current position / A rendezvény relevanciája munkakörömhöz</p> <p>Pre-event assistance of TEG the organisers / Szervezői támogatás a rendezvényt megelőzően</p> <p>During registration process / A regisztrációs folyamat során</p> <p>With the TEG Meeting Scheduler website / A Meeting Scheduler használatához</p> <p>Please rate our Delegate Information Pack</p> <p>User-friendliness / Felhasználóbarát</p> <p>Content / Tartalom</p> <p>Appearance / Megjelenés</p> <p>Marketing and promotion of the event / Marketing és promóciós tevékenységek</p> <p>Visibility in the media prior to the event / Médiamegjelenések a rendezvényről</p> <p>Courtesy / assistance of TEG staff during the event / A TEG személyzet segítőkészsége/hatékonyasága a rendezvény alatt</p> <p>Rating Scale: 5 excellent 4 good 3 satisfactory 2 below average 1 poor</p>	<p>Would you be interested in attending the event next year? Szeretne részt venni a rendezvényen 2017-ben is?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Are there any specific companies you would like to have seen or met with at the event? / Vannak meghatározott cégek, melyeket specifikusan látni szeretne a következő rendezvényen?</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p>Which professional publications do you frequently read or follow? / Milyen szakmai hírportálokat követ vagy olvas rendszeresen?</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p>How successful have you been in achieving the following objectives? / Mennyire volt sikeres a következő célok elérésében?</p> <p>Meeting new contacts / Kapcsolatépítés új ügyfelekkel</p> <p>Raising awareness of your company / Cége ismertségének növelése</p> <p>Seeing existing customers / Találkozás jelenlegi ügyfelekkel</p> <p>Finding distributors / Találkozás viszonteladókkal</p> <p>Other / Please specify</p> <p>Egyéb .....</p> <p>Rating Scale: 5 excellent 4 good 3 satisfactory 2 below average 1 poor</p>	<p>Where would you like the event to be hosted next year? Hol látná szívesen a rendezvényt jövőre?</p> <p><input type="checkbox"/> Prague <input type="checkbox"/> Budapest <input type="checkbox"/> Warsaw</p> <p>Other, please specify: .....</p>	<p>What professional associations are you a member of? Ön tagja valamilyen szakmai szervezetnek?</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p>Please give us your opinion of the delegates at the event. Kérjük véleményezze a résztvevő delegáltakat.</p> <p>The quality of delegates / A delegáció színvonala</p> <p>The range of delegates from different countries / A delegáltak eloszlása országokat tekintve</p> <p>1 2 3 4 5</p>	<p>Would you be interested in a Western European edition of TRANSLOG? Érdekelne Önt egy nyugat-európai TRANSLOG Connect Kongresszus?</p> <p><input type="checkbox"/> Yes / Location: ..... <input type="checkbox"/> No</p>	<p>Do you follow us on social media? Please underline / Követ bennünket közösségi csatornáinkon? Kérjük húzza alá</p> <p><input type="checkbox"/> Yes / LinkedIn, Facebook, Twitter, YouTube <input type="checkbox"/> No</p>
<p>How many new contacts did you make? Hány új kapcsolatot szerezett?</p> <p><input type="checkbox"/> 6-10 <input type="checkbox"/> 11-20 <input type="checkbox"/> 21+</p>	<p>Please rate the Meeting Scheduler website based on / Kérjük értékelje a Meeting Scheduler weboldalt az alábbiak alapján</p> <p>User experience, easy to use / Felhasználói élmény, könnyű használni</p> <p>1 2 3 4 5</p> <p>Appearance / Megjelenés</p> <p>.....</p>	<p>Which parts of the event did you find particularly enjoyable and which would you like to see improved? A rendezvény mely részeit élvezte a legjobban és melyeken javítana?</p> <p>.....</p>
<p>How did the event meet your expectations? / A rendezvény megfelelt az Ön elvárásainak?</p> <p><input type="checkbox"/> Below my expectations / Nem felelt meg az elvárásainak</p> <p><input type="checkbox"/> Met my expectations / Megfelelt az elvárásaimnak</p> <p><input type="checkbox"/> Above my expectations / Feljülte az elvárásaimat</p>	<p>Do you have any suggestions to improve the Meeting Scheduler? / Van javaslata a Meeting Scheduler weboldal fejlesztésével kapcsolatban?</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p>How did the event meet your expectations? / A rendezvény megfelelt az Ön elvárásainak?</p> <p><input type="checkbox"/> Below my expectations / Nem felelt meg az elvárásainak</p> <p><input type="checkbox"/> Met my expectations / Megfelelt az elvárásaimnak</p> <p><input type="checkbox"/> Above my expectations / Feljülte az elvárásaimat</p>

<p>We are collecting testimonials for this event. If you found the event enjoyable and productive please give us your comments below. / Visszajelzéseket gyűjtünk a rendezvényről. Ha élvezetesnek és hasznosnak találta, kérjük adja meg észrevételeit!</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	<div data-bbox="847 1576 932 1637" style="text-align: center;">  <p>The Events Group Ltd. Tel: +36 1 219 57 25   Fax: +36 1 219 57 26 1132 Budapest, Váci u. 18., Hungary www.tegevents.eu   info@tegevents.eu</p> </div> <p>TEG, The Events Group is one of Europe's leading business information providers, operating primarily within the key emerging markets of Central and Eastern Europe. The main focus is on business-to-business congresses that connect top professionals within various industries in the region, bringing together senior executives from Europe's largest companies with leading service providers.</p>	<div data-bbox="1123 1084 1302 1144" style="text-align: center;">  </div> <div data-bbox="1342 1084 1442 1144" style="text-align: center;"> <p>2016</p> </div> <div data-bbox="1107 1167 1206 1234" style="text-align: center;"> <p>BUDAPEST HUNGARY</p> </div> <div data-bbox="1107 1256 1206 1323" style="text-align: center;"> <p>23-24 NOVEMBER</p> </div> <div data-bbox="1222 1167 1442 1323" style="text-align: center;">  </div> <div data-bbox="1139 1361 1406 1429" style="text-align: center;"> <p>— VENDORS — EVALUATION FORM</p> </div> <div data-bbox="1107 1473 1442 1832"> <p>Name / Név (Mr./Ms./Dr./Prof.):</p> <p>Position / Pozíció:</p> <p>Organisation / Cégnev:</p> <p>Address / Címe: City / Város:</p> <p>Country / Ország: Postcode / Irányítószám:</p> <p>Telephone / Telefon:</p> <p>Mobile / Mobil:</p> <p>E-mail / E-mail:</p> </div>
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