



**GLOBAL
EXHIBITIONS
DAY 5 JUNE 2019**

**Comexposium
GED 2019
campaign**

Comexposium #GED19 celebration

- * As a global events organiser, Comexposium is very proud to be part of the exhibition industry. Annually, our nearly 890 employees host over 135 events in 22 countries serving a variety of communities. We wanted to add these passionate employee voices to the celebration of the exhibition industry through active participation in Global Exhibitions Day 2019.
- * Participating to the GED18 campaign helped us share within Comexposium, more information about the scale of the exhibition industry and the global impact of events. We also used the GED18 campaign as a way to demonstrated the global nature of Comexposium, through highlighting people and products, sharing career stories, celebrating our teams and their hard work, and having some fun.
- * This year again, we wanted to support the GED19 celebration adding our own content to the global campaign, as well as supporting the content from other members of the industry. For 2019, we wanted to celebrate the people in events. To show that the exhibition industry offers a variety of job opportunities, and we need all types of skills and background to make events an effective and sustainable way to do business, engaging our communities.
- * We measured the success of the campaign through social and website statistics, as well as internal participation.

Comexposium theme for 2019

The diversity of people and skills in the exhibition industry

- **Focus** – celebrating the unique talent at Comexposium and highlighting the many career paths and skills needed in the exhibition industry.
- **Vehicle** - Micro story telling to share a brand narrative based on the diversity and uniqueness of our show and our people.
- **Messaging**
 - Build upon our employer brand “Nous Sommes Comexposium / We Are Comexposium”. It’s the connection of all of our different activities, events, countries – that make us one business.
 - Many different paths can lead to events – our teams are very diverse with a unique background that led them to Comexposium and help use improve our shows.
 - Supported through fast facts – showing off who we are.
- **Voice**
 - Light, unique, and quick – get to know us. All sentences should be short. All facts should be very specific.
 - We are looking for elements that are unique, interesting, or funny.
- **Visually**
 - People – this should show identifiable individuals
 - Team pictures, crowds – from a eye level (not overview), one on one talking
 - Making a physical connection
 - Arms around one another, hand shakes, linked hands, hands interacted with smart devices



STRUCTURE

Corporate

- GED18 throwback week to remind our engagement last year
- Creation of a dedicated website page called “We are Comexposium” to host all the GED19 content
- GED number challenge photo
- Creation of wrapper content
 - Videos about the paths of our collaborators to Comexposium
 - Infographics about Comexposium and our jobs
 - Collages of posted content
 - Promotion of open roles
- Comexposium social channels
 - Host content for transverse teams
 - Amplify content for event teams
- Creation of a final video to summarize our GED19 campaign

Join our team !
Rejoignez notre équipe!
#WEARECOMEXPOSIUM

COMEXPOSIUM

www.comexposium.fr

Individuals

- Career quote cards to show that we are 890 people, from all over the world, who studied different things, and began different careers, and all ended up at Comexposium.
- Asked to do individually to be used together.



Teams

- Team picture with a unique face about them: things they have in common, unique talents, or things they have done together, in order to show their personality and what makes working on their team special.
- We wanted to give a bit of ‘behind the scenes’ and ‘fun’ to the campaign. Therefore we let our teams be a bit creative with their contributions.



Shows

- Event picture with a distinctive fact/unique selling point about the event.
- We tried to show the breadth of brands at Comexposium.



EXAMPLES

Corporate

Do you have an interest in communications?
Here is where you may fit at Comexposium!

Do you like digital communication?

- ✓ Social media & content?
 - ✓ Join us in a comms role
 - ✗ More interested in data & analytics?
 - ✗ Join us in digital marketing!
- ✓ Organising activities?
 - ✓ Join an event team in comms
 - ✗ More interested in clients?
 - ✗ Join an event team in sales

Not interested in communications?
We are always looking for talented people with diverse talents. Visit <https://www.comexposium.com/talents> to find your next opportunity.

COMEXPOSIUM [comexposium.com](https://www.comexposium.com)

Do you have an interest in data?
Here is where you may fit at Comexposium!

Do you like numbers?

- ✓ Interested in business controlling?
 - ✓ Join us in finance!
 - ✗ Looking to put your statistics skills to use?
 - ✗ Join us in finance or marketing!
- ✓ Interested in how people behave at events?
 - ✓ Join us in digital!
 - ✗ How about the tools and processes to make it all work?
 - ✗ Join us in IT!

Not interested in data?
We are always looking for talented people with diverse talents. Visit <https://www.comexposium.com/talents> to find your next opportunity.

COMEXPOSIUM [comexposium.com](https://www.comexposium.com)

What are you passionate about?

Join the Comexposium team
[comexposium.com/talents](https://www.comexposium.com/talents)

Automotive Construction Digital Education Fashion

Food & Agriculture Healthcare Leisure Security Work Councils

These are just some of the communities we bring together through events and digitally each year.

#WeAreComexposium | #GED19 | [comexposium.com](https://www.comexposium.com) COMEXPOSIUM

Where will a career in events take you?

Join the Comexposium team
[comexposium.com/talents](https://www.comexposium.com/talents)

We run events in over 30 countries and have offices in 15. A career at Comexposium will be a global experience.

#WeAreComexposium | #GED19 | [comexposium.com](https://www.comexposium.com) COMEXPOSIUM

What types of jobs are available in events?

We could never name all the jobs in events. The people who work in the events industry are diverse and unique. Their profile and missions are constantly changing and adapting. Some typical event roles are:

Join the Comexposium team
[comexposium.com/talents](https://www.comexposium.com/talents)

| | |
|--|---|
| Marketing / Communication PROFILE • Analytical skills • Digital skills • Community influencer • Customer centric MISSION • Promotes brands/events • Understands their market • Supports sales teams • Customer experience | Sales / Commercial PROFILE • Likes a challenge • Dynamic • Customer focused • Solution oriented MISSION • Drives revenue • Attracts new customers • Retains existing customers • Strong customer relationships |
| Operations PROFILE • Customer focused • Enjoys the thrill • Strong project management • Takes charge MISSION • Organises events logistics • Coordinates onsite activities • Oversees health & safety • Manages budget | Event Director PROFILE • Leadership • Customer focused • Strategic • Entrepreneurial MISSION • Drives brand strategy • Full responsibility • Project management • Delivers ROI for the customer |

#WeAreComexposium | #GED19 | [comexposium.com](https://www.comexposium.com) COMEXPOSIUM

Individuals



EXAMPLES

Teams



Shows



<https://www.comexposium.com/Talents/We-are-Comexposium/Discover-our-teams>

<https://www.comexposium.com/Talents/We-are-Comexposium/Discover-our-events>

CAMPAIGN SCHEDULE

| Date | Internal/External | Activity | Channel | Materials |
|------------------|-------------------|---|---|--------------------------------------|
| 22 -26 April | Internal | Discuss plan with Executive Committee, marketing directors, and HR for input and buy-in | In person | Plan |
| 3 May | Internal | Shared plans and templates with the teams managers (FR + worldwide) | Email | Plan, template |
| 6 May | Internal | All company message explaining campaign and asking for participation | DCOM email, Internal social platforms, office screens | Email and directions |
| 13 May | External | Launching of the “Nous sommes Comexposium” web page | Corporate website | Text and photos |
| 14 May | Internal | Reminder GED19 email to the teams managers (FR + worldwide) | Email | Plan, template |
| 15 May – 5 June | External | Teams taking photos with GED19 logo and post it on their social medias Support team/event/people social activity | In person, Twitter, LinkedIn, Instagram, Facebook | #GED19 logo |
| 3 June | External | GED number challenge picture | In person | Camera |
| 4 June | Internal | Reminder of GED19, what it is, what it’s about, request to get involved | Email, Internal social platform, posters | Emails, posters |
| 5 June | External | Publish the GED Number challenge photo & GED19 recap video | Website, Twitter, LinkedIn, Instagram, Facebook | Video, photos |
| 6-7 June | External | Publish team/event/individuals photos left, sharing Exhibition News’s interview of Simon, Open roles video to promote recruitment | Website, Twitter, LinkedIn, Instagram, Facebook | Photos, video, Exhibition News cover |
| 10 June – 6 July | Internal | Sharing team photos from GED19, thanks for participating | Office screens, internal social platform | All campaign materials |

At the beginning of the campaign we were afraid not to have enough content to publish but the teams and the shows got really involved in the campaign by the end of May. We had so much content to post that we end up our GED campaign on the 7th of June.

STATS OVERVIEW



25 days of campaign



563 collaborators engaged
(63% of Comexposium employees)



385 publications online



277 new followers



8 countries involved



114 465 impressions

RECRUITEMENT

During GED19 (15 May – 5 June) we increased the applicants by **+ 93,77%** for our open roles compared to the previous period (24 April – 15 May).



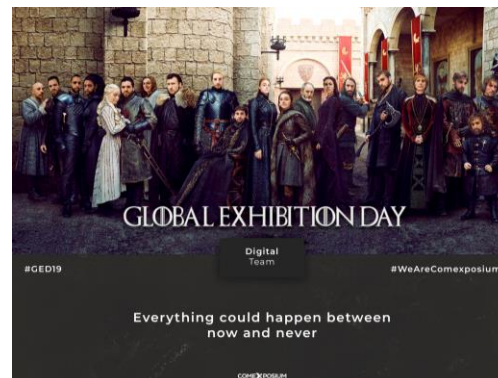
We increased the number of average applicants per open role by **+ 7,6%** year over year during the GED campaigns.

INTERNAL

- **29 teams** participated
- **16 shows** participated
- 8 countries represented: US, Australia, Algeria, China, France, Canada, New Zealand, Monaco
- Animals: 1 horse, 1 cow
- **563 collaborators** appeared in the GED pictures
(63% of Comexposium employees)



133 collaborators on the GED number challenge photo in the HQ in Paris



EXTERNAL

- 5 days of 2018 GED campaign throwback
- **385 publications** have been posted on all our social medias
- Exhibition News interview
- 133 participants to the GED number challenge photo
- 5 videos about the paths of our collaborators to CXPM
- 3 job events infographics
- 2 animations presenting CXPM
- **Promotion of open roles** via video + job posts
- Creation of summary video of our GED19 campaign



LINKEDIN

- 51 GED posts
- Total of **110 729 impressions** on all the GED publications
- **+ 238 new followers**

COMEXPOSIUM
13 169 abonnés
3 sem. • Modifié

Si vous avez manqué certaines de nos publications pour célébrer le #GED19, vous pouvez tout rattraper ici : <http://bit.ly/2WOgNrX>

Don't miss out on our #GED19 campaign posts with our weekly recap!
<http://bit.ly/2WOgNrX>

#WeAreComexposium #Events #UFI #Comexposium #GED19

13

J'aime Comment Partager

COMEXPOSIUM
13 169 abonnés
2 sem.

[GED19] Nous sommes toujours à la recherche de talents. voilà comment vous pouvez rejoindre les équipes de #Comexposium ! ...voir plus

25

COMEXPOSIUM
13 144 abonnés
5 j

[GED19] Salon DJAZAGRO, salon professionnel de la production agroalimentaire. Rendez-vous du 6 au 9 avril 2020 au Palais des expositions de la SAFEX à Alger. ...voir plus

Des visiteurs de choix sont venus jusqu'à DJAZAGRO pour faire du pain dans la boulangerie automatisée de Christophe, notre boulanger français !

avec Salon DJAZAGRO

9

COMEXPOSIUM
13 169 abonnés
1 sem.

[GED19] Avez-vous vu ces participations au GED 2019 ?
Le salon SOLUTRANS ALL4PACK Paris ...voir plus

avec ALL4PACK Paris et 1 autre

6

COMEXPOSIUM
13 169 abonnés
1 sem.

[us] That moment when you get one-upped by your CEO. We took a 3 second video of Simon Foster as part of our career stories for #GED19 and he goes and does a cover shoot and brilliant interview for this month's Exhibition News !
[fr] Ce moment où vous réalisez que vous avez filmé votre DG en 3 secondes pour la campagne du #GED19 et qu'il disparaît pour aller faire une brillante interview et finir en couverture de #ExhibitionNews
<http://bit.ly/2IIVNTs>

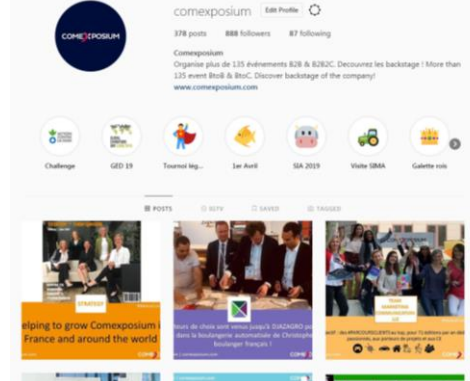
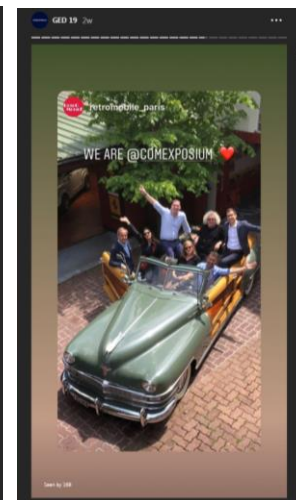
Exhibition News June 2019
view.joomag.com

27

INSTAGRAM

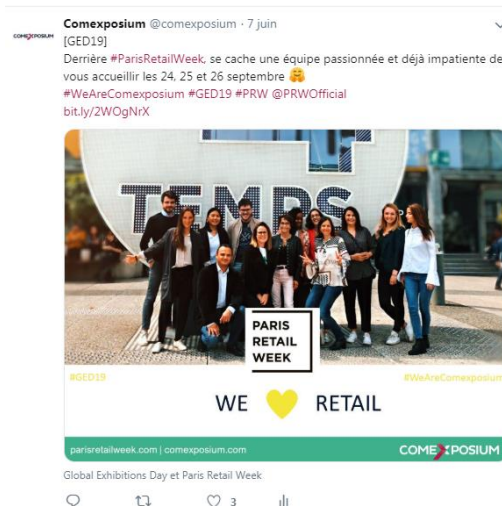


- 56 photo published
- **+ 30 followers**
- 27 stories published
- **3 478 total impressions**



TWITTER

- 199 tweets and retweets
- + 5 followers



FACEBOOK

52 publications:

- 1 change of background picture
- 2 posts shared
- 49 posts



| Comexposium | | | |
|--|--|-------------------|------------------|
| 16 622 Mentions J'aime 44 Personnes qui en parlent | | | |
| Voir les statistiques | | | |
| | Publication | Couverture totale | Couverture payée |
| | [GED19] Direction de la Stratégie, ... | 26 | -- |
| | Cette année encore les collaborate... | 74 | -- |
| | [GED19] Djazagro, salon professio... | 48 | -- |

- 6 mentions in a show's publication
- + 4 subscribers





**GLOBAL
EXHIBITIONS
DAY 5 JUNE 2019**

Looking forward
to next year!

June 5th 2019