



Food ingredients  
Europe

# Making events work for you



Tips on ensuring  
an effective trade  
show presence



FrieslandCampina   
Ingredients

**A SUCCESS STORY**

As the world slowly returns to normality after the Covid-19 pandemic, businesses must once more reassess their marketing strategies. **Natalie Meijers, Ingredients Communication Manager at FrieslandCampina**, discusses the benefits of in-person events and getting the most out of hybrid events, while sharing tips on ensuring an effective trade show presence.



**NATALIE  
MEIJERS**  
Ingredients  
Communication  
Manager at  
FrieslandCampina

# Key Takeaways

## 1. Increased Visibility

The addition of the hybrid element of the event allows exhibitors to reach an even larger audience than previously possible.

## 2. Preparation

Preparation ahead of an event is key. The planning needs to begin weeks before the event.

## 3. Follow up

To get the most out of our event participation it's key to have a system in place for following up directly with leads post event.



## How was your experience at Fi Europe last year?

It was great to be back at a live event again. We found that people were very keen on getting information about our innovations. Personal interaction also helped to boost energy levels on the trade show floor.

I think what we missed most about live events was the interaction with visitors, the live tastings and the comments on flavour and concepts.

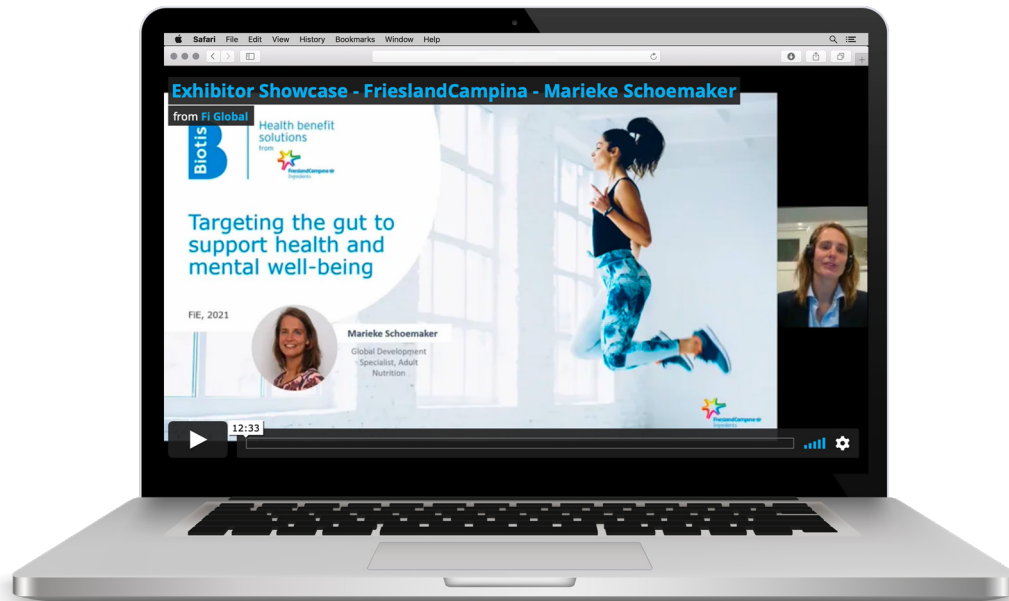
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## How did you find the hybrid aspect of the event?

We enjoyed great support on presentations, where we felt we were able to reach a much larger audience. The hybrid aspect also gave people who weren't able to travel the opportunity to attend, so the level of service was better than ever before. We also received feedback on new product innovations that people were able to view digitally.

**We were able to reach a much larger audience.**



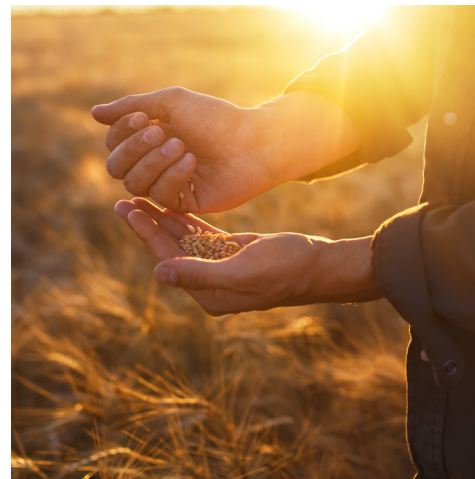
## What was your main objective of exhibiting at Fi Europe this year; what did you do as a team to prepare for the event?



We worked with qualitative and quantitative targets, which then fed into our key messages, appearance and the ways we share knowledge and innovations. The highlight of the show this year was our introduction of Plantaris™, our plant-based protein.

**We prepared our presence with a multi-disciplinary team and started weeks in advance.**

We gave training on innovations prior to the show and started each morning with a team kick-off during the show. Post-event, we evaluated our targets and any insights we were able to glean.



## Why did you choose to purchase Exhibitor Showcases and New Product Zone products?

For us, sharing knowledge is a very important aspect of how we want to collaborate with customers. The Exhibitor Showcases are therefore a great tool for that.

Being a source of inspiration with new applications and innovative ingredients is a goal we always want to pursue. To this end, the New Product Zone is a great feature to reach a large audience.



***“Sharing knowledge is a very important aspect of how we want to collaborate with customers.”***

## How do you feel these initiatives added value to your participation? Did these sponsorship items deliver the outcomes you were expecting?

People that visited the New Product Zone and wanted to taste the new concepts could visit our booth for direct follow up and feedback.

The digital aspect of the Exhibitor Showcases means that you no longer have a direct connection with the audience; in the past we would have invited them to the booth afterwards for tastings and more in-depth conversations. While that element is no longer an option, the leads to follow up after the show are captured, and visitors have more freedom to visit the presentation.



**72%**  
of attendees  
learned something  
new by attending the  
New Product Zone



# How do you evaluate whether an exhibition has been successful or not?

**We capture leads digitally and make instant small visit reports.**

Sometimes we even follow up during the show and create meetings. Usually, the weeks after the show are hectic, with samples going out and connections being followed up.

This is why we have an automated system, to help us track any outstanding actions.



# What do you think have been the biggest changes in the industry in the last two years?

## Consumer awareness of health has of course been given a big push.

You now see a real interest in health at various levels. Topics such as resilience and holistic health are also trends which consumers are very interested in, and we have developed

solutions to share that are getting a lot of traction. Some solutions, for example, are designed to deliver nutrition that supports exercise, but we also focus on brain and gut health with our Biotis™ health benefit platform. Sustainability and care for the planet are also hugely important topics for consumers – people are increasingly looking for products that are good for their personal health but also support a healthy planet.



***“Sustainability and care for the planet are also hugely important topics for consumers.”***



## How important is sustainability within Friesland Campina?

Sustainability is a very high priority on our agenda. We want to provide healthy nutrition to feed the world's growing population, produced in balance with nature.

As a partner for brand owners looking to differentiate in nutritional health and wellbeing solutions, we know that producing in harmony with nature is key.

We work with our customers to reduce carbon footprints, to implement more sustainable sourcing practices, and to tell their sustainability story through their product brands.

This is how we can jointly help consumers make more informed choices for a sustainable and nutritiously balanced diet, ultimately creating a more sustainable industry.



***“Sustainability is at the very heart of our strategy and business practices and as a cooperative we believe in working together to accelerate results.”***

What would you recommend to other exhibitors in order to get the most out of the event?



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THE INSIDE MATTERS



**Good preparation is paramount, as well as making use of tools that support your goals.**

Finally, make sure that visitors feel welcomed at your booth, and that you have great innovations ready for them.



**Online:**  
28 Nov – 8 Dec 2022

**In-Paris:**  
6 – 8 Dec 2022

**NEW Venue:**  
Paris Expo Porte  
de Versailles,  
France

**[www.FiEurope.com](http://www.FiEurope.com)**

## What next?

Join us this year to boost your brand awareness, generate quality leads and build new partnerships.

### Your point of contact for Exhibiting Opportunities:

Schedule a 30-minute call today ↗



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### Your point of contact for Promotional Opportunities:

Schedule a 30-minute call today ↗



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