

THREADING THE NEEDLE STRATEGICALLY

MPI Research



If you've ever heard **“BECAUSE WE GO EVERY YEAR”** as a reason to invest money and staffing into a trade show, you're not alone.



CHALLENGE

A Derse client since 2008, MPI Research initially looked to Derse for show-by-show assistance. However, Derse's strategic services team helped to identify programmatic changes that could improve MPI's face-to-face marketing across all opportunities and all business units.



SOLUTION

With Strategic Portfolio Planning, Derse helped MPI:

- Align objectives across all business units
- Prioritize target audiences
- Identify KPIs
- Create an accountability model to measure performance

Using that framework, Derse evaluated MPI's 14-show schedule and recommended that MPI:

- Keep nine shows
- Drop four shows
- Keep, but closely monitor results for one show, and course-correct accordingly



Through working with the strategic services team at Derse, we have been able to enhance our face-to-face marketing. They are an industry leader that provides top-notch customer service.”

-Lisa Yoder, *Executive Leader, Global Marketing & Communications*, MPI Research



RESULTS

MPI improved their brand presence and marketing potential without increasing budget. The new trade show schedule allowed MPI to redistribute their budget and connect with the right audiences.

- MPI saved \$200,000 which they used to self-fund their strategic investment.
- Almost \$4 million in revenue can be attributed to their face-to-face marketing program in the first seven shows.

Portfolio Planning helps reevaluate marketing objectives and establish a unified plan across all business units. You get a lean, mean face-to-face marketing strategy that maximizes your investment and holds your program accountable to the bottom line.