


JULY 2023

Lippman Connects: Attendee Acquisition Roundtable



Attendee Acquisition Insights & Challenges

Presented by: Joe Federbush 
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WHAT'S JOE FEDERBUSH BEEN UP TO?



50+ events



1,550+ hours



165+ days

EVOLIO IS WORKING WITH BRANDS, LIKE...



WHAT DOES EVOLIO MARKETING DO?

We help show organizers and exhibitors...

Attendee & Exhibitor Surveys

Mystery Shopping

Behavioral & Sentiment Analytics

Focus Groups & In-depth Interviews

Exhibitor Portfolio Optimization

KPI Playbook Development

Analysis & Consulting

Strategy & EAC/Exhibitor Workshops

Training

ATTENDEE ACQUISITION DATA AND INSIGHTS

Top Attendee Acquisition Challenges (ranked)

#1

Attracting
the right
quality
attendees

52%
ranked #1

71%
Ranked #1 or #2

#2

Attracting
high
quantity
of attendees

26%
ranked #1

52%
Ranked #1 or #2

#3

Finding
new
prospective
attendees

19%
ranked #1

61%
Ranked #1 or #2

#4

Finding
Millennial
and **Gen Z**
attendees

3%
ranked #1

16%
Ranked #1 or #2



Finding
Millennial
and **Gen Z**
attendees

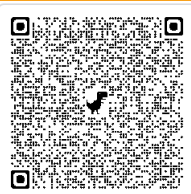
Millennial: born between 1981 and 1996. 27 to 42 years old now. 22% of U.S. population.

Gen Z (**Zoomers**): born between 1996 and 2012. The oldest Zoomers are 28 years old. 21% of U.S. population.

64% of Millennials and Gen Z constitute business buyers.

33% of Millennial and Gen Z business buyers will purchase through self-guided digital channels.

They are more demanding, engaging in more buying activities, and more willing to express dissatisfaction.



ATTENDEE ACQUISITION: DRIVING GROWTH



Ingredients for an Effective Attendee Acquisition Campaign

1) Focus Messaging on Key Themes and Personalize. >>>

76%+ rated the following effective.

Power of F2F

- Meet in-person with one's community
- Getting back together in-person
- Networking opportunities

Addressing Urgent Needs

- Solutions to urgent challenges
- Education offerings
- Showcase what is new, innovations, new products
- Best resource to meet business needs post-pandemic

Personalized

- By target persona
- By job function
- For first-timers
- Relatable, authentic
- Key words for core market segments
- Edgier, less stodgy

ATTENDEE ACQUISITION: DRIVING GROWTH



Ingredients for an Effective Attendee Acquisition Campaign

2) Multichannel Mix is a Must. Target and Interact with Prospects. **72%+** rated the following effective.

Hyper Targeted



- Microsites for target segments
- Retargeting
- IP targeting
- Search Engine Marketing (SEM)

Multichannel



- Email to house list
- Event website
- Social media content marketing
- Telemarketing

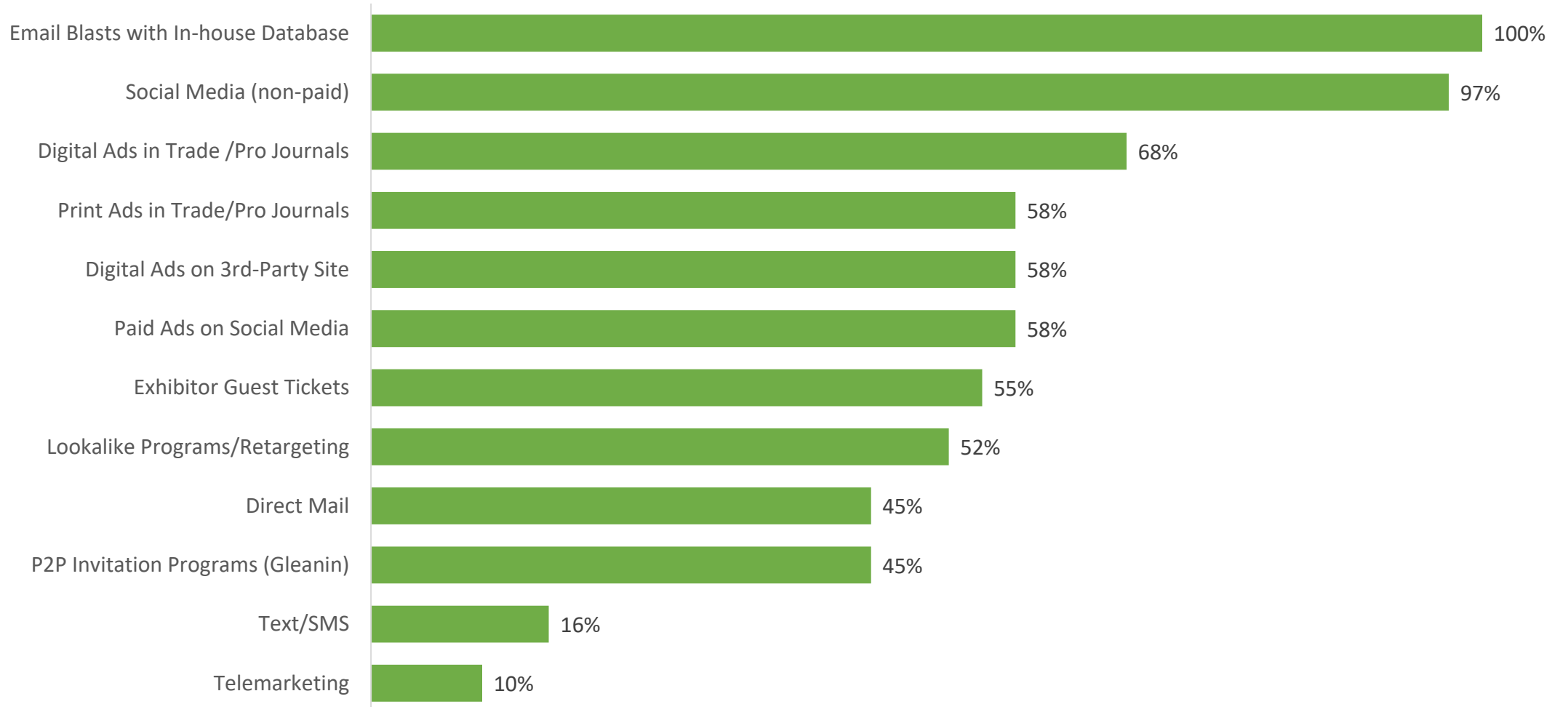
Interactive



- Personalized marketing - prospect engagement triggers follow-up with relevant content
- Email list building via social media and other digital outlets

ATTENDEE ACQUISITION CHALLENGES AND OUTLOOK SURVEY

Tactics Included in Attendee Acquisition Marketing Campaigns



SOURCE: EVOLIO MARKETING & LIPPMAN CONNECTS ATTENDEE ACQUISITION SURVEY, March 2023, N=31

Challenges with Email Marketing

Firewalls and emails not being delivered

74%

Email is not a good method to reach younger generations

48%

Reporting not accurate (open rates, deliverability)

39%

Other Reasons:
Unsubscribes
Undeliverable
Email Overload
Poor Messaging

ATTENDEE ACQUISITION: DRIVING GROWTH



Ingredients for an Effective Attendee Acquisition Campaign

Top New Activities



Sharpen Data Analytics for Better Decision-Making

55%



Social Media Content Marketing Enhancements, use for Lead Gen

48%



Keep Engagement Going Year-Round

46%

ATTENDEE ACQUISITION: DRIVING GROWTH

Freeman⁷

Next Gen Event Goers (NGEG)

- Choose events & format (online vs in person) based on opportunity for a unique experience
- Resistant to considering a single source as trustworthy, but academic leaders are the most trusted



2023 Global Meetings and Events Forecast

- 65% stated meeting spending is increasing
- Internal teams meetings/training, product launches, and smaller meetings will see the greatest growth



Benchmarks and Trends

- #1 reason for attending events continues to be “to see new products/solutions”
- Over 50% of attendees want to build connections via smaller group peer-to-peer activities at larger tradeshows and events

CASE STUDY: Attendee Segmentation for Acquisition Strategy



CASE STUDY: USING DATA FOR ATTENDEE ACQUISITION

EXAMPLE: Attendee Analysis by Key Segments (light version)

2022 In-person Conference: Registration vs Attendance (EXAMPLE)

Total Audience Breakdown	Registered		Attended		Difference	
	#	%	#	%	Difference #	Difference %
Attendee: Academia (free)	211	11%	115	9%	-96	-45%
Attendee (mix of guests/free and paid)	952	51%	602	45%	-350	-37%
Media/Analyst (free)	90	5%	68	5%	-22	-24%
Speaker (free)	103	6%	80	6%	-23	-22%
Sponsor/Exhibitor (paid)	502	27%	461	35%	-41	-8%
Total	1858		1326		-532	-29%

Total Audience Job Roles	Registered		Attended		Difference	
	#	%	#	%	Difference #	Difference %
Business Manager (Ex: CEO, CFO, COO, CSO, President, VP, Biz Dev Mgr)	567	31%	448	35%	-119	-21%
Technology Manager (Ex: CTO, CIO, CISO, Engineering Manager, ITDM)	355	20%	262	20%	-93	-26%
Software Developer (Ex: Programmer, Integrator, Data Scientist)	331	18%	184	14%	-147	-44%
Hardware Developer (Ex: Designer, Engineer, Architect)	224	12%	170	13%	-54	-24%
Academic (Ex: Educator, Researcher, Student)	147	8%	88	7%	-59	-40%
Media/Analyst	88	5%	67	5%	-21	-24%
Other (Ex: Government, Self-Employed)	104	6%	75	6%	-29	-28%
Total	1816		1294		-522	-29%

CASE STUDY: USING DATA FOR ATTENDEE ACQUISITION

EXAMPLE:
Notice how different segments rated keynotes and education differently.

Looking at results by 'all attendees' versus by segments can be misleading.

Keynote & Session Feedback by Attendee Segments (EXAMPLE)

Keynote In-person Results	In-person Respondents (4 & 5 ratings)			
	All Respondents	Tech Managers	Software Developers	Hardware Developers
Attendees were inspired as a result of attending this keynote (very/somewhat inspired)	90%	90%	96%	92%
Statement agreement (strongly/somewhat agree)				
The keynote experience was engaging	88%	95%	92%	95%
The messages delivered by the keynote speakers were effective and clear	93%	94%	92%	92%
The keynote speakers were knowledgeable about the subjects they presented	94%	97%	95%	96%
[Event] creates and supports our ecosystems which helps ...	89%	94%	90%	88%
I would recommend this keynote to a colleague	91%	88%	93%	96%
Session Track Results	All Respondents	Tech Managers	Software Developers	Hardware Developers
TRACK: AI/ML Sessions (base size)	172	17	85	51
4 & 5 ratings	81%	75%	91%	25%
Average Rating	4.37	4.21	4.65	3.10
TRACK: Client Computing Sessions (base size)	135	41	47	35
4 & 5 ratings	74%	82%	43%	80%
Average Rating	4.03	4.18	3.43	4.00

CASE STUDY: USING DATA FOR ATTENDEE ACQUISITION

Develop an attendee acquisition strategy and marketing approach based on understanding attendees' objectives and how they differ by key audience segments; Develop targeted messages.

Attendee Survey Results by Segments (EXAMPLE)

Reasons for Attending		In-person Attendees			
		All Respondents	Tech Managers	Software Developers	Hardware Developers
HIGH PRIORITY	To learn about new solutions and technologies	76%	79%	76%	75%
	To learn more about the industry roadmap	66%	88%	61%	54%
	To learn from industry experts	66%	69%	60%	61%
MIDDLE PRIORITY	To learn about developer solutions	52%	40%	72%	66%
	To connect with other developers and tech professionals	52%	55%	50%	51%
	To collaborate with the technology ecosystem	41%	48%	41%	35%
LOW PRIORITY	To advance my career	33%	27%	40%	41%
	Get access to Developer Toolkits and SDKs	30%	22%	40%	38%
	To start new business opportunities	16%	12%	22%	12%

PULLING IT ALL TOGETHER.
**WHAT WILL YOU DO
DIFFERENTLY?**

ATTENDEE ACQUISITION STRATEGIC PLANNING

1. Who are our (and our exhibitors') specific targets?
2. What is our audience's reasons for attending?
3. What are they most interested in seeing and doing?
4. What are they most interested in learning about?
5. What challenges can our event help them solve?
6. Why should they attend my event versus others'?

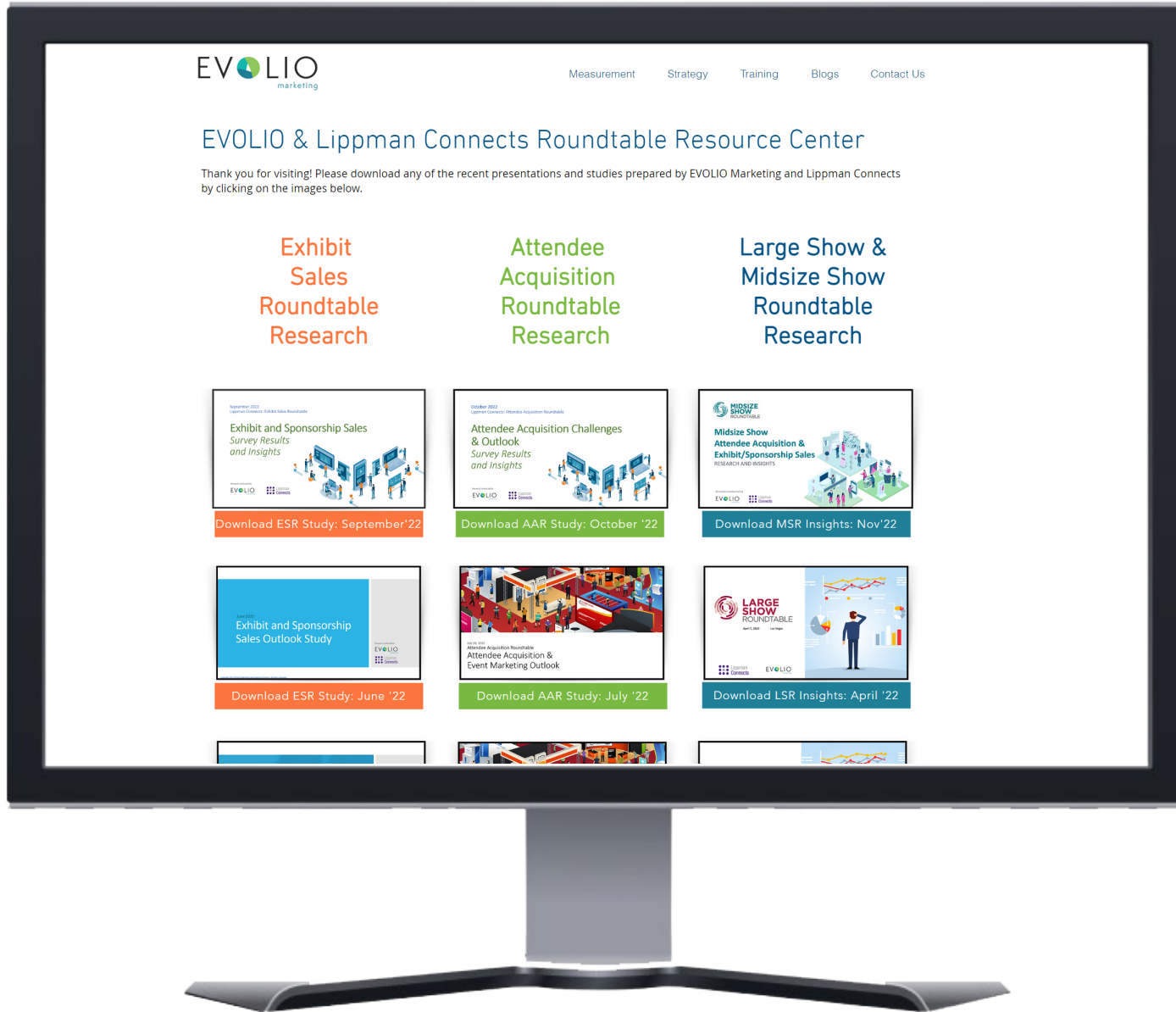
**The answers create
your attendee
acquisition
KPIs/OKRs*,
strategy,
communications
plans, messages, and
CTAs***

* KPI: Key Performance Indicators
OKR: Objectives, Key Results
CTA: Call-to-Action



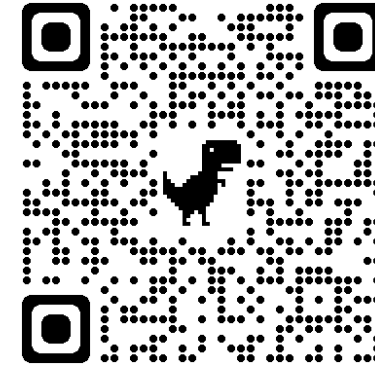
Resources

ADDITIONAL RESEARCH AND RESOURCES



For access, email
Joe.federbush@evoliomarketing.com

Or scan



ADDITIONAL RESEARCH AND RESOURCES

The screenshot shows the Freeman Trends Report Q1 2023 webpage. At the top right, there is a "Find show & order" button. The navigation menu includes "Event Services", "Case Studies", "Resources", "About", and "Contact Us". The main heading is "Freeman Trends Report Q1 2023" with the sub-heading "Attendee demographics and attendance levels for Gen Z and millennials". A "View Resource" button is visible. Below the heading, there is a section titled "Event Planners, Meet Your New Generation of Event Goers" with a paragraph of text and a sub-section "3 key takeaways rated G for general audiences (of all ages)".

Freeman

Event Services Case Studies Resources About Contact Us

Research

Freeman Trends Report Q1 2023

Attendee demographics and attendance levels for Gen Z and millennials

[View Resource](#)

Event Planners, Meet Your New Generation of Event Goers

The industry has changed for **event planners**. And with new research data available, we have a better understanding of *why*. These changes have a lot to do with the changing demographics of **event goers** — they're continuing to get younger.

So let's dive in and meet your **Next Gen Event Goers** (think Gen Z + millennials) and get to know what's motivating them to attend (or not attend) events and *why*. Get to know their values, expectations, and how these are different from previous generations. You'll be able to translate this next-gen information into planning next-level engagements worthy of all attendees.

So what exactly are the next generation's expectations?

Find these insights and more right here in the **Q1 2023 Freeman Trends Summary Report on Event Attendee Intent and Behavior**.

3 key takeaways rated G for general audiences (of all ages)



ADDITIONAL RESEARCH AND RESOURCES

CEIR: AT THE INTERSECTION OF BUSINESS AND INDUSTRY

TRUSTED INFORMATION. IMPACTFUL DATA. TIMELY REPORTS.

\$49

ATTENDEE ACQUISITION TRENDS

Book

Attendee Acquisition Trends Driving Growth: Report One - Planning, Performance Metrics, Costs, Gross Revenues and Outcomes

CEIR

[Learn more](#)

\$29

ATTENDEE ACQUISITION TRENDS

Book

Attendee Acquisition Trends Driving Growth: Report Three - Areas of Focus for Improvement for Future Attendee Acquisition Efforts

CEIR

[Learn more](#)

\$49

ATTENDEE ACQUISITION TRENDS

Book

Attendee Acquisition Trends Driving Growth: Report Two - Marketing Channel Mix, Messaging and Other Tactics that Drive Recovery

CEIR

[Learn more](#)



ADDITIONAL RESEARCH AND RESOURCES



Global Activities

In-person Meetings Roaring Back in 2023!

In-person meetings and events came back in 2022 faster and at a higher level than predicted. Our survey respondents believe they will continue to outpace expectations in 2023.

Sustainability remains a priority

Four in five respondents (80%) say their organization takes sustainability into account when planning meetings and events.

Of these organizations, over ¾ of them have a defined sustainable meeting program strategy in place.

76% Sustainable meeting program strategy

Attendee numbers are going up

Meeting types with the largest anticipated increase in attendees:

1. Internal team meeting / training
2. Product launch
3. Small/simple meetings

Meeting spend is rising

Companies expect to invest more in M&E

65% say meeting spend is increasing

10% see increases of more than 11%!

35% say meeting spend is staying the same or decreasing

There will be more space

Meeting professionals expect more guest rooms and meeting spaces to be available in the next two years.

Percentage of respondents predicting increases in:

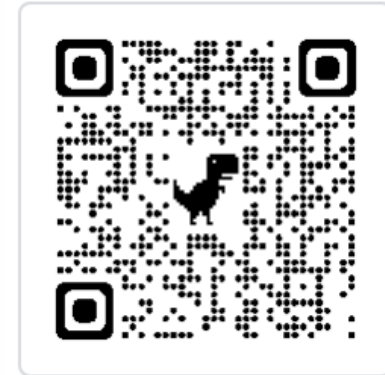
	2023	2024
Hotel rooms	45%	59%
Meeting space	49%	58%

And the cost per attendee will increase

"Average rates continue to rise due to higher labor, food, and other fixed costs, along with the impact of inflation – we believe that trend will continue with high demand."

– Jonathan Kaplan
VP, Global Sales Strategy, IHG

Source: North American, European, Latin American, and Asian Pacific Surveys and Interviews from American Express Meetings & Events, 2022.



Q&A

Thank you!



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