

**BPA WORLDWIDE CASE STUDY:**  
**Unexpected Benefits of the Event Audit Process**  
**ITE Group, Turkey Office (EUF)**



## OVERVIEW

ITE Group's Turkey Office E Uluslararası Fuarçılık A.Ş. (EUF A.Ş.) has been operating in Turkey since 1999. EUF organizes numerous events, all of which are the first and only exhibitions in Turkey in their respective sectors. The main exhibitions organized by EUF are; OPTICS, STATIONERY & OFFICE and ANKOMAK (Construction Machinery).

Beginning in 2010, EUF included the events TATEF, İMOB, GIDA, IPACK, PROMOTÜRK and TIME, in its portfolio of exhibitions. EUF also organizes Natural Gas – Energy and Telecommunication conferences that are unique to the regions surrounding the Black and Caspian Seas.

In addition to that, for the last 10 years, EUF has been making a significant contribution to Turkey's exports by providing access to important events organized by ITE Group offices for over 700 Turkish companies in the construction, food, tourism, automotive and energy sectors in Russia and CIS countries.

## NEED

As part of their global reach, EUF chose to apply for UFI (the global association for trade events) Approved status, as a requirement of UFI an audit on attendance and exhibition data took place. In 2010, EUF contracted BPA Worldwide to conduct the attendance audits of GIDA, IPACK, PROMOTURK, TATEF, IPACK and TIME exhibitions. The need for auditing the events was initially driven by the UFI (The Global Association for the Exhibition Industry) membership requirement which states that any event organizer who wishes to apply for UFI membership must have at least one event audited for two consecutive sessions upon application.

## BACKGROUND

The Turkish tradeshow industry is experiencing double-digit growth and large foreign investment. However, the infrastructure currently in place lags in terms of suppliers to the industry. The use of an independent third-party audit report of event attendance and demographics by show organizer marketing teams as a sales tool to promote the value of their event to exhibitors and sponsors and as an overall industry best-practice for increased transparency and credibility is a completely new concept in Turkey. The "fear factor" of verified (actual) attendance numbers being made public and in use instead of registrant numbers was cause for some initial concern.

With global economic concerns continuing however, more justification of expenses related to international tradeshow participation is being required. Transparency throughout the industry is also being more frequently requested as events become more international in scope.

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Inci Onal  
EUF Show Manager

International Marketing/Communication managers are being asked to be more careful with their budgets and to provide Return on Objectives or Investment (ROO/ROI) for their spend.

The idea of a third-party certification (audit) requirement has inadvertently placed an emphasis on effective data-gathering in order to build an accurate audience profile. This credible data is seen as vital throughout more established tradeshow markets around the world.

## IMPLEMENTATION

Throughout all phases of initial application and pre-audit preparation, BPA Worldwide sent staff members to EUF's offices in Istanbul to work through all aspects of the audit process, with the outcome of EUF understanding everything that would take place on a pre-show, at-show and post-show timeline.

Along with providing expert advice on completing the audit to UFI requirements, BPA provided insight into business demographic data capture at time of registration as well as audience profiling. BPA also discussed with members of EUF staff how third-party validation of other event-supporting media channels within the trade show brand (i.e. e-newsletters, webinars, websites, social media initiatives, etc.) could build more confidence to sponsoring organizations and the greater event stakeholder universe investing in the brand.



## BENEFITS/RESULTS

Throughout the audit process, EUF Show Manager Inci Onal provided BPA with feedback about how the process was being received internally and what potential positive impact the results might have. After the report containing final results was sent to EUF, Ms. Onal provided feedback on the full project in an audit review meeting. "Firstly," stated Ms. Onal, "the audit provided direct input to us on areas to improve upon regarding our database of visitors, especially on the data accuracy. In turn, this data reliability gave our exhibitors increased confidence in the quality of the attendees and the resulting value of the events. This is especially important for international exhibitors who require audited data to make the decision to participate. Since BPA is internationally recognized, our accountability to the marketplace reflects well on our brands."

On a local level Inci Onal commented "There are few exhibitions audited in Turkey. An internationally recognized third-party audit provides us with a competitive edge and credibility in the market place. "Quantifiable and audited data builds trust, which is key in this industry. It also builds prestige and better communications between shareholders, partners and the government. Transparency is key and conducting a rigorous audit to international standards helps us become more sophisticated in the way we market and produce future editions of the trade fairs."



For more information on this audit and on BPA's Events Audit services, visit the BPA Worldwide website at [www.bpaww.com/](http://www.bpaww.com/) or call +1.203.447.2800.