

DATA

Contents

- The need for data
- Fundamental questions
- Data theft
- Data warehousing
- Data acquisition
- The need for auditing

Other white papers include:

- Visitor retention
- Showprom in a downward recession
- Communication
- Market research
- Knowledge leadership
- The exhibitor knowledge gap
- Trade show sales

Keep up to date with developments and business opportunities through our online Market Intelligence Service.

Although its value is not represented on the balance sheet, data is one of the most important assets in an organisation.

Data represents an organisation's customers, employees, and suppliers; its activities and transactions; and its outcomes and results.

Managed correctly, data can become an organisation's most valuable asset, helping it to remain competitive and agile, to proactively meet customer needs, and to keep costs in check.

After reading this white paper, you will understand the key success factors for ensuring that your organisation's data is accessible, available, of high quality, consistent, auditable and secure.

The need for data

Most events or research projects need data in order to answer a proposed problem.

The data that needs to be acquired, and the sources of such data, must be identified as a matter of utmost importance. No amount or depth of subsequent data analysis can make up for an original lack of data quantity or quality.

Problems and objectives (or hypotheses) need to be very carefully constructed and clearly defined, as they dictate the data that need to be obtained and analysed in order to successfully address the objectives themselves.

In addition, the

quantity of data, the quality, and how it is sampled and measured, have implications for the choice and effectiveness of the data analysis techniques used in subsequent analysis.

Fundamental questions

Fundamental questions to be asked with respect to the proposed research and data include:

What data is needed?

What data needs to be measured or obtained? What are the required characteristics of the data in terms of their quantity and quality? Does the data already exist and can it be obtained?

If so, what are the sources of the data? How was the data measured? What are the

characteristics of the data in terms of its type, quality, resolution, precision, accuracy, and coverage? Is the quantity of data sufficient? Is the characteristics suited to, and sufficient for the study? How will you actually assess the suitability?

If the data do not exist, what data need to be generated?

What data characteristics are required in terms of data type, quality, quantity, resolution, precision, accuracy, and coverage, in order to properly address objectives?

What variables will be measured? How will measurements be made? What sampling scheme will be employed, and why? What logistical problems

Watch out, watch out, there's a data snarfer about

Office technology makes it much easier for workers to steal important information from their employers, a studies have shown.

Research into intellectual property theft found that almost 70% of people have stolen key information from work.

The most pilfered items include e-mail address books, customer databases as well as proposals and presentations.

Most of those stealing important information said they did so when they were leaving a firm to take up a new job.

72% have no ethical problems stealing information to help them in a new post.

58% think that, in moral terms, it ranked with exaggerating insurance claims.

30% of people have stolen a contact database when they left an employer.

28% of men more likely to go through with data theft

21%, burned information onto CDs.

20% of women think that taking key documents and files was acceptable

(e.g., accessibility) need to be considered? At what scale(s) will measurements be made? How will you ensure that you are measuring what you think you are measuring (a tricky one!)?

Conclusion

Most events require data and data analysis.

Data acquisition is of utmost importance and considerable effort should be made to obtain or generate good data.

Data of poor quality or undesirably low quantity will lead to unsatisfactory data analysis and vague results.

The characteristics of the data, particularly their type, quantity, and how they were sampled, constrain the choice of data analysis techniques able to be used on the data.

Data analysis can only be as good as the original data allows.

Data types

Quantitative data

Quantitative -- or numerical measurement expressed not by means of a natural language description, but rather in terms of numbers. However, not all numbers are continuous and measurable -- for example social security number -- even though it is a number it is not something that one can add or subtract.

Qualitative data

Qualitative -- or categorical measurement expressed not in terms of numbers, but rather by means of a natural language description. In statistics it is often used interchangeably with "categorical" data.

Data theft

You have invested in network anti-virus software, firewalls, email and web content security to protect against external threats. Yet any user can come into the office, plug in a USB stick the size of the average keychain and take in/out over 32 GB of data. This poses a tremendous threat: Users can take confidential data or they can unknowingly introduce viruses, trojans, illegal software and more – actions that can affect your network and company severely.

According to a FBI Computer Crime Survey, 44% of organisations have reported network intrusions from within their own organisations. Technology analysts warns that portable devices containing a USB or FireWire connection are a serious new threat to businesses.

Reports name removable media devices as a significant security risk in the workplace and advise that these can be used both to download confidential data, and also to introduce a virus into the company network.

Furthermore, the damage caused by data theft can be considerable with today's ability to transmit very large files via e-mail, web pages, USB devices, DVD storage and other hand-held devices. Removable media devices are getting smaller with increased hard drive capacity, and activities such as podslurping are becoming more and more common.

It is now possible to store 80 GB of data on a device that will fit in an employee's pocket, data that could contribute to the downfall of a business.

Thumbsucking

Thumbsucking, similar to podslurping, is the intentional or unintentional use of a portable USB mass storage device, such as a USB flash drive (or "thumbdrive"), to illicitly download confidential data from a network endpoint.

The moniker is derived from the act of downloading, or "sucking", data from a network endpoint onto a USB flash drive or similar storage device.

A USB flash drive was allegedly used to remove without authorization highly-classified documents about the design of U.S. nuclearweapons from a vault at Los Alamos.

The threat of thumbsucking has been amplified for a number of reasons, including the following:

The storage capacity of portable USB storage devices has increased.

The cost of high-capacity portable USB storage devices has decreased.

Networks have grown more dispersed, the number of remote network access points has increased and methods of network connection have expanded, increasing the number of vectors for network infiltration.

Pod slurping

Pod slurping is the act of using a portable data storage device such as an iPod digital audio player to illicitly download large quantities of confidential data by directly plugging it into a computer where the data is held, and which may be on the inside of a firewall. As these storage devices become smaller and their storage capacity becomes greater, they are becoming an increasing security risk to companies and government agencies. Access is gained while the computer is unattended.

There has been some work in the development of fixes to the problem, including a number of third-party security products that allow companies to set security policies related to USB device use, and features within operating systems that allow IT administrators or users to disable the USB port altogether. Unix-based or Unix-like systems can easily prevent users from mounting storage devices, and Microsoft has released instructions for preventing users from installing USB mass storage devices on its operating systems.

Additional measures include physical obstruction of the USB ports, with measures ranging from the simple filling of ports with epoxy resin to commercial solutions which deposit a lockable plug into the port.

Bluesnarfing

Bluesnarfing is the unauthorized access of information from a wireless device through a Bluetooth connection, often between phones, desktops, laptops, and PDAs. This allows access to a calendar, contact list, emails and text messages, and on some phones users can copy pictures and private videos.

Currently available programs must allow connection and to be 'paired' to another phone to copy content. There may be other programs that can break into the phones without any control, but if they exist they are not made publicly available by the developer. One instance of Bluesnarfing software that was demonstrated utilised weaknesses in the Bluetooth connection of some phones. This weakness has since been patched by the Bluetooth standard. There seem to be no available reports of

phones being Bluesnarfed without pairing, since the patching of the Bluetooth standard.

Bluesnarfing is much more serious than Bluejacking, but both exploit others' Bluetooth connections without their knowledge. Any device with its Bluetooth connection turned on and set to "discoverable" (able to be found by other Bluetooth devices in range) may be susceptible to Bluejacking, and possibly to Bluesnarfing when and if Bluesnarfing of the current Bluetooth security becomes possible. By turning off this feature, the potential victim can be safer from the possibility of being Bluesnarfed; although a device that is set to "hidden" may be Bluesnarfable by guessing the device's MAC address via brute force.

However, this is difficult because Bluetooth uses a 48-bit unique MAC Address, so there are over 280 trillion possible addresses to guess (although the first 24 bits are common to a manufacturer which, so only 24 bits need be guessed). Because Bluesnarfing is an invasion of privacy, it is illegal in many countries.

It is important not to confuse Bluesnarfing with Bluejacking. While Bluejacking is essentially harmless and does not result in the exposure of any data in the victim's handset, Bluesnarfing is the copying of information from the victim's Bluetooth device.

Data spill

Data spill is a somewhat ironic term, derived from such phrases as oil spill, toxic or hazardous waste spill, *etc.*, for the unintentional release of secure information to an insecure environment. Other terms for this type of incident are **data breach**, **data leak**, etc. According to the nonprofit consumer organization Privacy Rights Clearinghouse, a total of 227,052,199 individual records containing sensitive personal information were involved in security breaches in the United States between January 2005 and May 2008, excluding incidents where sensitive data was apparently not actually exposed.

Data Warehousing

An Asset, Not a Cost

When most managers think about a data warehouse, one of their trains of thought is the cost of a data warehouse.

Indeed, a data warehouse is something that requires investment. You cannot build a data warehouse without money; you need storage, processors, operating systems, software, ETL (extract, transform and load) and so forth. There's no getting around it - a data warehouse costs money, regardless of whose technology you choose to place it on.

However, there's spending money, and there's spending money.

A data warehouse is an asset - not a cost. The more data you put into a data warehouse, the more users you have, the more applications you have and the more the data warehouse is worth.

In order to illustrate the value of a warehouse, consider what would happen if there was a catastrophic failure of your IT system. Not just one or two bits of kit, but the whole system. Just dying?

Chances are that your entire organization would be up in arms. Accounting, sales, operations, marketing. They'd all complain

about the failure and outage.

No one would ever question the worth of the data warehouse again. In fact, a data warehouse really is an asset.

Controlling Warehouse Costs

People grumble about the cost of their warehouse, having built and supported a structure that can only be described as Byzantine.

When it comes to warehouses, there is an amazing amount of money that is simply being thrown away that corporations either don't know about or care about. Corporations do not care or bother to build a warehouse properly. They are in such a hurry that they do not understand that there is a right way to build a warehouse and a wrong way, that there is a proper structuring of a warehouse and an improper structuring.

However, after they have created their serpentine labyrinths, corporations will complain long and hard about the outrageous expenses of their monstrosities. It is another irony—which defies rationality—that corporations willfully waste huge amounts of money and then complain about expenses.

The biggest factor in the managing of the cost of construction and operation of the warehouse is not the cost of the technology that houses the warehouse, but the skill and understanding of the designer and the data warehouse administrator.

Data terms and descriptions

Data (1) Distinct pieces of information, usually formatted in a special way. All software is divided into two general categories: data and programs. Programs are collections of instructions for manipulating data. Data can exist in a variety of forms — as numbers or text on pieces of paper, as bits and bytes stored in electronic memory, or as facts stored in a person's mind. Strictly speaking, data is the plural of datum, a single piece of information. In practice, however, people use data as both the singular and plural form of the word.

(2) The term data is often used to distinguish binary machine-readable information from textual human-readable information. For example, some applications make a distinction between data files (files that contain binary data) and text files (files that contain ASCII data).

(3) In database management systems, data files are the files that store the database information, whereas other files, such as index files and data dictionaries, store administrative information, known as metadata.

Data Farming is the process of using a high performance computer or computing grid to run a simulation thousands or millions of times across a large parameter and value space. The result of Data Farming is a "landscape" of output that can be analyzed for trends, anomalies, and insights in multiple parameter dimensions.

Data maintenance is the adding, deleting, changing and updating of binary and high level files, and the real world data associated with those files. Data can be maintained manually and/or through an automated program, but at origination and translation/delivery point must be translated into a binary representation for storage. Data is usually edited at a slightly higher level in a format relevant to the content of the data (such as text, images, or scientific or financial information).

Data mining is the process of extracting hidden patterns from

data. As more data is gathered, with the amount of data doubling every three years, data mining is becoming an increasingly important tool to transform this data into information. It is commonly used in a wide range of profiling practices, such as marketing, surveillance, fraud detection and scientific discovery.

While data mining can be used to uncover patterns in data samples, it is important to be aware that the use of non-representative samples of data may produce results that are not indicative of the domain. Similarly, data mining will not find patterns that may be present in the domain, if those patterns are not present in the sample being “mined”. There is a tendency for insufficiently knowledgeable “consumers” of the results to attribute “magical abilities” to data mining, treating the technique as a sort of all-seeing crystal ball. Like any other tool, it only functions in conjunction with the appropriate raw material: in this case, indicative and representative data that the user must first collect. Further, the discovery of a particular pattern in a particular set of data does not necessarily mean that pattern is representative of the whole population from which that data was drawn. Hence, an important part of the process is the verification and validation of patterns on other samples of data.

The term data mining has also been used in a related but negative sense, to mean the deliberate searching for apparent but not necessarily representative patterns in large amounts of data. To avoid confusion with the other sense, the terms *data dredging* and *data snooping* are often used.

Metadata (meta data, or sometimes metainformation) is “data about other data”, of any sort in any media. An item of metadata may describe an individual datum, or content item, or a collection of data including multiple content items and hierarchical levels, for example a database schema. In data processing, metadata provides information about, or documentation of, other data managed within an application or environment. This commonly defines the structure or schema of the primary data. The term should be used with caution as all data is about something, and is therefore “metadata” in a sense, and vice versa.

For example, metadata would document data about data elements or attributes, (name, size, data type, etc) and data about records or data structures (length, fields, columns, etc) and data about data (where it is located, how it is associated, ownership, etc.). Metadata may include descriptive information about the context, quality and condition, or characteristics of the data. It may be recorded with high or low granularity.

The basics of cleaning your data in Excel

You don’t always have control over the format and type of data that you import from an external data source, such as a database, text file, or a Web page.

Before you can analyze the data, you often need to clean it up. Fortunately, Office Excel has many features to help you get data in the precise format that you want. Sometimes, the task is straightforward and there is a specific feature that does the job for you. For example, you can easily use Spell Checker to clean up misspelled words in columns that contain comments or descriptions. Or, if you want to remove duplicate rows, you can quickly do this by using the Remove Duplicates dialog box.

At other times, you may need to manipulate one or more columns by using a formula to convert the imported values into

new values. For example, if you want to remove trailing spaces, you can create a new column to clean the data by using a formula, filling down the new column, converting that new column’s formulas to values, and then removing the original column.

Spell checking

You can use a spell checker to not only find misspelled words, but to find values that are not used consistently, such as product or company names, by adding those values to a custom dictionary.

Removing duplicate rows

Duplicate rows are a common problem when you import data. It is a good idea to filter for unique values first to confirm that the results are what you want before you remove duplicate values.

Finding and replacing text

You may want to remove a common leading string, such as a label followed by a colon and space, or a suffix, such as a parenthetical phrase at the end of the string that is obsolete or unnecessary. You can do this by finding instances of that text and then replacing it with no text or other text.

Changing the case of text

Sometimes text comes in a mixed bag, especially when the case of text is concerned. Using one or more of the three Case functions, you can convert text to lowercase letters, such as e-mail addresses, uppercase letters, such as product codes, or proper case, such as names or book titles.

Removing spaces and nonprinting characters from text

Sometimes text values contain leading, trailing, or multiple embedded space characters (Unicode character set values 32 and 160), or nonprinting characters (Unicode character set values 0 to 31, 127, 129, 141, 143, 144, and 157). These characters can sometimes cause unexpected results when you sort, filter, or search. For example, in the external data source, users may make typographical errors by inadvertently adding extra space characters, or imported text data from external sources may contain nonprinting characters that are embedded in the text. Because these characters are not easily noticed, the unexpected results may be difficult to understand. To remove these unwanted characters, you can use a combination of the TRIM, CLEAN, and SUBSTITUTE functions.

Fixing numbers and number signs

There are two main issues with numbers that may require you to clean the data: the number was inadvertently imported as text, and the negative sign needs to be changed to the standard for your organization.

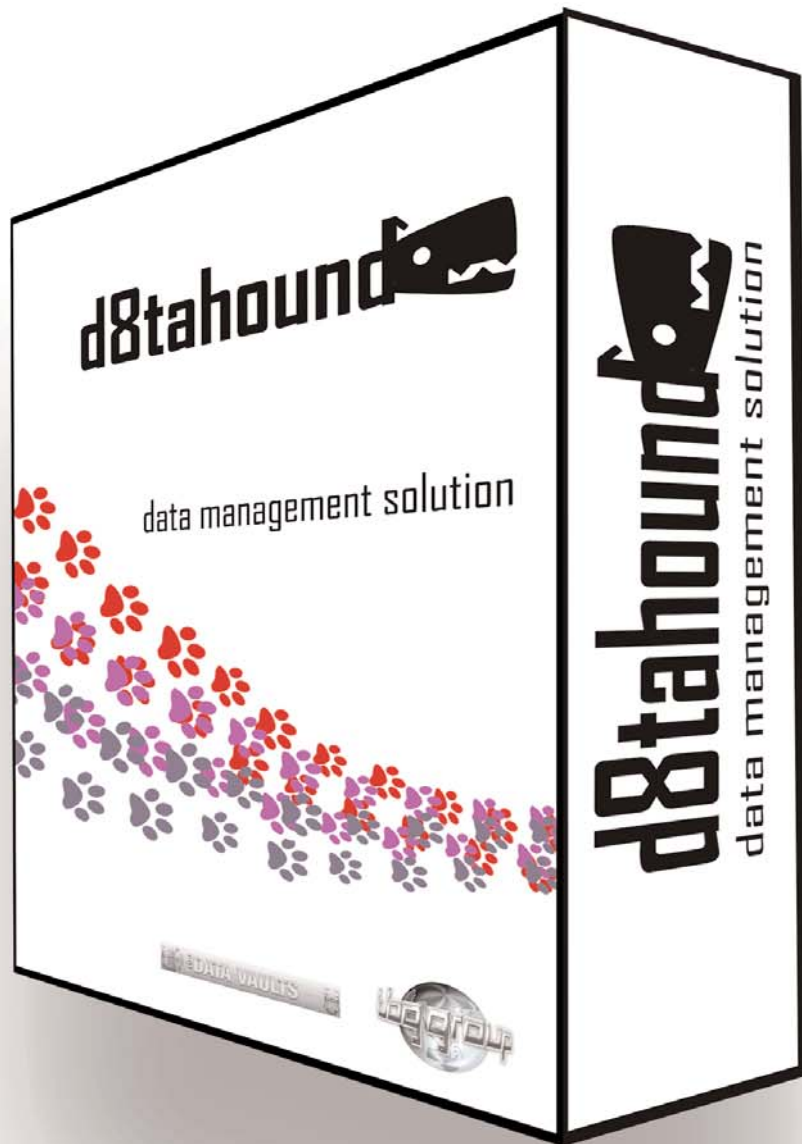
Fixing dates and times

Because there are so many different date formats, and because these formats may be confused with numbered part codes or other strings that contain slash marks or hyphens, dates and times often need to be converted and reformatted.

Merging and splitting columns

A common task after importing data from an external data source

Who let the hound out?!



- Database management and warehousing
- Online update and self cleaning module
- Viral marketing and lead generation module
- Data acquisition
- Full report and statistics
- Fully secure user and administration access
- Secure data access and download
- Exhibition and conference registration module

enquiries@tbggroup.biz

is to either merge two or more columns into one, or split one column into two or more columns. For example, you may want to split a column that contains a full name into a first and last name. Or, you may want to split a column that contains an address field into separate street, city, region, and postal code columns. The reverse may also be true. You may want to merge a First and Last Name column into a Full Name column, or combine separate address columns into one column. Additional common values that may require merging into one column or splitting into multiple columns include product codes, file paths, and Internet Protocol (IP) addresses.

Transforming and rearranging columns and rows

Most of the analysis and formatting features in Office Excel assume that the data exists in a single, flat two-dimensional table. Sometimes you may want to make the rows become columns, and the columns become rows. At other times, data is not even structured in a tabular format, and you need a way to transform the data from a nontabular to a tabular format.

Reconciling table data by joining or matching

Occasionally, database administrators use Office Excel to find and correct matching errors when two or more tables are joined. This might involve reconciling two tables from different worksheets, for example, to see all records in both tables or to compare tables and find rows that don't match.

What a third part data management company will do to clean your data

1. Ensure total input registrations comply with onsite analysis
2. Input headers to replicate Registration form
3. Reorder fields for uniformity
4. Take out any redundant or unused fields.

PERSONAL DETAILS:

5. Check for title formats
6. Insert missing titles
7. Reformat First and Last name
8. Visually check formatting, i.e. spacing etc.
9. Input missing data, i.e. email, website, source form
10. Spell check and format 'Job Title' ensuring uniformity

COMPANY DETAILS:

11. Format 'Company Name' – ensure Intl – International, Trdg =
12. Trading and uniformity of LLC, Ltd, SDN BHD
13. Insert missing company names
14. Ensure repeat company names are uniform
15. Format 'Country', ensure uniformity,
16. Insert missing countries, i.e. city, tel/fax
17. Format 'Address1' and 'Address2'
18. Format POBox and Postcode fields
19. Check city matches country and address details
20. Insert missing cities, i.e. tel/fax no., website,
21. Format Telephone / Fax fields
22. Check Country Codes and Area Codes are uniform
23. Insert missing Country/Area Codes on tel/fax fields
24. Resite all mobile telephone numbers to correct field,
25. Format 'Email'
26. Format 'Website' address
27. Spell check and reformat 'Other' fields
28. Perform dedupe procedure:
29. Write Analysis report

Data acquisition

You've crafted a highly dynamic, engaging email campaign...now what?

Without a list to send it to, the email campaign is worthless. Acquiring addresses is as essential as creating a targeted message. So where do you start?

First, it's important to understand the CAN-SPAM requirements for commercial email as well as how the definition of SPAM has changed over time. According to CAN-SPAM regulations, you must receive permission from your email recipient in order to send commercial or bulk email.

(1) AFFIRMATIVE CONSENT- The term 'affirmative consent', when used with respect to a commercial electronic mail message, means that:

(A) The recipient expressly consented to receive the message, either in response to a clear and conspicuous request for such consent or at the recipient's own initiative. CAN-SPAM ACT of 2003

Over the last couple of years, however, junk email has been defined as any email that a recipient doesn't want to receive, regardless of whether or not they've opted to receive it. When it's all said and done, what matters most is how your recipient feels about the messages you send them. Permission ensures that you are creating a good list that creates a beneficial relationship for both your company and your recipients. "Opting-in" reiterates that your customers have opted "in favour" of that relationship.

Benefits of an opt-in list:

- Achieve Higher Subscriber Retention Rates – according to a report by Forrester Research titled "Email Marketing Needs Permission", opt-in lists retained 49% of their subscribers while those that didn't utilize opt-in lists only retained 28% of their subscribers.
- Engage More Valuable Prospects and Customers – those that are willing to opt-in to receive your messages are also going to be more willing to provide additional data such as preferences allowing you to create more relevant campaigns.
- More Profitable (higher conversion rates) – it's inevitable; someone who requested to receive content from you is much more likely to open, read, and convert. Remember to use the data that you have collected to ensure that the message is timely and meets the needs of the customer. In other words, deliver what you promised at registration.
- Reinforce Reputation – ensure that the messages delivered to your customer's inbox are as intended, by doing so you reinforce the trust that you created when they signed up to receive your messages. Deliver on time, relevant content with the frequency promised and you will create a relationship that will last from opt-in to win-back.

So we've explored the benefits of creating an opt-in list, but how do you acquire those contacts?

There are several different models of acquisition and many channels that you can use to impact your list growth positively.

- **Opt-in Acquisition** – pretty straightforward. You allow your prospects and customers the option to check a box and subscribe to your opt-in list.

- **Confirmed Opt-in Acquisition** – a confirmed opt-in not only allows the customer/prospect the ability to register to receive your email marketing, but also includes a follow up email that reminds the customer of what they opted-in to receive.

- **Double Opt-in Acquisition** – often believed to be the best mode of list growth, a double opt-in includes the customer opting in, receiving an email, and requiring confirmation that they did in fact register to receive the email marketing. Double opt-in often times have a much higher retention rate as well.

After determining your opt-in preference, you will need to determine your offer. What will your opt-in pitch be?

- **“Easy Join” Promos** – promoting an “easy join” on your website can prove very successful. By putting very few requirements, beyond the standards, you can grow your list quickly and effectively. Offline call-to-actions – does your company offer in-store offers to subscribe to your email marketing campaigns? If not, you should consider it, and make it as seamless for the instore shopper as possible. Perhaps create an easy form that can be quickly completed at checkout. You may also consider creating an offer or incentive to join such as “\$5 off your purchase when you sign up for our marketing”.

- **Promotional Offers** – many customers/prospects are willing to give you their information in return for something valuable to them. Test different offers for signing up for your email marketing and see what your audience responds to. It may be free shipping, dollars off, or percentage discount. Be careful though, often times a contact that has subscribed to receive something for free may be less likely to be retained as an engaged prospect/customer. Instead, try promoting the benefits of the campaigns you are sending.

The key to successful acquisition is to include the subscriber benefits, the frequency expectations, and sample emails at registration. It's also helpful to anticipate and address fears about misuse/abuse of data. Be certain to keep the required information minimal. There will be ample time to collect additional data throughout the customer lifecycle.

What is your call-to-action? Will you use subscribe, register, sign up or join.

- **“Subscribe”** may have a negative connotation. It often implies a fee for service. Be cautious when using and consider testing against other call-to-actions.

Different Models of Acquisition

- **“Register”** may also lead the prospect/customer to believe that there is a higher level of commitment.

- **“Sign up”** is user friendly and doesn't leave any reservations regarding joining your contact list.

- **“Join”** Another popular call-to-action, the key to using “join” as your call-to-action is to ensure that the prospect/customer really feels as though they are receiving benefits that only members that “joined” would receive.

Your Registration Page

You've determined the call-to-action and have constructed the incentive or promo to use; now you must focus on your registration page. What data do you feel you must include with that first touch and what additional data would you prefer to collect over time. There are a couple of fields you must require at the time of online acquisition: email and level of permission.

Also required by the CAN-SPAM Act is timestamp/date that contact subscribed and ip address of contact. Other fields may include name, company, and phone number. You may also want to include data that will allow you to include basic segmentation with your list such as: city, state, or content preferences. Once again, test different data collections and determine if there are fields that cause form abandonment.

Thank You/Welcome

You've captured their attention, registered them, and now it's time to remind them of the benefits of subscribing. The thank you page should reiterate what the prospect/customer opted in for as well as reinforce the content and benefits of your messages. Often times, companies have chosen to send an email as well thanking them for registering. This presents the opportunity to collect more data as well. By creating a subscription management link and including it in a “welcome” email, you allow the customer/prospect the flexibility to change their preferences at any time.

Once you've finalised all the details of your opt-in process, it's important to decide what channels you would like to promote your registration with.

You can acquire new contacts through everyday interactions via the following marketing channels:

- Website traffic
- Paid Search

These companies chose to offer an incentive to register. Consider the benefits of acquiring contacts through your own promotion.

You might want to include a “preview” of the message that they will be receiving during the registration process. This tactic reinforces trust.

- SEO/blogging
- Online Advertising
- Email/Site Sponsorships
- Direct Mail/Print Advertising
- Transactional Messages
- Telemarketing

Remember, the key to successful list growth is to value your contacts email addresses and deliver what you promised.

The need for auditing

Enterprises have never been more dependent on their data. For most, data is the lifeblood of the organisation. So when data is compromised, business is at risk. Consequences of improper data use can include damage to brand and company reputation, loss of value in stock purchase price, customer attrition, fines, and even lawsuits.

Enterprises that manage the inherent risks associated with the access and use of data mitigate their exposure for business loss and assure data integrity.

Demands for accountability

More accountability to assure the integrity, security, and privacy of data is demanded by stakeholders including customers, partners, auditors, and regulators. Demonstrating accountability has become a boardroom issue for corporations, the burden of

which is reaching beyond the offices of the CEO and CFO to the CIO and the IT organization as a whole.

By continuously monitoring and reporting database activity, auditing provides a permanent record of who did what, when.

This demand for accountability carries over into the event industry.

Exhibition audit figures are like bidets in five-bedroom houses in Essex; everyone believes they add class but no one actually knows why they're there.

But auditing events it helps create a more trusting, deeper relationship with exhibitors. They appreciate the depth and integrity of the information provided and the commitment to transparency improves communication all year round.

In the ongoing search for revenue growth, today's advertisers/exhibitors are making strides toward an integrated marketing mix—print, online and face-to-face. But while print and online data are relatively easy to quantify, event data remains somewhat elusive. That is where the independent event audit proves its value again and again.

Audits have been a standard tool for making print advertising decisions; and Web site audits are fast becoming the norm to determine traffic volume and ad delivery.

Nonetheless, many exhibit managers have not been exposed to print or online audits, and while some believe in the importance of event audits, many others have never seen one.

That whole sense of urgency and metrics carries over to anyone who has responsibility for either in-print, online or in-person. Trade shows are no longer operating in their own silo when it comes to measurement everything is being looked at.

What is an audit?

A trade show audit is an analysis by an independent, third-party certified auditor of verified show attendance and demographic data that is gathered during the registration process. An audit is census-based, allowing for a full review of the entire database.

Most importantly, event audits—which are completely independent of event management—are standardized so that users can make accurate comparisons between two or more events. The Exhibition & Event Industry Audit Council (EEIAC) has taken further steps by certifying event auditors who meet or exceed the Council's established standards.

Event audits are an invaluable resource. The first impulse about an unaudited show is to wonder, "What are they hiding?"

If a show is unaudited, it can be assumed that their published attendance figures are inflated.

While the event audit provides a solid foundation, it is only one part of the exhibitor's decision process when assessing a given show. The addition of research and other metrics brings the picture into even better focus. The demand for reliable measurement is extremely high from the corporate side for all media platforms. Without sound data combining audit and research—you can not have a sound measurement, which is what advertisers and exhibitors are looking for.

Of course, it is not just exhibitors who should be interested in event audits. Many of today's show organizers are committed to helping exhibitors get the most from their trade show investment. Informed show organizers are using a consultative sales approach with their exhibitors to demonstrate how audit and survey data can lead to decisions which maximize the exhibiting experience.

Audits provide exhibitors, visitors, advertisers, agencies and media owners insights that they can turn into competitive advantage and turn *assurance* and *insight* into *advantage*.

If you've taken the trouble to acquire your data, secure it, store it, it makes sense to audit your data on an ongoing basis in order to ensure you know what you've got and how to use it.



The Data Vaults provide primary data acquisition and management services for businesses needing to rapidly increase the number of contacts on an industry specific database and the ongoing management of new and existing data.

The Data Vaults, use a proprietary online application that has the ability to turn a seed database of 1,000 contacts into as many as 10,000 within a matter of weeks. The larger the initial seed database, the larger the likely database of net new contacts.

The concept is simple and proven. However, like many "simple" concepts – the simplicity is only superficial.

But what do you do with the data you create?

The Data Vaults provide database management, update and verification services for new and existing data.

The Data Vaults data acquisition service operates within the strict code of conduct laid down by the ICO (Information Commissioner's Office) UK and complies with the Data Protection Act 1998.

Copyright. ispy publishing Ltd. All rights reserved

All information provided by ispy publishing Ltd. is for the exclusive use of subscribing persons or organisations. All such content is copyrighted in the name of ispy publishing Ltd., and as such no part of this content may be reproduced, repackaged, copied or distributed without the express consent of ispy publishing Ltd.

All content, and opinion has been based on sources believed to be accurate and reliable at the time of publishing. ispy publishing Ltd. makes no representation of warranty of any kind as to the accuracy or completeness of any information provided and accepts no liability whatsoever for any loss or damage from opinion, errors, inaccuracies or omissions affecting any part of the content.