



Fletcher/CSI

Better Decisions Through Insightful IntelligenceSM



Conference & Trade Show Intelligence Services

Trade shows, conferences, and public industry events provide the best opportunity to collect relevant, actionable and cost effective business data on your competitors. Due to its timeliness, market intelligence collected at trade shows can directly support the price to win process.

For over 20 years Fletcher/CSI has specialized in the collection and analysis of market data from trade shows and conferences in the defense, medical, telecommunications, information technology, and service industries, covering trade shows world-wide in several foreign languages.

Utilizing a proprietary research methodology, Fletcher/CSI staff are highly experienced in the collection and analysis of information from public forums. Our trade show collection capabilities will benefit your organization by providing:

Actionable Results

Trade shows are an ideal venue for collection of immediately actionable tactical data, obtained directly by our analysts in face to face exchanges, allowing for follow-on questioning.

Reducing Risk and Uncertainty

Early warnings and indications of competitor moves and intentions such as partnerships, new technologies, procedures, and marketing strategies are often revealed at trade shows.

Strategic Planning Data

Information gathered at trade shows, when analyzed in an appropriate timeline context, can feed directly into the high-level strategic decision making process, providing valuable insights.

Cost Effective Information

Trade show collection provides a wealth of competitor data for clients with limited budgets; a dedicated collection effort maintains a steady flow of actionable and relevant data on competitor plans.

Our Tradeshow Collection Process Involves the Following Steps...

Pre-Conference Research (Stage I): Begins the process of intelligence collection planning while providing an early view of what may be presented at the conference. Fletcher/CSI works closely with the client to:

- Identify and develop key information points of interest
- Ensure coverage of the most relevant symposiums and event exhibits
- Begin preliminary secondary and primary research of interest to the client

Conference Intelligence Collection (Stage II): Through a combination of pre-conference research and primary collection on-site, we rapidly obtain answers for our client's key information points. Our collection team conducts operations at the show site. Typically, several employees are required to cover an event. Stage II involves:

- Fielding key information questions at event symposia and exhibit floor
- In-depth interviews with competitors and opinion leaders at the event
- Client debriefings while event is in progress to ensure research alignment with objectives

Post-Conference Research (Stage III): Your dedicated collection team performs verification research and analysis of all data collected. A key component includes post-conference interviews with conference presenters and opinion leaders. Through this process, more detail is gathered on information presented while probing deeper into our client's main issues. Stage III includes:

- Conducting post-conference primary interviews and secondary research
- Obtaining follow-up data to expand upon and clarify data presented at the event
- Compiling all collected primary and secondary data for final analysis and production phase

Project Completion and Reporting: Fletcher/CSI performs an extensive analysis of all data gathered and debriefs the client via a teleconference review session or in person. Following, a Conference Report will be provided in PowerPoint, HTML, or a Word document containing an Executive Summary and a thorough analysis of the research findings and recommendations for future courses of action.

Timing and project fees: Depending upon client need, we normally require a minimum of 10 business days notice to conduct trade show collection. Final post-conference analysis and reporting may require up to ten business days. Fees based on individual client requirements.

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