

**Samantha**

**Nelson**



Event Coordinator  
Carboline

*CTSM Portfolio*

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Section

1

*Vital  
Statistics*



*About Me*

I am a mother, a wife, and a Corporate Event Planner. All three of these jobs require me to get creative in order to solve problems, juggle multiple deadlines, stay organized while staying calm, and, more recently, put to the maximum test: the ability to adapt to any and all situations that can and will arise from nowhere.



*Tatum*

*Caleb*

**Education**

As a child, I dreamt of becoming a Cosmetologist. My mother did not share the same dream. She encouraged me to first go to college to get a degree. I am a very strong believer that everything happens for a reason. If my mother hadn't pushed me to go to college, then I would have missed out on so many great experiences.

Two specific events from college helped define how I got to this exact point in life. The first, and most important event was meeting David Baird. It is to this man that I owe all credit for changing my career path. I met David after I joined the Photography Club, which he led. He was also a graphic design professor and inspired me to take graphic design classes, which were much more enjoyable than the accounting classes I had been torturing myself through. Designing came easily to me, and it became a place where I could express my creativity and have pride in my work. I never looked back.

The second event happened before my last semester. I drove to St. Louis, Missouri, to interview for a Photography Internship. After getting the gig, I moved 2.5 hours north to start my internship and my young adult life in a career that was yet to be determined in the suburbs of St. Louis.

In 2008, I graduated Cum Laude from Southeast Missouri State University with a Bachelor of Science Degree in Industrial Technology.



## Career Background

My career path began in a small print shop doing graphic design and pre-production for digital or press printing. From there, I moved into an Executive Assistant role with an animal pharmaceutical company. Supporting the President and the Vice President of Sales and Marketing, I had the opportunity to plan two sales meetings, and it was during this role that I realized how passionate I was about events and marketing.

In 2013, I began working at Eaton's Bussmann Division. Because of my previous experience, I was hired as an Executive Assistant supporting the Vice President & General Manager and the Vice President of Sales, along with both of their teams. In a little over a year, and 9 months pregnant with my second child, I was promoted to a Marketing Communications Analyst supporting events and other various marketing responsibilities. I grew tremendously in this position over the next 2.5 years.

In March of 2017, I found the Carboline Event Coordinator position posted on LinkedIn. I later found out they were dangerously close to making an offer to someone else when I swooped in, eager and qualified. Three weeks later I was the new Carboline Corporate Event Planner, and I feel each year has brought new challenges that have helped me grow professionally.

## Current Responsibilities & Core Team

The majority of my role includes managing 30+ global trade shows. I work closely with Market Managers and Sales to identify and validate different industry trade shows. I prioritize the shows, our level of support, and all other related expenses to ensure they conform to the \$1M event budget I manage. When it's time to plan, I strategize with Product Line Managers, Market Managers, and the Digital Strategist to identify, plan, and implement show objectives. I then work closely with Managers and the Sales Team aligning goals, ensuring proper support, and preparing staff for events.

Every aspect from start to finish is my responsibility, including the vendor selection, booth layout and design, promotions, selection of supporting materials such as literature and product samples, pre-show marketing, booth activity including staffing and customer journeys, generating and qualifying leads, and post-show reporting.

I also lead my entire marketing team in organizing, planning, and successfully executing Carboline's annual Global Sales Conference, which brings together 250 worldwide employees. When I am not planning, organizing, or attending trade shows and events, I am sourcing and implementing new processes to streamline our internal communication and the customer experience.



## About Carboline

### Quick Facts

Carboline is a world-class, global manufacturer of coatings, linings, and fireproofing headquartered in St. Louis, Missouri.



### History

Founded in 1947, Stanley Lopata developed a product to solve a corrosion problem for a single customer in his St. Louis home. The product was a carbon-based tank lining, which is where the name Carboline originated. In 1958, Mr. Lopata hired his first salesman. By the 1960's Carboline had grown into a multi-million dollar company. Through the next twenty years, Carboline spread into multiple industries, including Oil & Gas, Nuclear, Aerospace, Power, Bridge & Highway, and more. Their product portfolio continued to grow through several acquisitions. In 1980, Carboline was sold to Sun Oil Co., which just five years later was acquired by RPM Inc. RPM remains the parent company today. In 1994, Carboline started selling their paint in red buckets, which has become an iconic staple to the brand.




There are some very large growth initiatives set to take place over the next five years, and it's an extremely exciting time to be part of Carboline.



## Products

Carboline develops products in three main areas:



- Systems that protect steel & concrete from corrosion, abrasion, and weathering
- Linings that shield storage tanks from chemicals and corrosive high-temperature cargoes
- Coatings that provide passive fire protection for industrial and commercial applications

## Key Markets



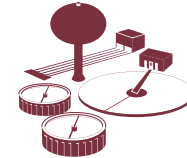
Oil & Gas



Commercial/  
Architecture



Food &  
Beverage



Water &  
Wastewater



Power



Commercial  
Marine



Rail



OEM

## Competitors

One of Carboline's largest competitors is Sherwin Williams. They're known most widely for their decorative paints, but Carboline competes with their Protective and Marine Coatings division. PPG, AkzoNobel, and Jotun are other mentionable competitors and can often be seen exhibiting and supporting the same industry events.

Annual Financial Reportings for 2020<sup>1</sup>

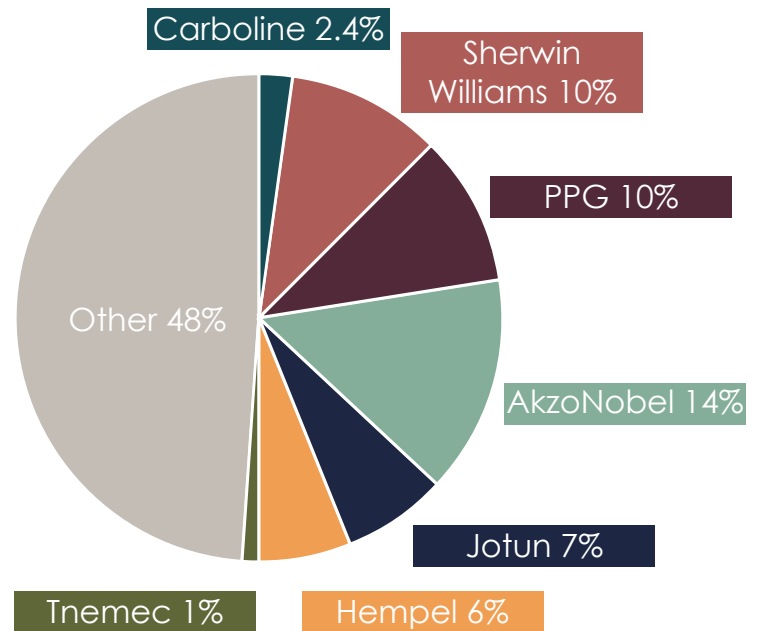
First, note that Carboline is not a publicly traded company, and the financials are not shared. However, Carboline's parent company, RPM Inc., is publicly traded, and their results are available.



Market Share

The financial reportings don't necessarily show an accurate representation of the market share for the protective coatings industry. For one, Sherwin Williams' annual financials include decorative paints and other products. Secondly, Carboline is not a publicly traded company but is part of RPM's Performance Coating Group (PCG) which makes up for 17% of RPM's net sales. PCG is one of four RPM groups and includes several different brands and products.

Based on several industry reports, the pie chart most accurately represents the market share for the Protective Coatings Industry.



<sup>1</sup> **Financial Reportings Source:** [https://www.coatingsworld.com/issues/2021-07-01/view\\_top-companies-report/top-companies-report-163001/](https://www.coatingsworld.com/issues/2021-07-01/view_top-companies-report/top-companies-report-163001/)

Section

2

*Overview*



## *Program Introduction*

Carboline attended or hosted 40 in-person events for 2022. This is nearly a 40% increase since I began in 2017. Continued growth of this program is expected as we continue to expand globally. Aside from managing our global trade shows program, I am also responsible for coordinating customer trainings and the annual sales conference.

### **Industry Trade Shows & Events**

Carboline became a dominant exhibitor at industry trade shows in the early 2000s. Today, they participate in more than 30 industry trade shows per year, 23% of which are international. The size of exhibits ranges from table top exhibits to 10'x10' and 10'x20' inline exhibits, as well as 20' x 20' island exhibits. Currently, 400 square feet is the largest space Carboline exhibits.

There are multiple industry events that we exhibit at including Oil & Gas, Water & Wastewater, Commercial Fireproofing, Bulk Liquids Storage, Marine, Transportation, and more. Carboline's current initiative is to grow the Water & Wastewater market. To help support this initiative, we have increased our Water/Wastewater trade shows by 83%.

We classify events as either Corporate, Regional, Customer, or International. Corporate events are driven by Marketing. They have been attended, vetted, and approved for continual participation. Regional events are typically driven by Sales but coordinated by Marketing. The regional events are typically smaller or newer events. Some regional shows are also financially supported by Sales, whereas corporate events are all on Marketing's budget. International events are any trade shows outside of the United States. Customer events are training events we host at our facility.

### **Customer Trainings**

Carboline hosts four types of customer trainings, referred to as "schools." These events have doubled since 2017, now offering spring and fall dates. The number of attendees varies from 20-35 per school.

### **Global Sales Conference**

Since 2017, I have executed five successful Global Sales Conferences. The most recent Sales Conference was in September 2022 and brought in nearly 240 employees from all over the world. Covid protocols and additional safety measures were implemented two years in a row, which required extra attention to detail and increased communication with attendees. This event was successful in uniting global colleagues from around the world and revitalizing the sales teams.

## 2022 Annual Event Schedule

**Industry Key:** O&G = Oil & Gas; Multi = Multiple Industries; WWW = Water/Wastewater; Com FP = Commercial Fireproofing; Others are self-explanatory

EVENT	DATE	LOCATION	SIZE	INDUSTRY	CATEGORY
Midwest Association of Rail Shippers (MARS)	1/12-1/13	Lombard, IL	10x10	Rail	Regional
SPE Offshore Europe	2/1-2/4 (Postponed 2023)	Aberdeen, Scotland		O&G	International
Southern Gas Association	2/8-2/10	Oklahoma City, OK	Table	O&G	Regional (SPC)
Corrosion School	2/22-2/23	St. Louis, MO	N/A		Customer Event
Pipe Line Contractors Association (PCLA)	2/22-2/26	Phoenix, AZ	Table	O&G	Regional (SPC)
AMPP Annual Conference + Expo	3/6-3/10	San Antonio, TX	20x20	Multi	Corporate
Commercial Fireproofing School	3/8-3/9	St. Louis, MO	N/A		Customer Event
WATERCON	3/21-3/24	Springfield, IL	10x10	WWW	Regional
Missouri Section AWWA & MWEA Joint Annual Meeting (JAM)	3/27-3/30	Osage Beach, MO		WWW	Regional
StocExpo	3/8-3/10 (Postponed 5/2022)	Rotterdam, Netherlands		Tank Storage	International
American Pipeline Contractors Association (APCA)	3/25-3/30	Scottsdale, AZ	Table	O&G	Regional (SPC)
WCNY Coatings and Corrosion Forum	3/30	Cheektowaga, NY		WWW	Regional
Texas Water	4/4-4/7	San Antonio, TX		WWW	Regional
Steel Tank Institute Annual Meeting	4/9-4/11	New Orleans, LA	Table	Tank Storage	Regional
Alabama/Mississippi American Water Works Association	4/10-4/13	Mobile, AL	10x10	WWW	Regional
Northern Area Western Conference (NAWC)	4/11-4/14	Edmonton, CAN	10x10 - x 2	Multi	International & SPC
Indiana American Water Works Association	4/11-4/14	Indianapolis, IN	10x10	WWW	Regional
Rail School	4/12-4/13	St. Louis, MO	N/A		Customer Event
National Association of Pipe Coatings Applicators (NAPCA)	4/13-4/16	Destin, FL	Table	O&G	Regional (SPC)

**See "Appendix A" for a complete list of events.**

## Major Changes

### Webinars & Virtual Events

In 2020, I received my certification in Virtual Event & Meeting Management. In the same year, I focused on recording live and virtual presentations, editing the video content, and organizing the presentations into a series of webinars, providing our customers with a virtual option to Carboline's traditional Corrosion School. Since then, I have facilitated a plethora of New Product Webinars, Bi-Weekly Sales Updates, and Town Halls.

In addition to webinars, I transformed written product case histories into short, interview-style videos that include pictures, conversational dialogue, and a link to the original, written case history. I also produced Carboline's very first virtual Sales Awards Ceremony, which was broadcast to the entire company.

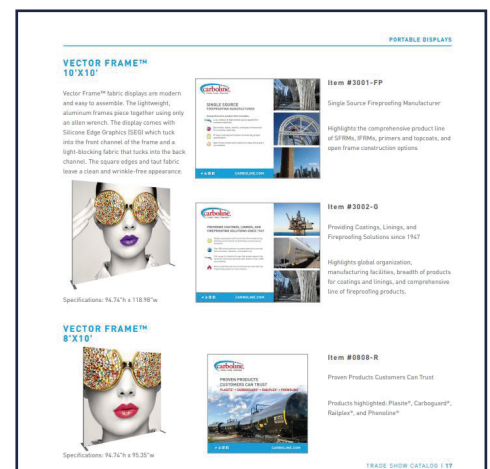
### Software & Communication

During my first attendance at ExhibitorLive, I visited with an exhibitor who was promoting a new software called WorkTrip. This software was an event management platform that provided one central hub for documents, communication, registration, etc. Carboline was one of the first corporations to pilot the software. I successfully implemented this into our events program by providing training documents and live demos to our sales reps. It was an extremely valuable software that increased internal communication.

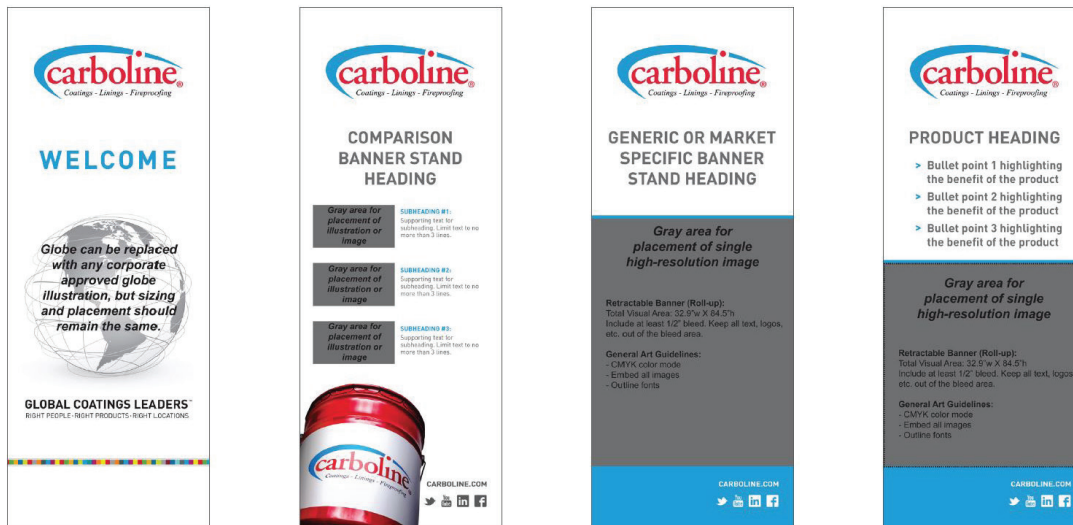
Carboline recently implemented Microsoft 365, and I'm now communicating with my team using SharePoint. I'm able to create customized event sites that share content we were previously sharing through WorkTrip. I also utilize Microsoft Forms for event surveys and Power Automate for event emails.

### New Resources

After completing an inventory analysis, the trade show assets were updated or created new. Then, in order to share what was available, I designed a Trade Show Asset Catalog (see "Appendix B") describing the different types of displays with visuals and images of each asset available, all designated with a unique catalog number. Now that assets were visible and organized, there were cost savings in decreased production costs and design time. I then created an order form reps could complete and submit, which allows me to obtain the information needed up front to support an event and reduces back-and-forth emails.



The next set of resources I created consisted of graphic templates for banner stands, regional displays, large-scale graphics, counters, and table clothes. During this process, I also identified the need for different layout types specifically for banners. Historically they were designed for different events at different times, and none followed any specific requirements. I followed **Session 61719 Graphics Boot Camp: The Basics Every Event Manager Should Know**, making sure the graphics did not tell the whole story. I understand the importance of grabbing the attendees' attention and then starting a conversation. I also included the art guidelines on a separate layer indicating the images should be high resolution, embedded, and CMYK, which is required for printing high-quality raster files.



The newest update to our resources is the Trade Show Brand Guide (see “Appendix C”), which provides information on selecting, planning, designing, and messaging for events. As covered in **Session 30818 Business Marketing Strategies and Trade Shows**, “Strategies, objectives, mission statements, goals, target profiles, positioning, and tactics are all essential elements of a successful marketing plan.”

The Trade Show Brand Guide was created and implemented to assist users in their decision to attend certain trade shows, starting with, “Does this event support Carboline's marketing strategy?” Then, the five steps are outlined and explained, including the difference between measurable results and tactics. This guide not only gets the users thinking about the event, but also educates them on how and why a strategy matters. It's a guide that is now used for all global attendees who plan to attend an event and is instrumental in the planning process.



Section

3

*Measurable  
Show Objectives*



### *AMPP Annual Conference + Expo Introduction*

Association for Materials Protection and Performance (AMPP) recently developed from a merger between two industry organizations, NACE International and The Society for Protective Coatings (SSPC). NACE was committed to corrosion control, and SSPC was committed to protective coatings. The newly formed organization, AMPP, is committed to "A safer, protected, and sustainable world." Carboline historically was a strong supporter of both organizations.

My portfolio's focus is on the AMPP Annual Conference + Expo because it is the largest international corrosion and coatings trade show and brings together professionals from multiple industries that are relevant to Carboline's marketing strategies. This specific event would also provide me with the most opportunities to showcase the skills I've obtained throughout the CTSM program, and how I've implemented these skills to position Carboline as a technical leader in high-performance coatings, linings, and fireproofing products while increasing brand awareness.

#### Conference Details

**Dates:** March 6-10, 2022

**Location:** Henry B. Gonzalez Convention Center, San Antonio, Texas

**Audience:** Decision Makers and Industry Professionals from 70 countries

**Show Site:** [ace.ampp.org](http://ace.ampp.org)



#### Target Audience

Keeping the five critical steps in mind from **Session 20118 Selecting the Right Shows: The Critical Decision**, and using the steps to analyze our attendance, I knew our products and markets already aligned perfectly with AMPP's mission. Our customers also indicated through feedback to upper management and sales representatives that they would be in attendance, proving they were aware of the merger and planning to continue supporting the new organization.

## MEASURABLE SHOW OBJECTIVES

During an interview with trade show organizers, I described our target audience as engineers, owners, architects, specifiers, and applicators, which aligned perfectly with the expected attendee profiles. The unique edge this conference provided that others do not is that the attendees share the same profiles but from across different industry segments. Instead of a trade show specific to one industry, such as Rail or Water/Wastewater, AMPP focuses on solutions related to coatings and corrosion, which, as you can imagine, affects most industries somehow or another. The target audience at this one event is larger than any other event we attend.

After analyzing all the information, it was justified that Carboline would support the event. The next step was deciding to what extent and at what cost.

### Overview of Event Objectives

As learned in **Session 30818 Business Marketing and Trade Shows**, and understanding the industry, it was clear that Carboline needed to steal market share. We manufacture and sell common goods. One may ask, how are we better than the competitor? Our advantage is our long-standing history (75 years, to be exact) and our knowledgeable sales reps, technical engineers, and business development teams.

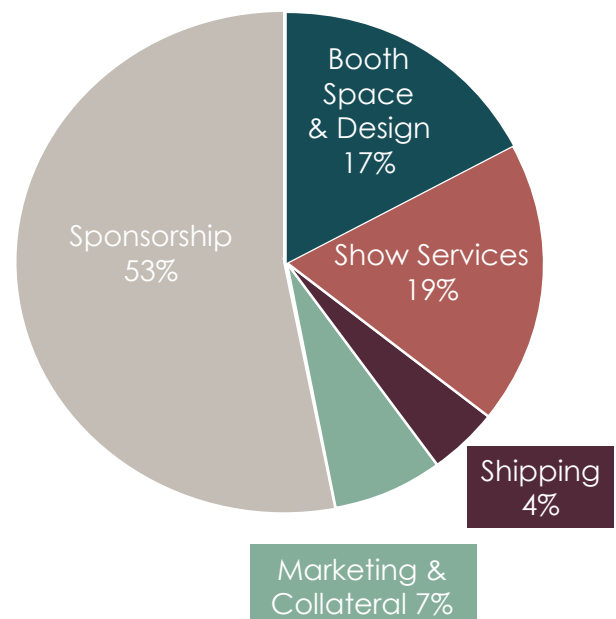
This then helped form our event-specific goals:

1. Increase Carboline's Brand Awareness and Customer Engagement
2. Strengthen Carboline's Position as a Technical Leader
3. Celebrate Carboline's Commitment to Providing Solutions for 75 Years

### Overall Event Budget

Even though AMPP's new Annual Conference + Expo was technically taking the place of two trade shows, SSPC's last trade show had still fallen within the same fiscal year. This meant I didn't have a plethora of extra funds set aside for this event. However, we had \$13,000 that was paid to exhibit at NACE's 2020 conference, and it was canceled due to Covid. NACE used those funds for our booth space at AMPP. This meant I had \$13,000 in our budget that could be reallocated to support the above objectives.

The budget would fund our sponsorship of the Opening Reception, our 20' x 20' exhibit space, and activities to enhance the customer experience.



## MEASURABLE SHOW OBJECTIVES

### Strategies & Goals

STRATEGY	TACTIC	ASSESSMENT METHOD	MEASURABLE GOAL
Increase Brand Awareness	Sponsor Opening Reception with multiple branding opportunities	Estimated attendance 1,000 x each branding opportunity	7000 Impressions
	Sponsor a table at the Career Fair	Post-event leads and collected resumes	Collect 5 resumes/ connect with 10 young professionals
	Advertise through AMPP's Programmatic Ad	Post-event report from AMPP	No measurable goals set - test and baseline for future results
Increase Customer Engagement	Hand out drink tickets to key customers during Opening Reception	Final count from venue post-event	Carboline tickets 450
	Track customer meetings off the trade show floor	Reps to complete Customer Tracking Form each day	102 (3 per Rep/Manager/ESM/BDM)
	Offer 3 unique Customer Journeys in the booth	Post-show lead report	50 scanned leads
	Publish 9 AMPP specific posts to LinkedIn	Post-event report on each post	3.5% Engagement or higher
Increase Recognition of Carboline's 75th Milestone	Sponsor themed Birthday Party for Opening Reception	Estimated attendance (1,000) and number of 75th anniversary items	7,000 Impressions
	Take pictures with customers in the booth and post to banner	Assess the photo coverage on the banner	Fill the 75 outline with Polaroid photos
Demonstrate Carboline as a Technical Leader	Submit abstracts for speaking opportunities	Chosen and scheduled on the technical program by AMPP	Minimum of 2 Carboline speakers
	Highlight the new Water Wastewater Asset Protection Guide	Compare data from a normal week vs. the week of the event	Increase views by 10%
	Corrosion Counseling Corner in booth for technical guidance	Compare all leads versus counseled leads	Counsel 10% of scanned leads

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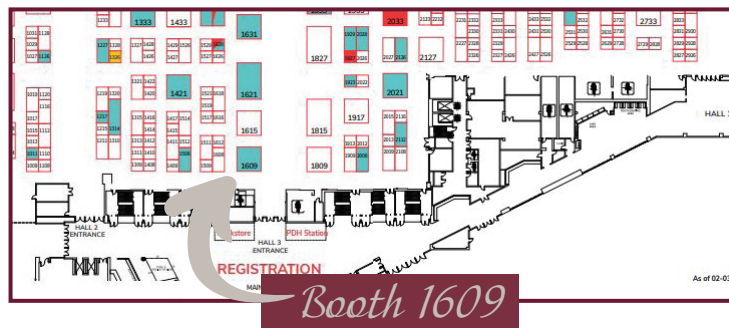
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*Management  
of Exhibit Design*



## Exhibit Management

Because of Carboline's history with NACE and SSPC, AMPP continued to honor our priority status for booking exhibit space. We were one of the very first ones to be notified, and the booking process began more than a year out from the conference.



*200 sq ft. Island Booth*

*Prime Location*

*High Visibility*

*Along Main Aisle*

*Booth 1609*

## History of Carboline's Exhibit Design

When I started at Carboline, the previous Exhibit Manager was using the General Services Contractor (GC) to rent tall, large structures, reprinting graphics for each event, and at the mercy of their costs and labor rates. I knew from my previous position that this was not cost-effective and caused a lot of waste. The stands were also not unique and didn't represent our brand well.

I reached out to a previous vendor that I had used. I wanted a modern, inviting look with future flexibility and a unique way to display our steel panels which showcases our different products. The design concept they came back with was amazing. They were also under budget by 7%.

### Lessons Learned:

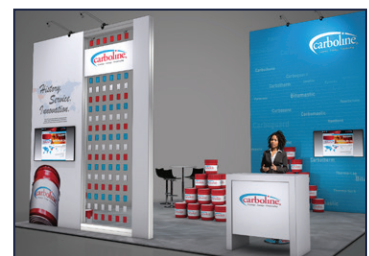
Hanging 13 steel panels on a thin wire better be extremely secure

Wires strip over time

Falling wire with heavy steel secured to it could cause major damage

Luckily no I&D crews or customers were hurt

When the vendor shows little safety concerns after a major design fail, it's time to find a new vendor



*Concept vs. Reality*



After the previous tragedy and completing **Session 62018 The @show Experience: Understanding the Essentials of Exhibit Design**, I was more than ready to discuss a new vision. The build would still be for a 20' x 20' space but only utilized twice a year at NACE and SSPC.

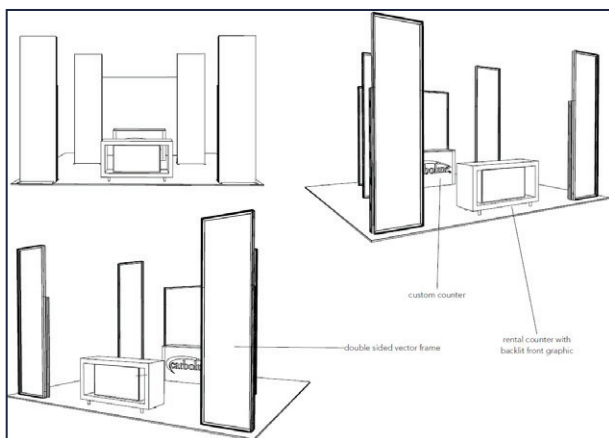
## Exhibit House Selection

The vendor selection process consisted of me running back to my local exhibit house begging for forgiveness on ever working with anyone else. We scheduled a planning meeting in their office to discuss the wants, needs, and must-haves that would support our marketing goals as well as the budget.

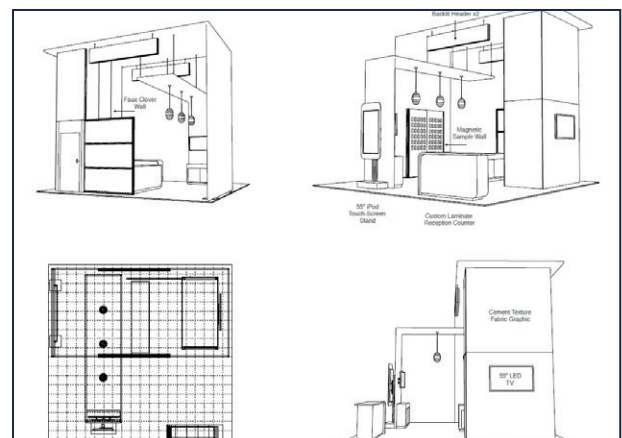
Goals during this time included brand awareness and increasing followers of our weekly Technical Service Podcast through human interaction, which, according to The @show Experience, is part of "The Big Idea" when designing exhibits.

WANTS	NEEDS	MUST-HAVES
Digital Interactive Element	Storage/Counter-top Space	Space for Live Podcast
Natural Elements/Texture	Height w/o Hanging Sign	TV Displays for Videos
Lighting	Flexible Design	Easy Access to Electrical
Modern, Open Concept	Minimal I&D	Safe Solution to Display Sample Panels

Working together was so easy, and I truly felt like they were listening to me. In less than 30 days, I received two concepts.



*Design Concept 1*

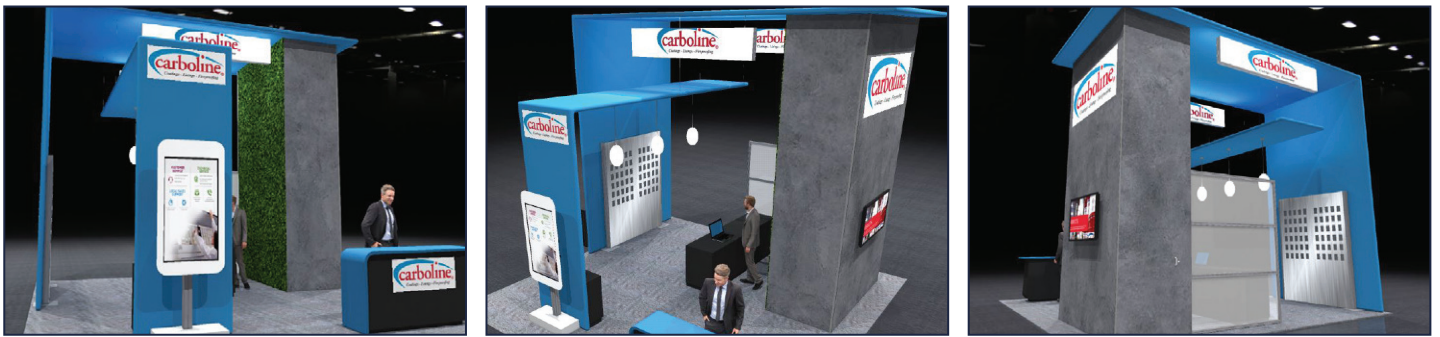


*Design Concept 2*

I liked the concept of Design 2 for a few reasons. It had more texture, more visible elements, privacy to host a podcast, and lots of room for branding. It was, of course, the more expensive option of the two, so we started to review the needs and wants vs. must-haves.

## Budget Plan vs. Actuals

Since the new build was going to be used for only two events instead of three, my budget had decreased by 33%. The design concept that I chose was \$21,000 over budget. To be fair, I typically do choose the most expensive choice, always. I have expensive taste.



My feedback to my exhibit house after seeing the cost breakdown and visuals:

NO	MAYBE	ABSOLUTELY
Hedge Wall	Concrete But Less	Frosted Glass Privacy Panel
iPhone Kiosk	Replace Kiosk w/TV	Counter Space & Storage
Black Counters	Need Custom Bar Height Counter & Logo	Brushed Aluminum Display for Sample Panels (1 vs. 2)

Removing the hedge wall, iPhone kiosk, AV for kiosk, and the additional panel wall immediately saved nearly \$13,000. However, after adding a custom counter, crate for the counter, vinyl wrap for cabinets, and a 3D stand-off logo for behind the Podcast counter, I was back up by \$4,830.

We then began to negotiate the other costs involved. They were able to offer a 14% savings on the fabric, which was a large portion of the design. With all of these updates, I was over budget by 21%. I presented the case to my manager, explaining that this build would be used for multiple events and that each additional year would provide additional cost savings. She agreed that the design and the minimal budget increase were worth owning a customized booth which would provide savings in the long run.



## MANAGEMENT OF EXHIBIT DESIGN

The final proposal that was approved included the new design-build split over two events.

	Show 1		Show 2	
	Budget	Actual	Budget	Actual
Design	\$3,280	\$3,280	\$0	\$0
Structure Rental	\$3,500	\$3,500	\$3,500	\$3,500
Custom Builds	\$5,820	\$6,020	\$0	\$476
Graphics	\$10,690	\$11,151	\$0	\$100
Hardware	\$900	\$900	\$0	\$54
Laminate	\$1,820	\$1,820	\$0	\$0
Transportation	\$5,600	\$3,430	\$4,060	\$1,675
I&D	\$7,920	\$7,920	\$10,080	\$10,128
Show Coordination	\$140	\$120	\$140	\$120
Show Supervision	\$2,376	\$2,376	\$3,024	\$3,330
Miscellaneous	\$0	\$0	\$0	\$972
<b>Total:</b>	\$42,046	<b>\$40,622</b>	\$20,804	<b>\$20,475</b>
<b>Variance:</b>		-3%		-2%

The custom build ended up being higher because we increased the counter length to fit three guests comfortably and added additional points to secure the canopy better at the next event. The graphics increased due to additional logos for the smaller counters. The miscellaneous charge was a surprise tax by the state of Tennessee. Luckily the savings on transportation for both shows saved the budget. The booth ended up trans-shipping from the first show to the second show, which saved a lot in freight costs.

### Exhibit Design Changes for AMPP Conference + Expo

After two years, the repetition started to bore me and probably our customers as well, but it was not in our budget to make any major changes. However, there was plenty of space that I could repurpose. I started rethinking the Podcast area in the booth since it was no longer one of our top objectives. **Session 30719 Creative Thinking to Reinvigorate Your Program** had taught the importance of marketing coming prior to exhibit design. This led me to make updates based on our three event goals: brand awareness, technical expertise, and 75 years of solutions.

I came up with a crazy idea: The Corrosion Counseling Corner, where I envisioned customers sitting and being "counseled" by our experts. This idea was definitely thinking outside the box. I also knew from **Session 31118 How to Grow your Brand** that the environment can affect perception and we could risk damaging the brand image. Would this confuse our customers? Would it make us look silly? I decided to leave my comfort zone and go for it!

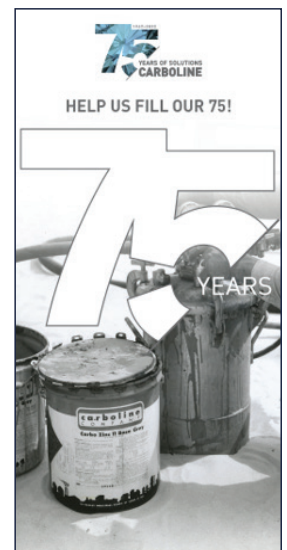
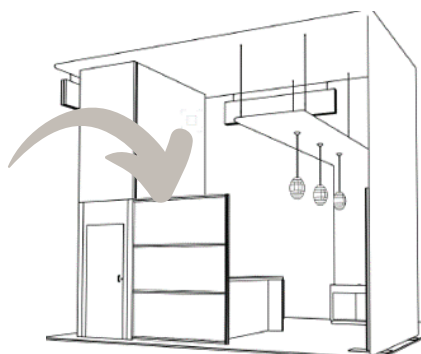
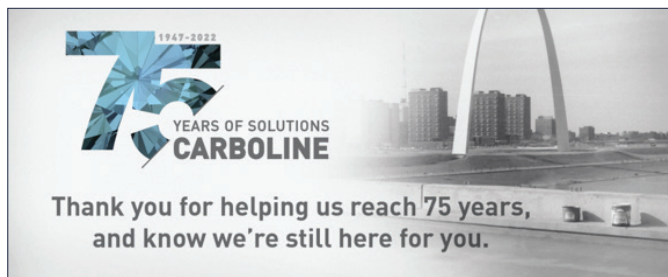
I then reacquainted myself with **Session 72118 Negotiating Skills to Win** because I was ready for my idea to be immediately squashed. It took some back-and-forth discussion along with some convincing. However, the idea was relatively inexpensive and tied back perfectly to the objective of positioning ourselves as a technical leader while also setting the stage for an immersive brand experience. Plus, it was something our competitors definitely weren't doing.

### **Session 30719 Creative Thinking to Reinvigorate Your Program**

recommends creating an experience that touches as many of the senses as possible. I created a relaxing sitting area (touch) that resembled a cliché therapy session, with soft lighting (sight), chocolates (taste), essential oil diffuser (smell) specifically filled with peppermint, which helps fight fatigue and stimulates the mind to help with focus. Our technical experts were the last piece of the puzzle (hear) as they provided professional advice on varying topics. The pillow was designed as a piece of humor to humanize the space, asking, "What keeps you up at night?"

Through creative brainstorming on how to make the 75th milestone relevant, I discovered that the Polaroid camera was also 75 years old. I took that connection and planned an additional experience inviting customers to take pictures or write a message and post them to our display, filling the inside of "75 years." We also added a window cling above the counseling chair thanking our customers for helping us reach the milestone. These items both supported the 75 years of solutions objective.

Just these small updates changed the entire space providing multiple customer journeys with meaningful connections that supported the objectives, and it cost under \$3,000. It proved that our initial investment in the original booth design was well worth the flexibility.



Section

5

*Marketing  
Communications*



## *Planning & Goals for Marketing Communications*

In order to support Carboline's event objectives at AMPP Annual Conference + Expo, I started with the two key planning questions from **Session 10818 How to Measure the Value of Trade Show Participation - Part 1: Basic Concepts**. *Who's behavior do we want to change?* The target audience for this event included engineers, project managers/supervisors, executive and senior management, applicators, and owners. This event is unique in the fact that all attendees are either interested in corrosion or coatings.

Since this event targets the largest customer base, we signed up for three opportunities: sponsoring the Opening Reception, a table at the Career Fair, and exhibiting in a 20' x 20' booth. The next step was identifying the marketing tactics that would be used for each event.

As learned in **Session 31518 Integrated Marketing Communications**, there are numerous options for pre-, at-, and post-event marketing tactics, but when goals aren't set, it's hard to measure success. Therefore, it was imperative that measurable benchmarks were set for all events. Further into this section, I'll explain which tactics were used, the rationale behind those decisions, and the results, but first, I want to share our engagement and messaging for each event.

### **Opening Reception**

Understanding the objective categories from Session 31518, I knew the Opening Reception could provide awareness and comprehension around Carboline's 75th Anniversary. I had also learned from **Session 60818 From Marketing to Measurement** that a successful Corporate Event needs "one big idea." The special circumstances which connected two very important milestones, celebrating the birth of AMPP and Carboline's 75th year, provided the big idea for a birthday party. The next step was planning and integrating our brand into the event in order to make it memorable for attendees.

### *Meet the Planning Team:*

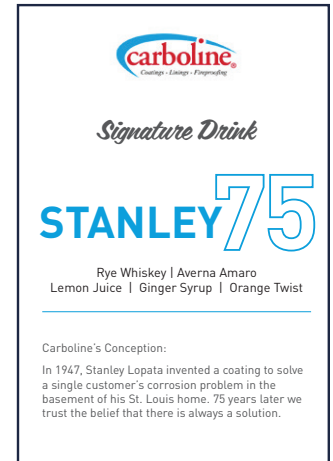


The three of us worked incredibly well together because, as explained in **Session 72318 Communicating with Others: Essentials for Success**, we had a team based on different styles, and each of us was highly versatile. We also shared one vision: to create a successful, memorable event for all attendees.

# INTEGRATED MARKETING COMMUNICATIONS

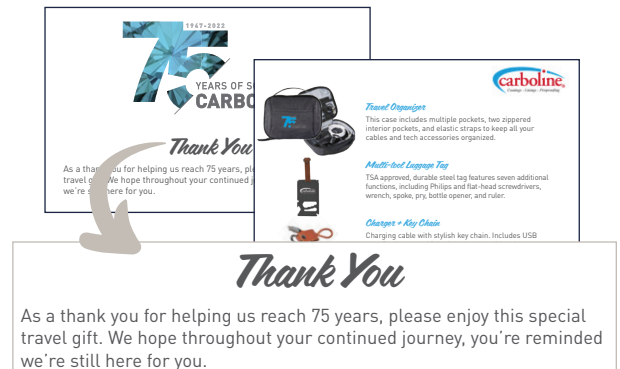
The target audience at the Opening Reception was everyone who attended the conference, and the key message was surrounding our 75th Anniversary. Every decision made, from the decor to the entertainment to the food selection and everything in between, highlighted Carboline's 75 years of solutions in the form of a birthday party.

From the moment the attendees walked in, they were immersed with bright colors, prominent branding, balloons, lively entertainment, fun music, and games. We even created a Signature Drink named after Carboline's Founder, Stanley Lopata, and called it the Stanley 75. These menus were then placed in acrylic stands on each bar.



## Trade Show Booth

When thinking about the second question from **Session 10818 How to Measure the Value of Trade Show Participation - Part 1: Basic Concepts**, *What do you want guests to do as a result of being at your exhibit?* I planned three different customer journeys depending on the customer and their needs. The birthday celebration continued as one of these journeys as a customer experience piece tied to the Polaroid camera, but there were many additional messages that celebrated our 75 years of solutions, including booth graphics and custom polo shirts. Our giveaway was a multi-item giveaway which we marketed on LinkedIn as a "birthday surprise" to the first 200 guests. The giveaway also included a custom postcard thanking our customers for helping us to reach 75 years and saying that we're still here for them.



## INTEGRATED MARKETING COMMUNICATIONS

The second customer journey was the Corrosion Counseling Corner, where we invited our customers to come share their project challenges and seek advice from our technical experts. This area was used for serious moments and also attracted a few funny moments as well, creating memories for our customers and our sales reps. Both this journey and the Polaroid journey were for all current and potential customers.

The third customer journey was specific to our Water & Wastewater customers, and after they were vetted, we took them over to the iPad and showed them our new Water & Wastewater App, which had just launched. The app, along with our counseling experts, supported our goal to be viewed as a technical leader in the market.

If the customer engaged with us in any of these three journeys, then they received the birthday surprise giveaway.



### Additional Engagements

To strengthen our position in the market and be seen as a technical leader, we had a paper submitted and chosen for a presentation in the Technical Program. We communicated this through LinkedIn pre- and at-show, reminding customers to attend the session.

Since this is also an event that spans most of our industry, we chose to recruit potential employees with a table at the Career Fair. This allowed our reps to speak to young professionals in the industry and share our story.

Now that you understand the different levels of engagement, it will be easier to explain how and why I chose each communication tactic and how each message supported our objectives.

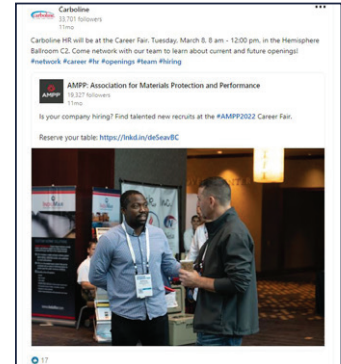
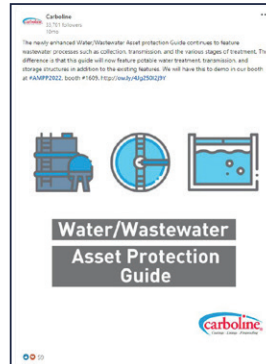
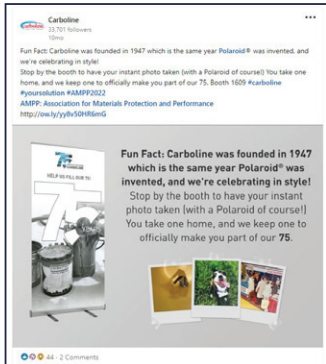


# INTEGRATED MARKETING COMMUNICATIONS

## Examples of Pre-Event Tactics

Historically, Carboline only used Social Media to communicate to attendees prior to events because they didn't have a CRM tool in place to send marketing emails.

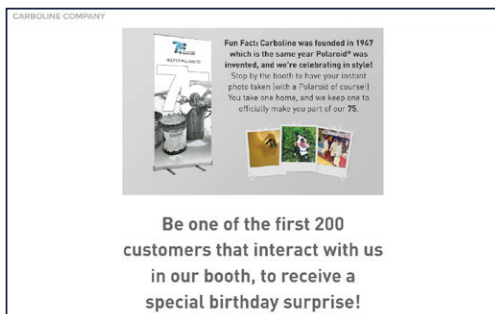
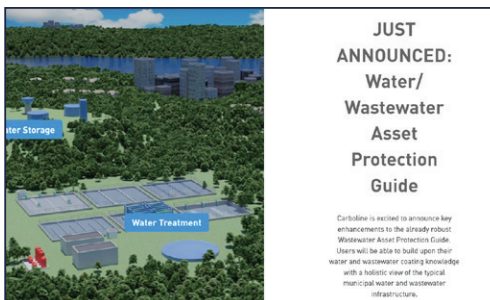
### LinkedIn Posts



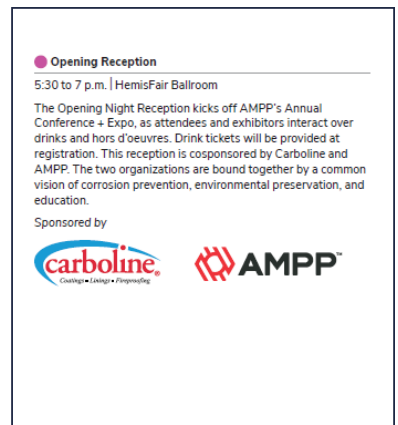
In addition to a social media campaign, one of the pre-show tactics included an event landing page which provided all the information attendees needed as to how they could engage with us throughout the entire week.

There was also an advertisement in AMPP's Conference Program for the Opening Reception.

### Carboline at AMPP Microsite



### Conference Program



# INTEGRATED MARKETING COMMUNICATIONS

## Pre-Event Tactics

COMMUNICATION METHOD	RATIONALE	TARGET AUDIENCE	MEASURABLE GOALS	ASSESSMENT METHOD	RESULTS	RECOMMENDATIONS
Microsite Landing Page	Wide reach for awareness	LinkedIn users & AMPP conference attendees	1000 Page visitors	Post-event page views	685 Unique views to the landing page	(Includes pre-, at-, and post-view #s) Provide QR code onsite that leads attendees to page
Listed as AMPP Sponsor in Oct. Issue of Materials Performance	Wide reach for awareness	MP readers & AMPP Members	MP delivered to 38,000 readers plus AMPP members	Can't confirm the readers actually read the issue	Nice perk, but hard to measure the success	Running a digital issue and tracking open rate might be more beneficial
Listed as AMPP Sponsor in Nov. Issue of Coatings-Pro Magazine	Wide reach for awareness	CoatingsPro readers	CoatingsPro delivered to 30,500 readers	Can't confirm the readers actually read the issue	Nice perk, but hard to measure the success	Running a digital issue and tracking open rate might be more beneficial
Listed as AMPP Sponsor in Jan. Issue of Coatings-Pro Magazine	Wide reach for awareness	CoatingsPro readers	CoatingsPro delivered to 30,500 readers	Can't confirm the readers actually read the issue	Nice perk, but hard to measure the success	Running a digital issue and tracking open rate might be more beneficial
We're Attending AMPP LinkedIn Post 2/11/2022	Wide reach for awareness	LinkedIn users & AMPP conference attendees	Higher than our average engagement level of 3.5%	Hootsuite Post Performance Report*	3.92% Slightly higher than average	It could have been focused more on "engage with us" and this is where/how/why
Human Resources LinkedIn Post 2/14/2022	Wide reach for awareness	Young professionals/ career seekers	Higher than our average engagement level of 3.5%	Hootsuite Post Performance Report	3.07% Lower than average	Did not include a picture, which usually has lower engagement ratings
Visit the Corrosion Counseling Corner LinkedIn Post 2/17/2022	Wide reach for awareness	LinkedIn users & AMPP conference attendees	Higher than our average engagement level of 3.5%	Hootsuite Post Performance Report	4.47% Higher than average	Post faired better because it included a link to the Microsite
Polaroid Fun Fact LinkedIn Post 2/23/2022	Wide reach for awareness	LinkedIn users & AMPP conference attendees	Higher than our average engagement level of 3.5%	Hootsuite Post Performance Report	3.94% Slightly higher than average	Tagging Polaroid could have increased the reach
Water & Wastewater Asset Protection Guide LinkedIn Post 2/24/2022	Wide reach for awareness	Water/ Wastewater customers on LinkedIn & attending AMPP	Higher than our average engagement level of 3.5%	Hootsuite Post Performance Report	4.89% Higher than average	Valuable content was shared in this post which gained higher engagement levels
Presenter LinkedIn Post 2/28/2022	Wide reach for awareness	LinkedIn users & AMPP conference attendees	Higher than our average engagement level of 3.5%	Hootsuite Post Performance Report	3.85% Slightly higher than average	While engagement seemed low, this post had the most shares and proves content is important
Invite to the Opening Reception LinkedIn Post 3/2/2022	Wide reach for awareness	AMPP conference attendees	Higher than our average engagement level of 3.5%	Hootsuite Post Performance Report	4.65% Higher than average	Included a fun picture and party details

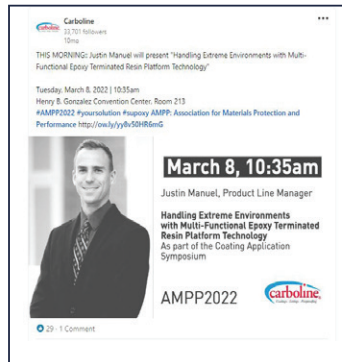
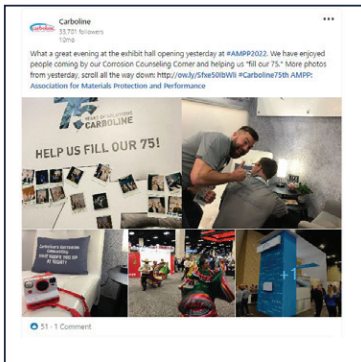
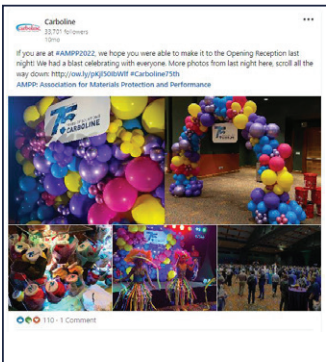
\*Hootsuite Post Performance Report - See "Appendix D"

## Examples of At-Event Tactics

The branding at the Opening Reception was abundant and provided the most impressions we've ever tracked. With this sponsorship, Carboline also received two daily spotlights from AMPP through their conference app.

**Session 308 Unleash the Power of Social Media** explained that a social media campaign has a schedule with automated posts and real-time posts. The campaign behind AMPP was well thought out by our Creative Lead, and the two posts that faired the highest engagement were event posts which included photographs from the night before. This made perfect sense because we weren't pushing advertising. We were starting a conversation and bringing authenticity to our readers.

## LinkedIn Posts



After learning about geofencing in **Session 3006R Navigating the Post-Pandemic World**, I was excited to learn my Digital Marketing Team was implementing this tactic. The ad had been running prior to the event, but the graphics were switched to showcase our booth. The geotargeting parameters were reset to a two miles radius around the San Antonio conference center from March 6 - March 10.

Once clicked, it sent those targeted to the Microsite, but reps mentioned they saw this ad prior to every session because of how AMPP was downloading the presentations. On top of prime placement for all attendees, this ad received 5,003 impressions during the week.



## Daily Spotlights



### Opening Night Reception Celebrates Two Big Events

Attendees and exhibitors are invited to join the Opening Night Reception from 5:30 to 7:00 p.m. This year's event, located in the HemisFair C1 and C2 rooms, marks two special occasions: AMPP's 1st and Carboline's 75th birthdays!

[Read more](#)



### Opening Reception's Carnival Celebrates Dual Anniversaries

The 2022 AMPP Annual Conference + Expo's Opening Reception, sponsored by Carboline and AMPP, started the week off with great music, good food, and fun games in a birthday party theme.

[Read more](#)

## Programmatic Ads



# INTEGRATED MARKETING COMMUNICATIONS

## At-Event Tactics

COMMUNICATION METHOD	RATIONALE	TARGET AUDIENCE	MEASURABLE GOALS	ASSESSMENT METHOD	RESULTS	RECOMMENDATIONS
Company logo on AMPP directional signage for reception	Awareness	Conference attendees	1000 Impressions	Based on AMPP's expected attendance	Less than 750 attendees	The number of impressions would have doubled if the signage was double sided
Listed as AMPP Sponsor in Final Program	Wide reach for awareness	Conference attendees	6000 Attendees expected to receive program onsite	Post-show attendance record from AMPP	5022 Attendees fewer due to less int'l attendees	Would like to know how many were printed vs. how many were taken by attendees
Welcome message by company executive at Opening Reception	Awareness and comprehension that Carboline was the sponsor	Opening reception attendees	1000 Attendees expected to attend	Final count of attendees from AMPP post-event report	750 Attendees estimated based on drink tickets submitted	Scanning attendee badges may have provided more accurate attendance
Branded Items at Opening Reception: cupcakes, signature drink, popcorn bags, paint cans, centerpieces, entrance/stage signage	Awareness	Conference attendees	3,500 Impressions	Based on 7 branding opportunities; attendees seeing at least 1/2 during the two hours (7÷2)1000	Final attendance 750(3.5) = 2,625	This was the most branding we've had at an event, and tying it into our booth activity proved to also be successful
Carboline-branded drink tickets	Awareness	Current Carboline customers	Connect with 450 customers	Tickets left and Event Summary Invoice	223 Left from 600 total - handed out 377 tickets	Event summary didn't include a count for verification - will specifically ask for breakdown next time
AMPP Daily Spotlight posts on AMPP	Awareness	Conference attendees	No goal set because I didn't realize AMPP was posting these	N/A	N/A	Next time I will ask if there are any other branding perks we get with the sponsorship that are not listed within the contract
First 200 to booth receive birthday present LinkedIn Post 3/7/2022	Wide reach for awareness	Conference attendees	Higher than our average engagement level of 3.5%	Hootsuite Post Performance Report	5.11% Higher than Average	First time we've limited giveaways but did like that they had to engage to receive
Opening Reception LinkedIn post 3/7/2022	Wide reach for awareness	Conference attendees	Higher than our average engagement level of 3.5%	Hootsuite Post Performance Report	19.84% Extremely higher than average	I think engagement was so high because it shared photos from the event
Reminder about Technical Session LinkedIn post 3/8/2022	Wide reach for awareness	Conference attendees	Higher than our average engagement level of 3.5%	Hootsuite Post Performance Report	4.57% Higher than Average	Conference attendees build their schedules prior to the event, so invite them to the booth to hear more about the topic

# INTEGRATED MARKETING COMMUNICATIONS

## At-Event Tactics (Continued)

COMMUNICATION METHOD	RATIONALE	TARGET AUDIENCE	MEASURABLE GOALS	ASSESSMENT METHOD	RESULTS	RECOMMENDATIONS
Career Fair LinkedIn Post 3/8/2022	Awareness	Young professionals/ career seekers @ AMPP	Higher than our Average Engagement Level of 3.5%	Hootsuite Post Performance Report	7.68% Higher than Average	This Career Fair post included a picture and received 50% higher engagement
Exhibit Hall Opening LinkedIn Post 3/8/2022	Wide reach for awareness	Conference attendees	Higher than our Average Engagement Level of 3.5%	Hootsuite Post Performance Report	22.79% Extremely Higher than Average	Post included more photos from the event and drove clicks to Microsite
Live Presentation	Awareness and comprehension as technical leaders	Owners, Engineers, & Specifiers	25 presentation attendees	Post-show count from speaker	35+ attendees	Count was approx., and it would have been nice to receive a list of attendees post session
Booth Journey 1: Polaroid Photo Opportunity	Awareness and comprehension of 75th Anniversary	All current customers and prospects	Fill 75th outline on poster board in the booth	Goal was qualitative and not measurable	Goal qualitative and not met as defined	Will set more measurable goals on activities like this these
Booth Journey 2: Corrosion Counseling Corner in Booth	Awareness and comprehension as technical leaders	All current customers and prospects	Counsel 10% of scanned leads	Compare leads vs. counseled leads	6.7% of leads indicated issues	Better notes on leads would have been more helpful tracking
Booth Journey 3: Water Wastewater Asset Guide	Awareness and comprehension	Water/ Wastewater customers	Increase guide views by 10%	View app stats prior to event and post-event	Page views increased by 19% but overall traffic was down 27%	Better notes on leads would have been more helpful tracking
Premiums	Awareness, appreciation	Everyone who engages with us in the booth	Engage with 50 booth visitors	Scanned leads	Scanned 74 leads total	More engagements happened than 74, so will work with reps to ensure everyone is scanned
Programmatic Ad with AMPP	Awareness	Attendees within 2-mile radius of event	Measurable goals not set for week of event	Track the number of impressions	5,003 Impressions throughout the week	Felt this was a great addition to marketing tactics, but need to set measurable goals
Customer meetings outside exhibit hall	Awareness, comprehension, conviction	Current customers/ prospects	Track 102 customer meetings (3 per rep/mgr)	Customer tracking form for reps and managers	81 meetings tracked	Below goal but still extremely valuable since it was the first time we've implemented this
Career Fair table	Awareness, comprehension, conviction, action	Young professionals/ career seekers @ AMPP	Collect 5 resumes and connect with 10 attendees.	Collection of resumes/# of conversations	4 resumes collected/ spoke to 20 people	Feedback indicated most attendees were interested in internships, and an iPad with digital resume would have been a better collection method

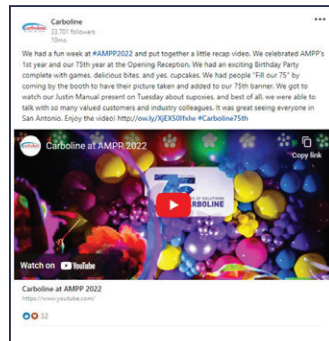
# INTEGRATED MARKETING COMMUNICATIONS

## Examples of Post-Event Tactics

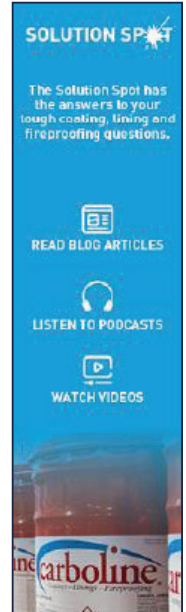
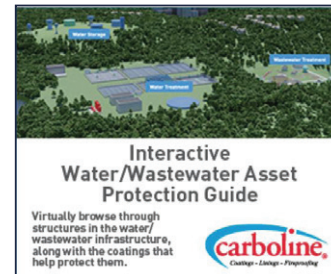
Three of our post-event tactics included social media, direct email follow-up, and the Programmatic ad, which followed attendees post-event for the rest of the month but ran new ads for our Water & Wastewater Asset Protection Guide and Solution Spot.

There was a post-show video that was on YouTube and advertised through LinkedIn, which had over 5,000 impressions, 295 views, and 25 new users who had not viewed our channel before.

### LinkedIn Posts



### Programmatic Ads



## Post-Event Tactics

COMMUNICATION METHOD	RATIONALE	TARGET AUDIENCE	MEASURABLE GOALS	ASSESSMENT METHOD	RESULTS	RECOMMENDATIONS
Post-Show Video LinkedIn Post 3/11/2022	Wide reach for awareness	LinkedIn followers and AMPP attendees	Higher than our average engagement level of 3.5%	Hootsuite Post Performance Report	5.53% Higher than average	The post-show video was a great addition by our Creative Lead
Award LinkedIn Post 3/15/2022	Wide reach for awareness	LinkedIn followers and AMPP attendees	Higher than our average engagement level of 3.5%	Hootsuite Post Performance Report	8.19% Higher than average	We were not aware our colleague received this award until post-event
Programmatic Ad with AMPP	Awareness and comprehension	Conference attendees	Measurable goals not set for week of event	Track the number of impressions	49,687 Total impressions	This was the first time we used an ad like this, and it will be a great baseline for future goals
Direct emails from reps	Action and conviction	Scanned leads	All leads captured	Leads sent to show attendees, directors, and anyone else specifically listed to f/u	Unable to measure because we didn't have a CRM tool in place	Now we are using Salesforce, which will allow us to nurture leads or push the ones that need immediate follow-up directly to the reps

Section

6

*Results  
Reporting*



## Measuring the Results

From the start, I followed **Session 20418 Don't Skip the Meeting - Pre-, At-, and Post-Guideposts to Success** to prepare my team for AMPP. I made sure the objectives, schedule, marketing tactics, new tracking form, and SharePoint site were shared early in a virtual pre-show meeting through Teams. The mandatory pre-show meeting on the exhibit floor reminded all attendees of the objectives, goals, and live demos of the customer journeys and lead retrieval.

Immediately following the event, I sent an internal survey to my team in order to obtain their feedback on the event objectives, communication, and overall success of the show. There were 29 respondents from the 50 colleagues who supported the event.

### Survey Results

100% of respondents found value in attending the conference

When asked which part was most valuable, 50% mentioned their customers



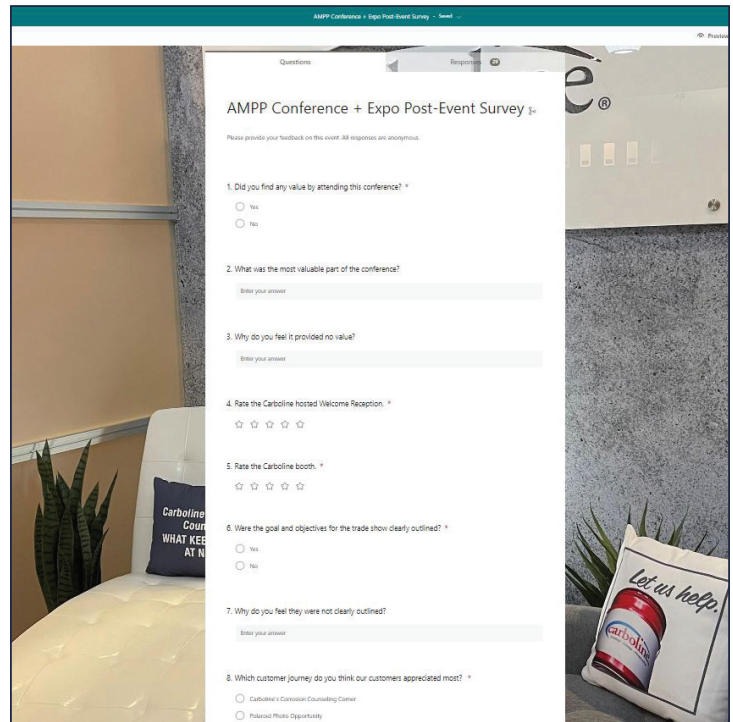
Respondents' favorite parts: Technical Sessions/Opening Reception/Exhibit Hall/Networking

Least favorite parts: Complexity of the convention center/Length of trade show/Missed opportunity to hear Carboline speak at the Opening Reception

Ratings:

Welcome Reception ★★★★★

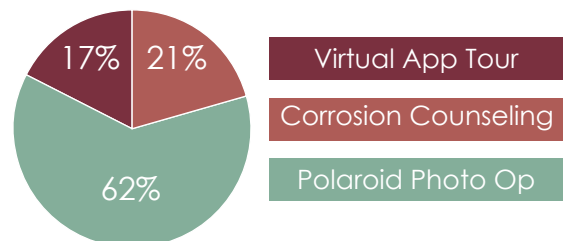
Carboline Booth ★★★★★☆



28 out of 29 felt that the goals and objectives were clearly outlined

28 out of 29 felt the pre-, during-, and post-show communication was adequate

When asked which journey was most appreciated by our customers:



## Results of Objectives

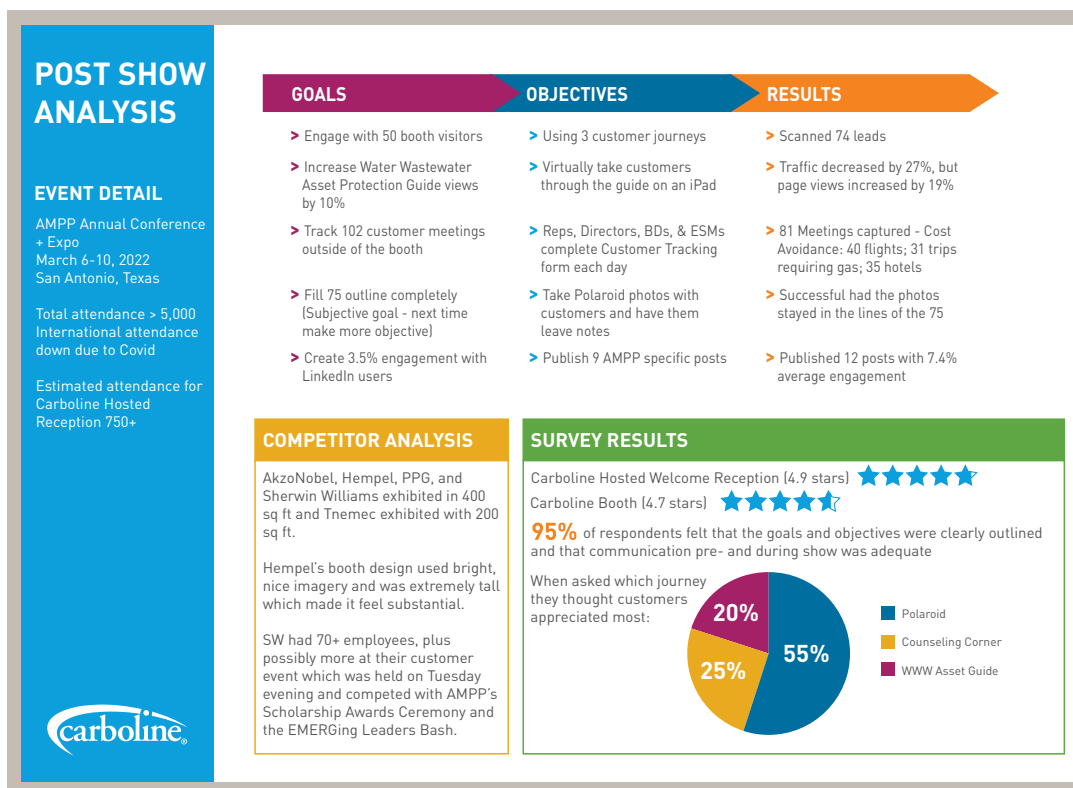
STRATEGY	TACTIC	ASSESSMENT METHOD	MEASURABLE GOAL	RESULTS	RECOMMENDATIONS
Increase Brand Awareness	Sponsor Opening Reception with Multiple Branding Opportunities	Estimated attendance 1,000 x each branding opportunity	7000 Impressions	Decor: 750(3.5) = 2,625 Signage: 750(1) = 750 Welcome: 1/3 = 250 Drink Tickets: 377 TOTAL: 4,002	Impressions lower due to lower attendance and audio issues during the welcome message
	Sponsor a Table at the Career Fair	Post-event leads and collected resumes	Collect 5 resumes/ Connect with 10 Young Professionals	4 Resumes collected/ Spoke to 20 young professionals	Most attendees were looking for internships instead of careers
	Advertise through AMPP's Programmatic Ad	Post-event report from AMPP	No measurable goals set - test and baseline for future results	49,687 Impressions pre-, during-, and post-event	First time using but it is now the baseline for future goals
Increase Customer Engagement	Hand out drink tickets to key customers during Opening Reception	Final count from venue post-event	Carboline tickets: 450	377 Tickets total (based on # of tickets left and not event summary)	Need to request the breakdown of what was ordered from venue prior to event
	Track customer meetings off the trade show floor	Reps to complete Customer Tracking Form each day	102 (3 per Rep/ Manager/ESM/ BDM)	81 Meetings tracked	Still extremely valuable, and will continue this exercise
	Offer 3 unique Customer Journeys in the booth	Post-show lead report	50 Scanned leads	74 Scanned leads	Ensure reps are scanning every customer/prospect
	Publish 9 AMPP specific posts to LinkedIn	Post-event report on each post	3.5% Engagement or higher	12 AMPP posts published - all but 1 had higher than 3.5% engagement	Learned that the posts with pictures and valuable content reach further
Increase Recognition of Carboline's 75th Milestone	Sponsor themed Birthday Party for Opening Reception	Estimated attendance (1,000) and number of 75th anniversary items	7,000 Impressions	Decor: 750(3.5) = 2,625 Welcome: 1/3 = 250 AMPP Daily Spotlight: N/A Total est. 2,875	Final count is not accurate since I didn't receive post results on AMPP's Daily Spotlight, but still below goal
	Take pictures in the booth and post to banner	Assess the photo coverage on the banner	Fill the 75 outline with Polaroid photos	Goal was qualitative and not met as defined	Need to ensure all future goals are measurable
Demonstrate Carboline as a Technical Leader	Submit abstracts for speaking opportunities	Chosen and scheduled on the technical program by AMPP	Minimum of 2 Carboline speakers	Only 1 presentation but 35+ attendees	Only one abstract was chosen, but need to track all submissions in the future
	Highlight the new Water Wastewater Asset Protection Guide	Compare data from a normal week vs. the week of the event	Increase views by 10%	Page views increased by 19%, but overall traffic decreased by 27%	I think traffic % would have been better tracked pre-, during-, and post-event
	Corrosion Counseling Corner in booth for technical guidance	Compare all leads versus counseled leads	Counsel 10% of scanned leads	Counseled 6.7% of the 75 leads	Need to ensure reps are providing accurate notes

## Post-Show Meeting

Once the results were in and finalized, I had the wrap-up call with my team and reps who supported the event. I presented on the event attendance, original goals and objectives, and the results. I also shared a competitor analysis as well as the survey results I had received at the time. Finally, I opened the call up for further discussion for those who may not have completed the survey or thought of additional comments.

## Post-Show Analysis Report

This final report was shared with all stakeholders, including the Executive Team, managers, and all event attendees. It was also shared during the post-show event meeting.



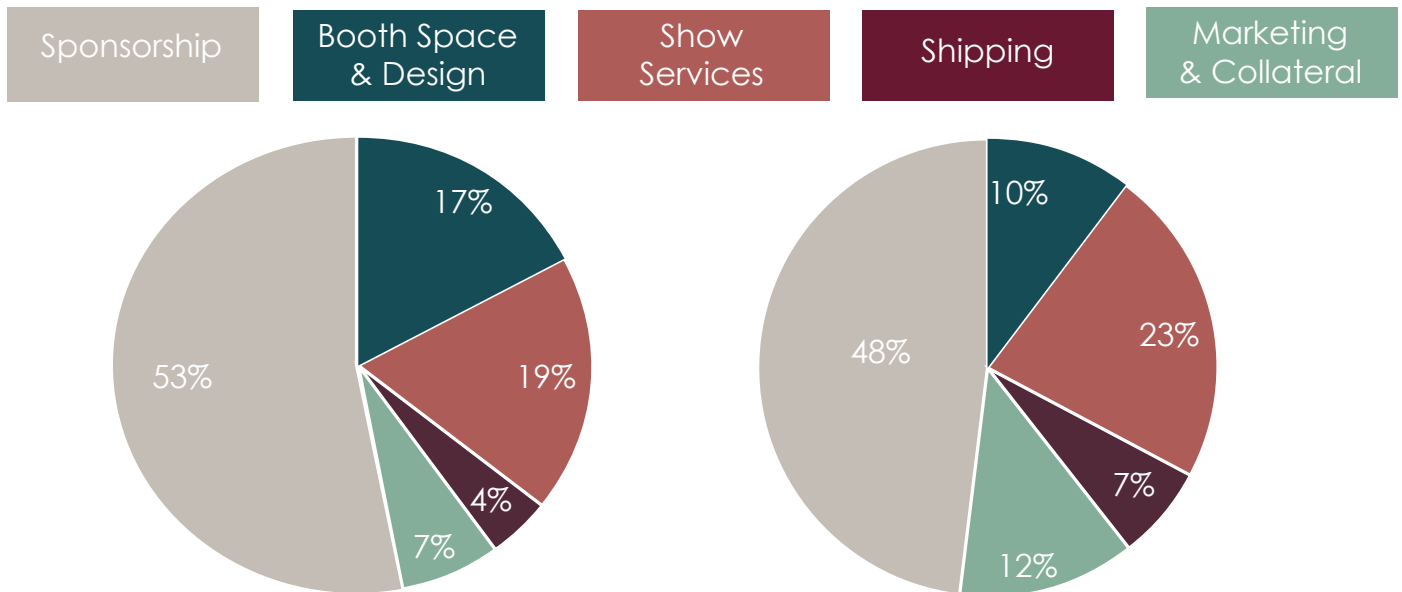
## Post-Show Feedback

Most feedback from management and the team who supported the event were extremely positive. They did indicate the speeches at the Opening Reception were not loud enough and that we needed to have more presence in the Technical Program. They were not impressed with AMPP's Keynote speaker and thought the Convention Center was too complex. They also noted the breakout sessions were weak or lacked relevant content. I noted the feedback and shared the take-aways specifically geared towards the conference to AMPP's Conference & Events Program Committee.

**Budget Results**

Budget results are the last piece of the puzzle since it takes time to receive the final charges and invoices from the vendors. In the end, the total event cost was over budget by 9%, even with the extra \$13,000 I planned to allocate towards the additional furniture, premium giveaways, and the Polaroid opportunity. Some variances in the budget to note that were not expected include a 54% increase in drayage, a 105% increase in electrical, and a 74% increase in round-trip transportation (4% of which was due to extended wait times in the Marshalling Yard.) My Digital Marketing team also purchased the geofencing advertisement, which was not originally in the Marketing budget. The pie charts below show the breakdown of percentages for budget versus actual dollars spent.

*Budget vs. Actual*



Being over budget was justified by **Session 20318 The Nuts and Bolts of Budgeting for Results** because knowing our objectives and aligning them to our customers' needs was the driving force behind the original budget plan. Had we not experienced the unavoidable increase in show services, the final total would have only exceeded the budget by 3%.

Session 20318 also taught me how important cost avoidance was and explained how it was relevant to the overall ROI. Since our selling period is long, and ROI hasn't been tracked previously, this was a new objective with exciting results. Even though 81 meetings were tracked instead of 102, I was still able to share that we succeeded by avoiding 40 flights, 31 additional trips requiring gas & mileage, and 35 hotel nights which avoided more than \$25,000.

It is only with all of this information that I can continue to improve our program and our presence at these events.

Section

7

*Conclusion*

## *Final Assessment of AMPP Annual Conference + Expo*

Although many of the numerical results fell short of the measurable goals, the event as a whole was still a huge success. While the branding impressions onsite fell short because of lower-than-expected attendance, we gained thousands of impressions from implementing a new marketing tactic with the AMPP Programmatic advertisement. The LinkedIn posts also reached further than expected, and the Opening Reception post specifically reached more than 16% higher than normal engagement. Both of these wins supported the goals of increasing Carboline's brand awareness and engaging with customers.

Tracking the customer meetings off the trade show floor was a new experience for the team and also important to tracking customer engagement. Even though the team only recorded 81 meetings, it was still 81 more meetings than we had ever tracked before. Being able to prove these meetings provided cost avoidance improved the events overall ROI, contributing further to the overall success. This is definitely a process we will continue to implement.

The fact that the birthday theme kicked off the Opening Reception and then continued throughout the booth graphics, apparel, giveaways, and the photo opportunity sent one very effective and cohesive message about a significant milestone. There was no better way to celebrate Carboline providing their customers solutions for 75 years. Although the goal was qualitative and still not met as defined, the Polaroid opportunity with customers was still memorable and engaging. It was also an experience that was easily carried to additional events throughout the year.

It was unfortunate that Carboline only had one presentation in the Technical Program, but we were satisfied in the overall attendance. The Carboline Corrosion Counseling Corner also exceeded expectations. As I eluded to previously, I was concerned this idea might be too far-fetched, but it was just what the reps needed in order to start conversations and provide technical guidance in a genuine manner. It also provided moments of laughter and fun for customers looking for a break from the monotonous exhibit floor.

### **Recommendations for Improvement**

Something I did specifically to improve this event was utilizing the idea I received from **Session 4005R Conversations that Matter: Know Exactly What to Say to Manage Up - and Down** about the importance of recognition. I purchased Thank You cards and stamps immediately upon returning home. I wrote every single team member a personalized thank you note, and I thanked them for something specific they did to help me or to help make the event a success. I can confirm that it definitely boosted my happiness levels, and it was funny to see how many colleagues called me to thank me for thanking them. This is definitely an element I'd love to maintain and grow.

We continue working to strengthen our position as a technical leader, specifically within the technical programs of many events. We have not historically been the best at tracking abstract submissions or providing support. Our Market Managers and Digital Marketing Team understand that available content that is reusable could be the key to increased submissions. They are currently working towards creating presentations and storing them in a way that will make it easy for reps to present at multiple events. We are also encouraging reps to submit papers to any event they feel we need to add to the exhibit calendar. Often, these presentations can generate extremely useful leads, and our goal is to educate our sales team on the opportunities.

Our process for delegating leads, tracking, and connecting them to specific projects or sales has been nonexistent. However, we now have Salesforce, and we are working to nurture trade show leads that do not require immediate follow-up and then assigning the ones that have immediate needs to the correct sales representative. I cannot wait until the day that a lead is obtained at a trade show because of a marketing tactic I implemented and then tracked all the way to a sale.

Another area of improvement for myself would be to schedule more planning meetings and include key players early on in the planning process. For the past several years, I have been working to chase deadlines instead of applying strategic measurements and goals to events. Fortunately, we recently hired someone to assist with the smaller events and customer schools. This also provides an opportunity for me to practice leadership. I recently took **Session M7005 Ready to Lead? Career Development and Transitioning to Leadership**, and realized I am terrible at delegating, but I'm so excited to inspire and teach our new Marketing Generalist while relying on each other to deliver successful events.

### **Certified Trade Show Marketer (CTSM) Experience**

From day one, every session that I attended provided valuable content that I could easily apply to my program. To me, this process has been an amazing journey that continues to offer growth and foster connections within the industry.

Taking the AMPP Annual Conference + Expo and implementing so much of the content I learned from the CSTM curriculum was valuable on its own, but sharing it step-by-step in this portfolio has brought me so much pride for how far I've come in the last several years. I also realized recently that while I am not a subject matter expert in coatings and linings, I am an expert in trade show marketing.

I'm extremely grateful for the support Carboline provided me through this entire opportunity, and I look forward to obtaining my Certified Trade Show Marketer certification. I am determined to strategize, implement, and strengthen our entire global events program.

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*References*



**CTSM Required Sessions**

61718 Graphics Boot Camp: The Basics Every Event Manager Should Know ..... 13

30818 Business Marketing Strategies and Trade Shows ..... 13, 16

20118 Selecting the Right Shows: The Critical Decision ..... 15

62018 The @show Experience: Understanding the Essentials of Exhibit Design ..... 20

30719 Creative Thinking to Reinvigorate Your Program ..... 22, 23

31118 How to Grow your Brand ..... 22

72118 Negotiating Skills to Win ..... 23

10818 How to Measure the Value of Trade Show Participation - Part 1: Basic  
Concepts ..... 25, 26

31518 Integrated Marketing Communications ..... 25

60818 From Marketing to Measurement ..... 25

72318 Communicating with Others: Essentials for Success ..... 25

3006R Navigating the Post-Pandemic World ..... 30

20418 Don't Skip the Meeting - Pre-, At-, and Post-: Guideposts to Success ..... 35

20318 The Nuts and Bolts of Budgeting for Results ..... 38

4005R Conversations that Matter: Know Exactly What to Say to Manage  
Up - and Down ..... 40

**CTSM Elective Sessions**

308 Unleash the Power of Social Media ..... 30

M7005 Ready to Lead? Career Development and Transitioning to Leadership ..... 41

**Additional References**

**Pianoforte, K. (2021). Top Companies Report. Coatings World Magazine, July/August 2021.**  
[www.coatingsworld.com/issues/2021-07-01/view\\_top-companies-report/top-companies-report-163001/](http://www.coatingsworld.com/issues/2021-07-01/view_top-companies-report/top-companies-report-163001/) ..... 8

Section

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*Appendix*



## Appendix A

### 2022 Annual Event Schedule

**Industry Key:** O&G = Oil & Gas; Multi = Multiple Industries; WWW = Water/Wastewater; Com FP = Commercial Fireproofing; Others are self-explanatory

EVENT	DATE	LOCATION	SIZE	INDUSTRY	CATEGORY
Midwest Association of Rail Shippers (MARS)	1/12-1/13	Lombard, IL	10x10	Rail	Regional
SPE Offshore Europe	2/1-2/4 (Postponed 2023)	Aberdeen, Scotland		O&G	International
Southern Gas Association	2/8-2/10	Oklahoma City, OK	Table	O&G	Regional (SPC)
Corrosion School	2/22-2/23	St. Louis, MO	N/A		Customer Event
Pipe Line Contractors Association (PCLA)	2/22-2/26	Phoenix, AZ	Table	O&G	Regional (SPC)
AMPP Annual Conference + Expo	3/6-3/10	San Antonio, TX	20x20	Multi	Corporate
Commercial Fireproofing School	3/8-3/9	St. Louis, MO	N/A		Customer Event
WATERCON	3/21-3/24	Springfield, IL	10x10	WWW	Regional
Missouri Section AWWA & MWEA Joint Annual Meeting (JAM)	3/27-3/30	Osage Beach, MO		WWW	Regional
StocExpo	3/8-3/10 (Postponed 5/2022)	Rotterdam, Netherlands		Tank Storage	International
American Pipeline Contractors Association (APCA)	3/25-3/30	Scottsdale, AZ	Table	O&G	Regional (SPC)
WCNY Coatings and Corrosion Forum	3/30	Cheektowaga, NY		WWW	Regional
Texas Water	4/4-4/7	San Antonio, TX		WWW	Regional
Steel Tank Institute Annual Meeting	4/9-4/11	New Orleans, LA	Table	Tank Storage	Regional
Alabama/Mississippi American Water Works Association	4/10-4/13	Mobile, AL	10x10	WWW	Regional
Northern Area Western Conference (NAWC)	4/11-4/14	Edmonton, CAN	10x10 - x 2	Multi	International & SPC
Indiana American Water Works Association	4/11-4/14	Indianapolis, IN	10x10	WWW	Regional

## 2022 Annual Event Schedule (Continued)

EVENT	DATE	LOCATION	SIZE	INDUSTRY	CATEGORY
Rail School	4/12-4/13	St. Louis, MO	N/A		Customer Event
National Association of Pipe Coatings Applicators (NAPCA)	4/13-4/16	Destin, FL	Table	O&G	Regional (SPC)
Arkansas Water Works & Water Environment Association (AWW&WEA)	5/1-5/4	Hot Springs, FL	10x10	WWW	Regional
Offshore Technology Conference (OTC)	5/2-5/5	Houston, TX	10x20	O&G	Corporate
North Carolina Rural Water Association (NCRWA)	5/9-5/12	Winston-Salem, NC	10x10		Regional
Petrochemical Fireproofing School	5/10-5/11	St. Louis, MO	N/A		Customer Event
ChemUK	5/11-5/12	Birmingham, UK			International
Inland Marine Expo (IMX)	5/23-5/25	St. Louis, MO	10x10		Corporate
Global Energy Show (GES)	6/7-6/9	Calgary, CAN	10x10		International
American Water Works Association (AWWA) Annual Conference & Exposition (ACE)	6/12-6/15	San Antonio, TX	10x10		Corporate
International Liquid Terminal Association (ILTA)	6/13-6/15	San Antonio, TX	10x10		Corporate
The Architecture Expo (A'22)	6/23-6/25	Chicago, IL	10x10		Corporate
Corrosion School	8/16-8/17	St. Louis, MO	N/A		Customer Event
Public Works Expo (PWX)	8/28-8/31	Charlotte, NC	10x10		Regional
GPA Midstream Convention	9/11-9/14	San Antonio, TX	Table		Regional (SPC)
Commercial Fireproofing School	9/13-9/14	St. Louis, MO	N/A		Customer Event
Global Sales Conference	9/20-9/22	St. Louis, MO	N/A		Internal Sales Meeting
Tank Storage Conference & Expo	9/22	Conventry, UK			International
Rail School	9/27-9/28	St. Louis, MO	N/A		Customer Event
WaterPro	9/26-9/28	National Harbor, MD	10x10		Corporate
Water Environment Federation's Technical Conference (WEFTEC)	10/10-10/12	New Orleans, LA	10x20		Corporate
Petrochemical Fireproofing School	10/11-10/12	St. Louis, MO	N/A		Customer Event
International WorkBoat Show	11/30-12/2	New Orleans, LA	10x20		Corporate

## *Appendix B*

### **Trade Show Asset Catalog**

A catalog that is designed to describe the different display options and illustrate the entire inventory of Carboline exhibit graphics available for regional trade shows.

View online [here](#).

## *Appendix C*













### **Trade Show Brand Guide**

A manual that is designed to outline basic guidelines to ensure Carboline's brand is consistent globally at trade shows and events.

View online [here](#).

Appendix D

Post Performance LinkedIn Report from Hootsuite®

DATE	POST	AUTHOR	CLICKS	COMMENTS	ENGAGEMENT RATE	IMPRESSIONS	REACTIONS	SHARES
Carboline Company Mar 08, 15:10	 What a great evening at the exhibit hall opening yesterday at #AMPP2022. We have enjoyed people coming by our Corrosion Counseling Corner and helping us "Till our 75." More photos from yesterday, scroll all the way down: <a href="#">http://lo...</a>	Jane Woodall	637	1	22.79%	3,023	50	1
Carboline Company Mar 07, 18:00	 If you are at #AMPP2022, we hope you were able to make it to the Opening Reception last night! We had a blast celebrating with everyone. More photos from last night here, scroll all the way down: <a href="#">http://ow.ly/qk150tbWf...</a>	Jane Woodall	1,020	1	19.84%	5,701	108	2
Carboline Company Mar 08, 17:00	 We are hiring and we have people that would love to talk to you about our open opportunities! You still have time to go by the #AMPP2022 #CareerFair, they are there until noon local time. #yoursolution	Jane Woodall	165	2	7.68%	3,345	87	3
Carboline Company Mar 07, 15:35	 #AMPP2022 Be one of the first 200 customers that interact with us in our booth to receive a special birthday surprise! Booth 1609 #carboline #yoursolution AMPP: Association for Materials Protection and Performance <a href="#">http://ow.ly/vy3...</a>	Jane Woodall	27	0	5.11%	1,351	36	6
Carboline Company Feb 24, 15:45	 The newly enhanced Water/Wastewater Asset protection Guide continues to feature wastewater processes such as collection, transmission, and the various stages of treatment. The difference is that this guide will now feature potable...	Jane Woodall	48	0	4.89%	2,432	61	10
Carboline Company Mar 02, 16:45	 We're celebrating AMPP's 1st year and our 75th year at the Opening Reception. Join us for an exciting Birthday Party complete with games, delicious bites, and yes, cupcakes! Mingle with industry friends and have fun at a birthday party y...	Jane Woodall	33	0	4.65%	1,912	49	7
Carboline Company Mar 08, 14:15	 THIS MORNING: Justin Manuel will present "Handling Extreme Environments with Multi-Functional Epoxy Terminated Resin Platform Technology" Tuesday, March 8, 2022   10:35am Henry B. Gonzalez Convention Center, Room 213...	Jane Woodall	27	1	4.57%	1,269	29	1
Carboline Company Feb 17, 21:35	 Visit our Corrosion Counseling Corner in our booth at #AMPP2022. Tell us about the corrosion issues that keep you up at night! Booth 1609 #carboline #yoursolution AMPP: Association for Materials Protection and Performance <a href="#">ht...</a>	Jane Woodall	48	1	4.47%	2,259	49	3
Carboline Company Feb 23, 15:35	 Fun Fact: Carboline was founded in 1947 which is the same year Polaroid* was invented, and we're celebrating in style! Stop by the booth to have your instant photo taken (with a Polaroid of course!) You take one home, and we keep one ...	Jane Woodall	27	2	3.94%	2,056	45	7
Carboline Company Feb 11, 16:45	 Coming up next month is the first AMPP Annual Conference! The show is set for March 6-10 in San Antonio, TX. We will have a team there in booth #1609 along with a host of new things to show off. #AMPP2022 #carboline #yoursolution...	Jane Woodall	15	0	3.92%	1,251	32	2
Carboline Company Feb 28, 16:15	 Justin Manuel will present "Handling Extreme Environments with Multi-Functional Epoxy Terminated Resin Platform Technology" Tuesday, March 8, 2022   10:35am Henry B. Gonzalez Convention Center, Room 213 #AMPP2022...	Jane Woodall	25	1	3.85%	2,389	55	11
Carboline Company Feb 14, 22:01	 Carboline HR will be at the Career Fair, Tuesday, March 8, 8 am - 12:00 pm, in the Hemisphere Ballroom C2. Come network with our team to learn about current and future openings! #network #career #hr #openings #team #thing	Jane Woodall	18	0	3.07%	1,108	16	0