

Building valuable b2b communities, *with stuff like this...*

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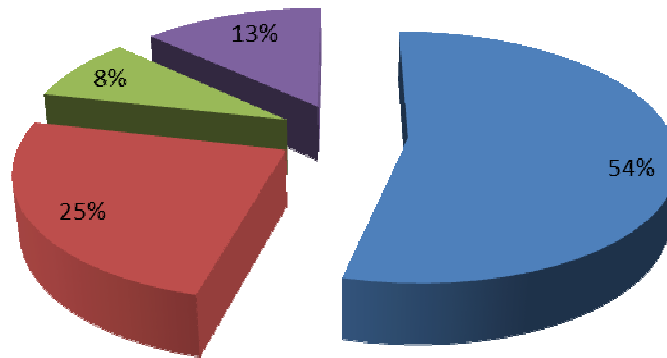
UBM is a global events-led marketing services company, with 5,000 staff serving 70 communities in more than 20 countries



A very brief snapshot of the UK b2b market

£6bntotal annual market revenue

■ Business Information ■ B2B Magazines ■ Professional Books ■ Trade Shows



How it breaks down....

Business Information	B2B Magazines	Professional Books	Trade shows
£3232m	£1476m	£498m	£781m

...and there are still nearly 4400 b2b magazines. Somehow.

Security managers organise themselves, thanks to those helpful **LinkedIn** folk

The image displays a collage of screenshots from the LinkedIn Security Industry Group. The top screenshot shows the group's summary page with the following data:

- Summary** | Demographics | Growth | Activity
- SHARE THESE STATS** (button)
- MEMBERS:** 65,230
- COMMENTS LAST WEEK:** 58
- SENIORITY:** Manager (14861), Senior (12000), Entry (10000)
- LOCATION:** (partially visible)
- STARTED ON:** March 20, 2008

Below the summary are several posts from the group:

- Security Industry Group** | Discussions | Promotions | Jobs | Members | Search
- Security Industry Group: Let's meet in Las Vegas! (April 11th)** | Manager's Choice | Maarten Mijwaart, General Manager Nedap Identification Systems at Nedap. "Dear fellow group members, Last week we have welcomed a new member of our Security Industry Group at LinkedIn. An ar..." | Like (35) • Follow • 11 months ago
- What do you think of security companies that deploy resources at a site without the benefit of a threat and risk assessment?** | Hubert M Hughes, CEO at Anguilla Multifaceted Professional Security Services, Top Contributor. + Follow Hubert M | Like (11) • Comment (65) • Follow • Reply Privately • 1 month ago
- Comments:** Billy Cravis, Lory Mace and 9 others like this. 65 comments • Jump to most recent comment
- Vinnie Esposito**, PPO 1867B Operations Manager at ABM Security: "Your statement is not clear enough for comment. Sounds like two different issues." | Like • Reply privately • Flag as inappropriate • 1 month ago
- lawoko mark spencer**, Security Supervisor at Global Integrated Security: "All base on bidding competition, its when one is really in need of winning the contract that's why you experience such circumstances." | Like • Reply privately • Flag as inappropriate • 1 month ago
- Roy Regalado**, Leadership in Security Management | Director, Sales & Marketing IPSA Security Services: "The issue is not about the security company but rather the client allowing such company to do so without an assessment. It is not a good idea but of course it also depends on the circumstances -"

Ahhh...those were the days



UBM had 155 magazines in 2007...and now?

Err, not the kind of 'peer-to-peer engagement' we quite had in mind...



Video and radio shows rock

Live broadcasts have been effective in attracting attendees and stimulating discussion



- Live video broadcasts on Enterprise Efficiency have generated an average of **500 registrants** per show and an average of **540 messages**.

- Live video broadcasts on The SMB Authority site averaged over **300 qualified registrants** per show.

Video Symposium
NBA's Big-Data Slam Dunk: The CIO's Story



The video player will load automatically when the live video begins. If the video does not start automatically for you, please refresh the page. Please make sure you have the latest version of Adobe Flash for your Internet browser. [Go to Adobe's web site](#)



- These video broadcasts also generate high attendee rates with an average of **52%** of registrants taking part.

...as do 'universities'

- **High response** – 1700 professionals on average register for an Internet Evolution 7DEE programme
- **High participation** – 1300 on average attend live and archived lectures
- **High engagement** – typically 800-1300 comments on a live chat stream per lecture



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■ **Jan 16 - 20, Microcontrollers, Basics**

MON: Introduction: Fundamentals of Designing With ...

TUE: Part II: Picking the Right MCU for Your ...

WED: Part III: Successful Software Development for ...

THU: Part IV: Fundamentals of Digital Debugging

FRI: Part V: Tricks With PIC: Using the Trusty PIC ...

PRESENTED BY  ENGINEERED BY **DesignNews**

Engineers - *but possibly only engineers* -
love this kind of thing



← **Bad office**



Mad office →

Really? Propeller beanie hats?

Hard to believe, but this worked too



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2013

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of propeller beanies that interact with each other!



Apart from the kit, editorial operations hardly changed in 100 years – until now



← 1900s 'news factory'

2000s 'news factory' but with ceiling tiles →



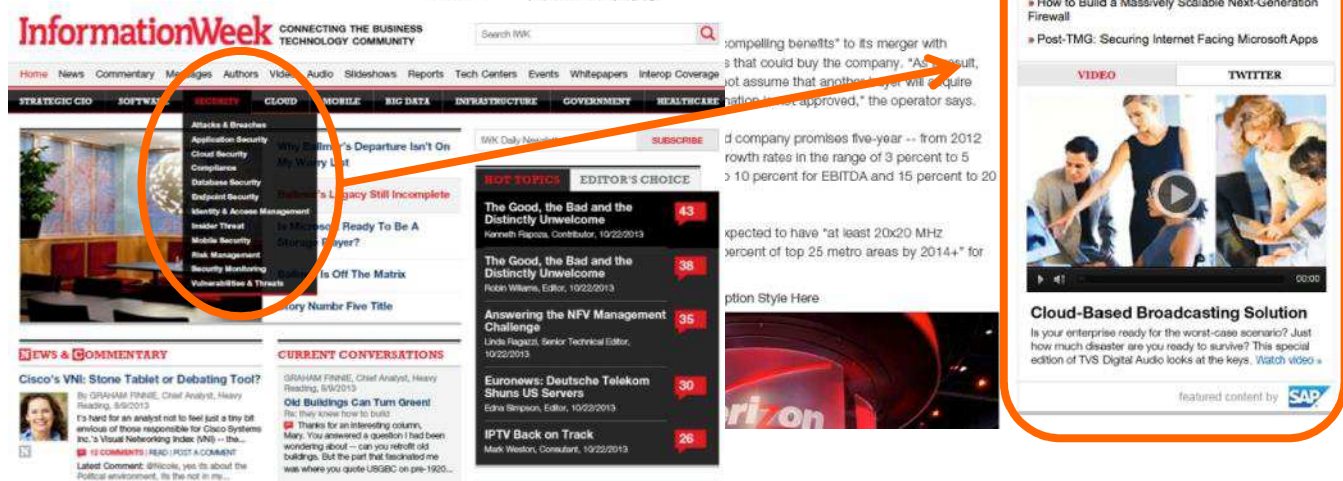
What's in it for our customers – and us?

Partners can build relationships with the community by posting their own content

- Customers can **advertise, sponsor** categories, or buy **integrated marketing campaigns**

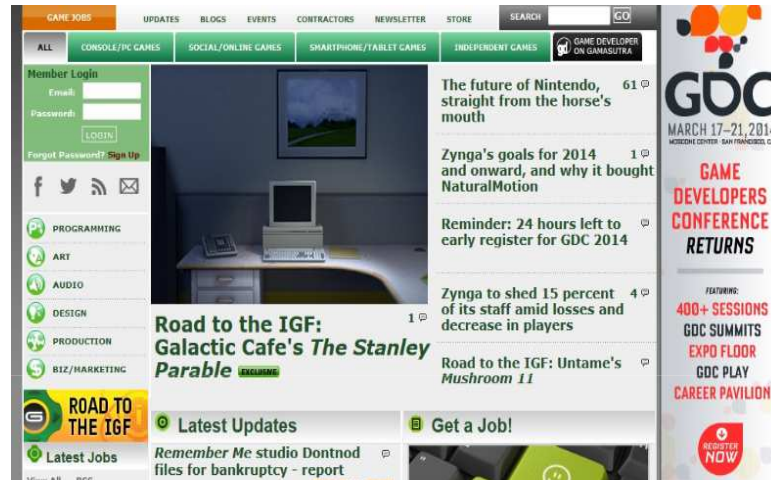


- Customers can connect with the community by posting **white papers, case studies, and research papers** ... with options to add a **social feed, videos and blogs** from their leaders



Engaging stories persuade people to sign up and attend events

This....



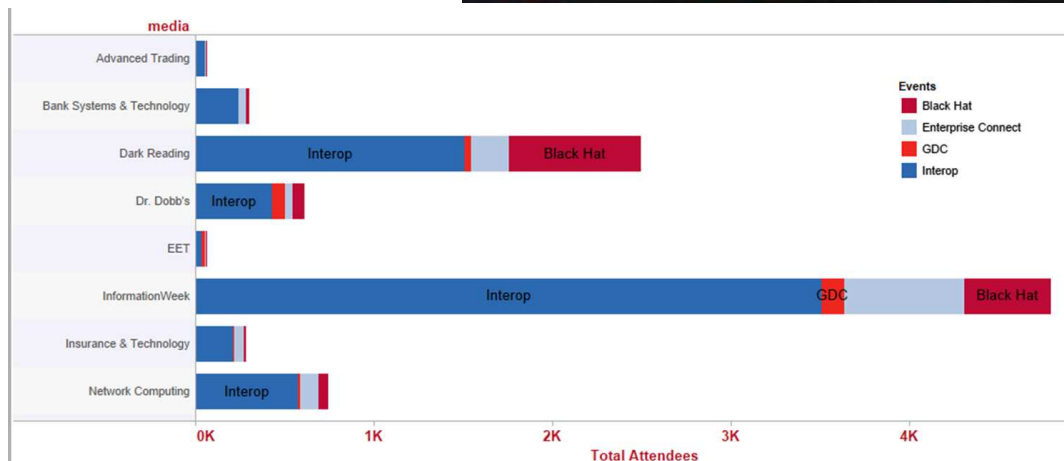
drove **25 000 hits** a month to the registration page of...

....this



Next: how we learn the personal content needs of our audiences – from their own behaviour

The kinds of content they like....



And the kind of shows they like....

Audiences' preferences are starting to change editing processes



EE Times Connecting the Global Electronics Community

Home | News | Opinion | Messages | Video | Slideshows | Education | EELife | Events

designlines | Planet Analog | Power Management | Programmable Logic | Prototy

BREAKING NEWS NEWS & ANALYSIS: As Moore's Law Slows, Open Har

designlines AUTOMOTIVE

News & Analysis

Toyota Case Expert-Witness to Speak at EE Live!

Michael Barr, Embedded Systems Expert, Will Give Keynote

Karen Field
1/26/2014 00:00 AM EST
13 comments

Like 9 Tweet 5 Share 4 +1 1

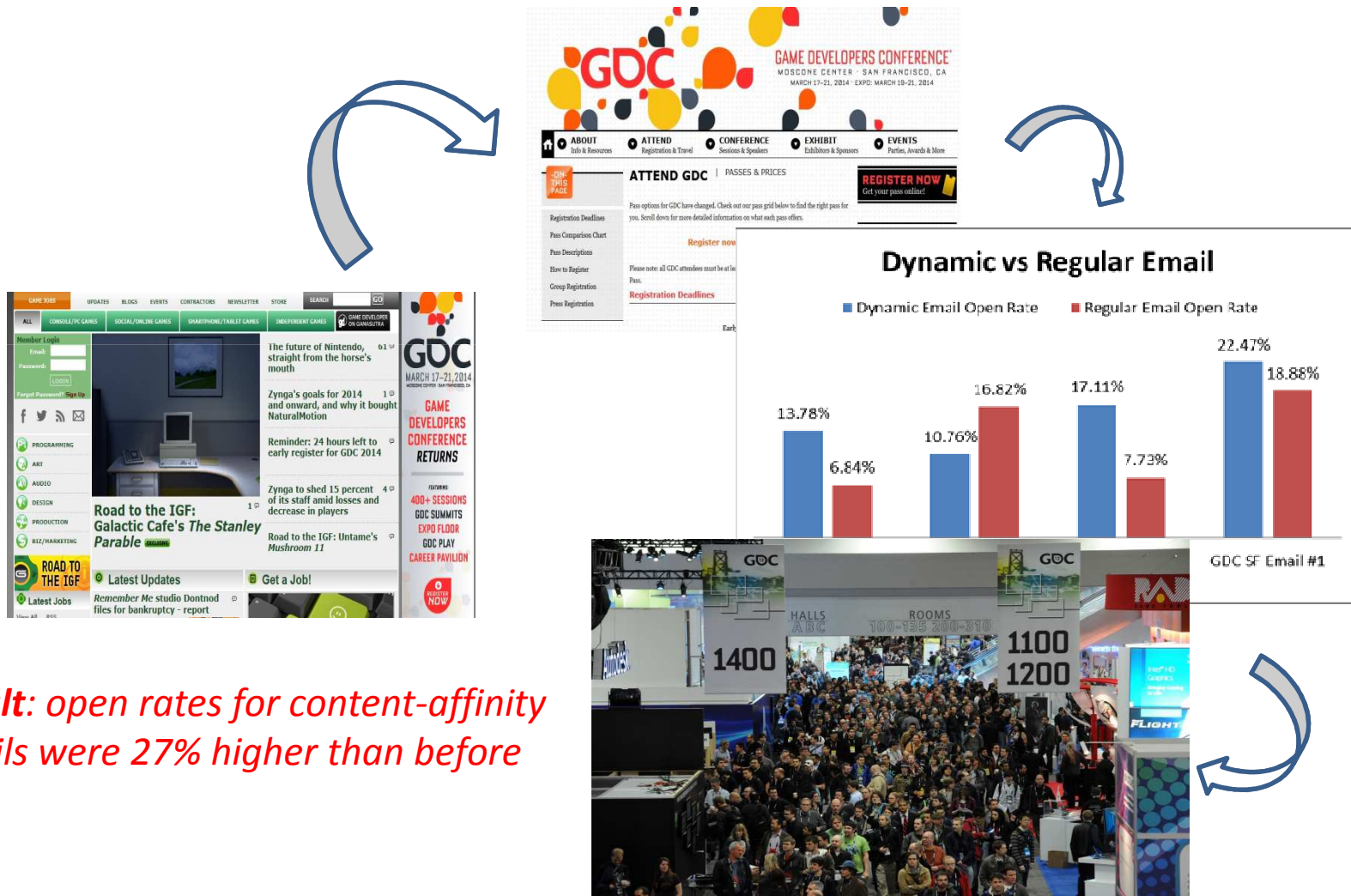
Embedded systems expert Michael Barr will deliver two presentations at EE Live! this March: a keynote on "Killer Apps: Embedded Software's Greatest Hit Jobs" and a class on the "Top 10 Bug-Killing Coding Standard Rules."

EE Live!, the premiere conference and expo for electronics design engineers, returns March 31 to April 3 at the San Jose McEnery Convention Center. Along with its flagship Embedded Systems



The Toyota story really went places – like their cars

Early days... but content-affinity marketing is starting to improve ROI on events



Result: open rates for content-affinity emails were 27% higher than before

In a nutshell, content matters because...

Hot stories get discovered



Get shared



& get engagement



Then change behaviour



Peut-etre....?