

Attendee Acquisition Roundtable | July 2024

Attendee Acquisition Research Roundup

Research-based Insights and Benchmarks

Presented by





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AGENDA



**BLEISURE
TRAVEL**



**FUTURE
ATTENDEES**



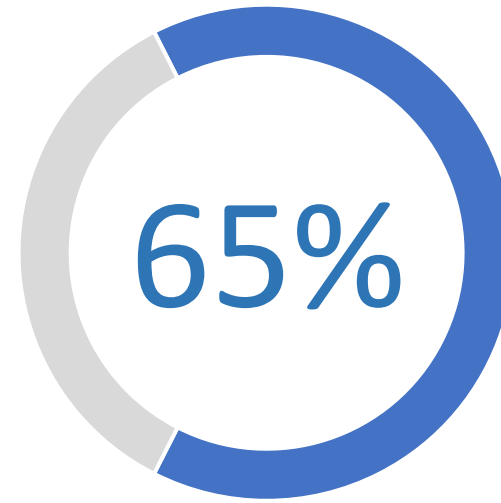
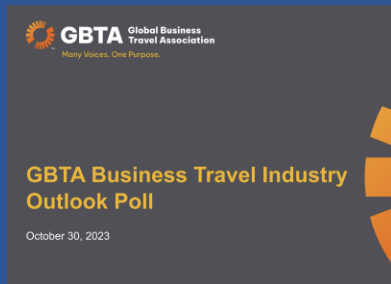
**AI & DATA
ANALYTICS FOR
ATTENDEE
GROWTH
+
CUSTOM PACKAGES
& EXPERIENCES
+
BONUS/SURPRISE**

Bleisure Travel

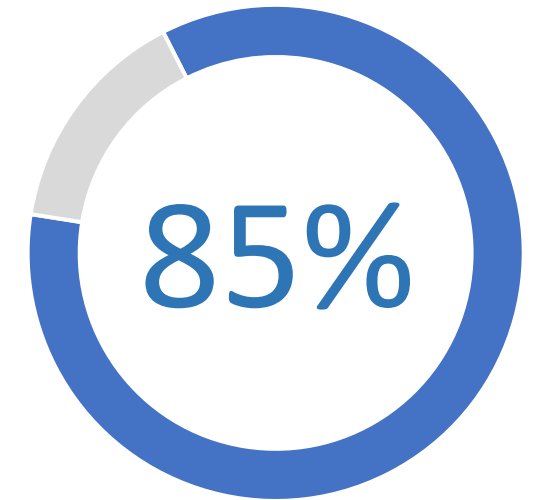


Business Travel + Leisure Travel = Bleisure Travel

- **“Productive Play”** - Business travelers who tack on extra personal days before or after attending a tradeshow or corporate event
- **Work with the Destination Marketing Organization (DMO)**: local experts, source venues, custom experiences, safety guidelines and concerns, sustainability



Business traveler interest in extending their trips for leisure purposes when attending conferences or tradeshows.



Bleisure travelers spent more money on leisure activities during their business trip extended stays than on typical vacations.

WHY?

Increased number of digital nomads and remote employees who value a work-life balance

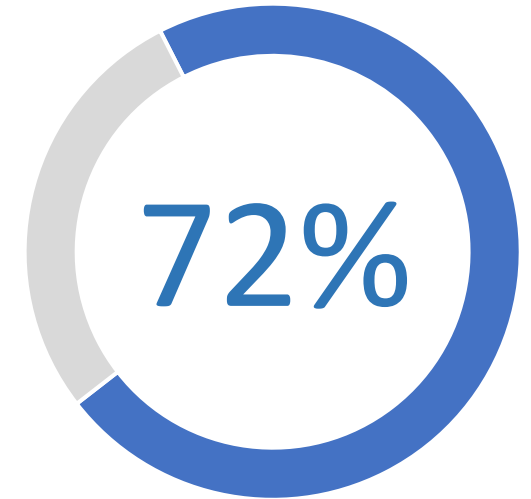
Source(s): Global Business Travel Association, 2023: Worldwide; October 11 to 19, 2023; 351 travel buyers or procurement professionals; in comparison to the preferences observed a year before the survey; [PowerPoint Presentation \(gbta.org\)](#)

Bleisure Travel

- Las Vegas, Orlando, and large cities like New York and Chicago consistently ranked high for both tradeshow attendance and bleisure extensions.



Tradeshows in popular tourist destinations saw a 20% increase in attendance compared to less touristy locations.



Attendees are more likely to extend their stay if the tradeshow was held in a desirable vacation spot.

Future Attendees



Future Attendees

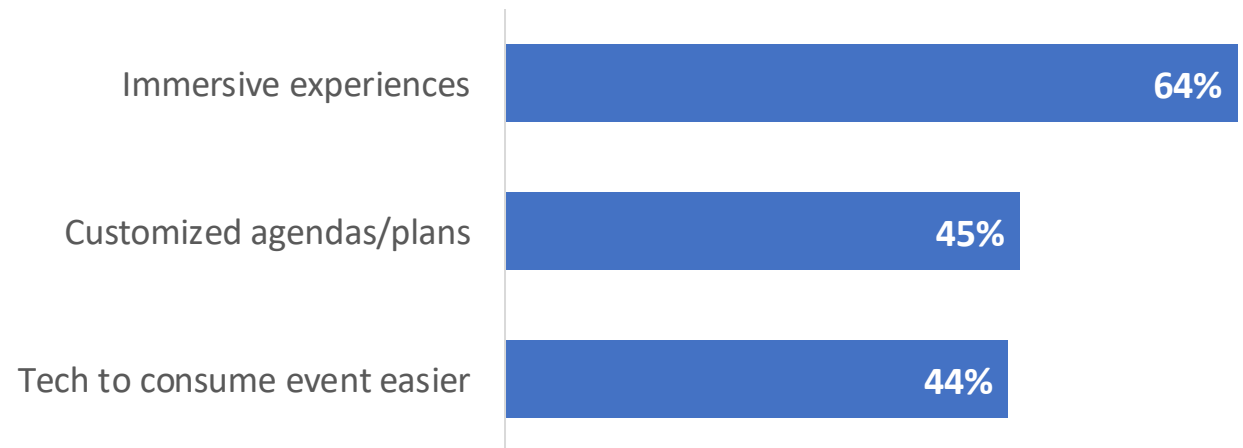
Next Generation Event Goers (NGEG)

- 81% prefer speaking with experts
- 68% prefer meeting new contacts
- 64% prefer peer-to-peer exchange
- 54% prefer creating unique experiences with people they know
- 52% prefer discovering new partners

The Freeman Trends Report

+ 2024 Attendee Intent and Behavior

Most Important Event Elements



Future Attendees

How important are next generation event goers to the success of your event?

Why are next generation event goers important?

AI & Data for Attendee Growth



AI & Data for Attendee Growth



Exhibitor/Sponsor:

Major Pharmaceutical Company

- Predictive analytics and generative AI to determine which HCPs will be attending
- Reps contact HCPs ask/invite/confirm
- Reps schedule meetings before/during/after convention
- Track prescribing habits post-event

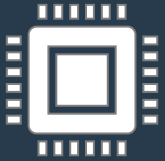
EVOLIO CASE STUDY

70%
accuracy

>25%
more meetings

RESULT:
Increased Pipeline and ROI

AI & Data for Attendee Growth



Corporate Event:

Major Technology Company

- Account-based and marketing-based attendee acquisition
- Revenue analysis from top customers
- Marketing activity from top individuals' activities
- Personal outreach with attendance goal-setting & target

EVOLIO CASE STUDY

89%

**attendee
satisfaction**

+35%

**sponsor
satisfaction YoY**

RESULT:

**Increased attendee quality
Increased ROX and ROE**



Information for Attendee Convenience: Back to Basics

Tips



Look at your site and posts from prospective attendee perspective



Specific location/venue, not just city



Responsive design for web, tablet, mobile



Sizzle reel from last event and what to look forward to this year



Exhibit and conference dates, not just the overall event dates



Hours and days of exhibits, key moments (keynotes), what's new, etc.

AI & Data for Attendee Growth

What data do you have (or need) to identify attendee growth opportunities?

What marketing tools will you use (or need) to reach different segments?

Attendee Pricing, Packages & Experiences



Custom Attendee Packages & Experiences

- Conduct a survey to test interest levels for new ideas and offerings
- Segment results by various types of attendees (job-level, years attending, years in industry, age, gender, etc.)
- Price-point sensitivity testing: Van Westendorp Model

PRICE TESTING SURVEY QUESTIONS

- 1 At what price do you think the event fee is priced so low that it makes you question its quality?
- 2 At what price do you think the event fee is a bargain?
- 3 At what price do you think the event fee begins to seem expensive?
- 4 At what price do you think the event is too expensive?

EVOLIO PREACHES

FEELINGS ARE NOT FACTS®

Custom Attendee Packages & Experiences

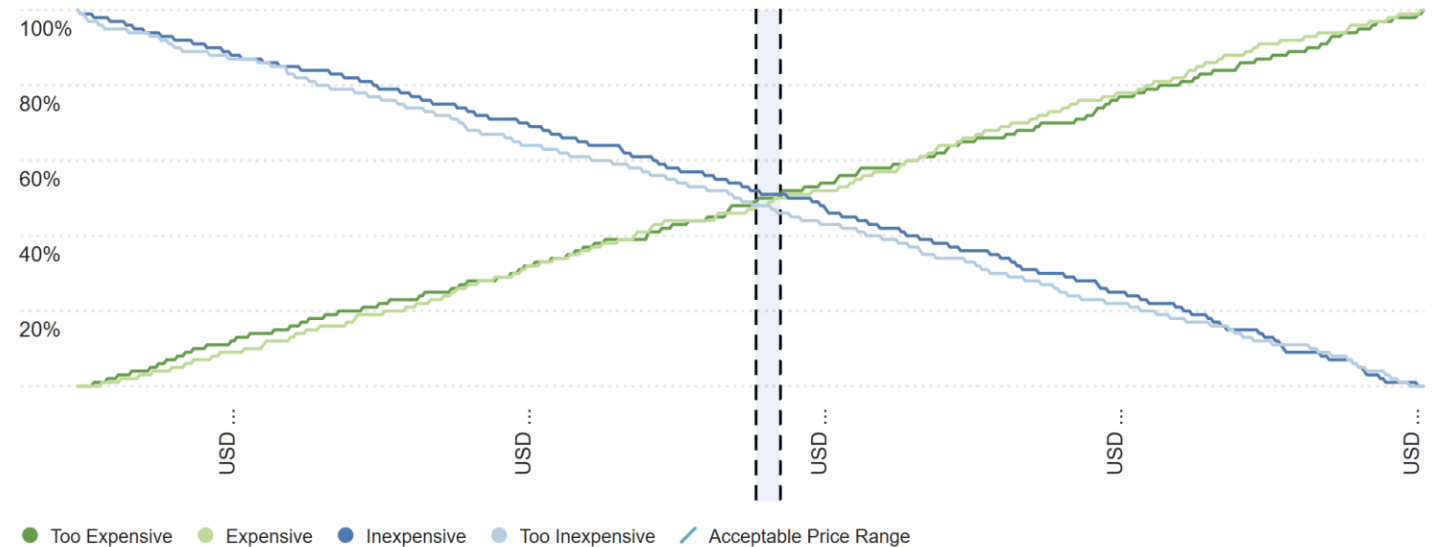
- Identify the range that most attendees would be willing to pay to attend your event if the prices were to increase
- Understand willingness to pay for special VIP experiences, custom packages, and upsell opportunities
- Determine at what point are you asking for too much

EVOLIO Price Sensitivity Report

PRODUCT BEING TESTED:
XYZ Show

Van Westendorp also gives you a range of acceptable pricing. This range is defined by two thresholds:

- **The Lower threshold** - defined as the intersection of the too inexpensive and expensive
- **The Upper threshold** - defined as the intersection of the inexpensive and too expensive



Acceptable Price Range: USD \$3760.00 to USD \$3805.00

Attendee Survey Benchmarks

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EVOLIO ATTENDEE BENCHMARKS

NEW! Source: EVOLIO Marketing Post-event & Onsite Attendee Surveys conducted in 2021 – 2023, n=21,269

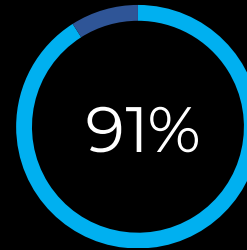


EVOLIO ATTENDEE BENCHMARKS

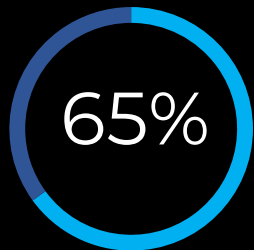
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NET PROMOTER SCORE
"Likely to recommend event to colleagues"



PLAN TO TAKE ACTION WITH EXHIBITORS
FOLLOW, REQUEST INFO, MEETING, PURCHASE



HIGH SATISFACTION WITH EXHIBITOR QUALITY
Extremely/Very Satisfied

TOP REASONS FOR ATTENDING



See new products



Industry trends

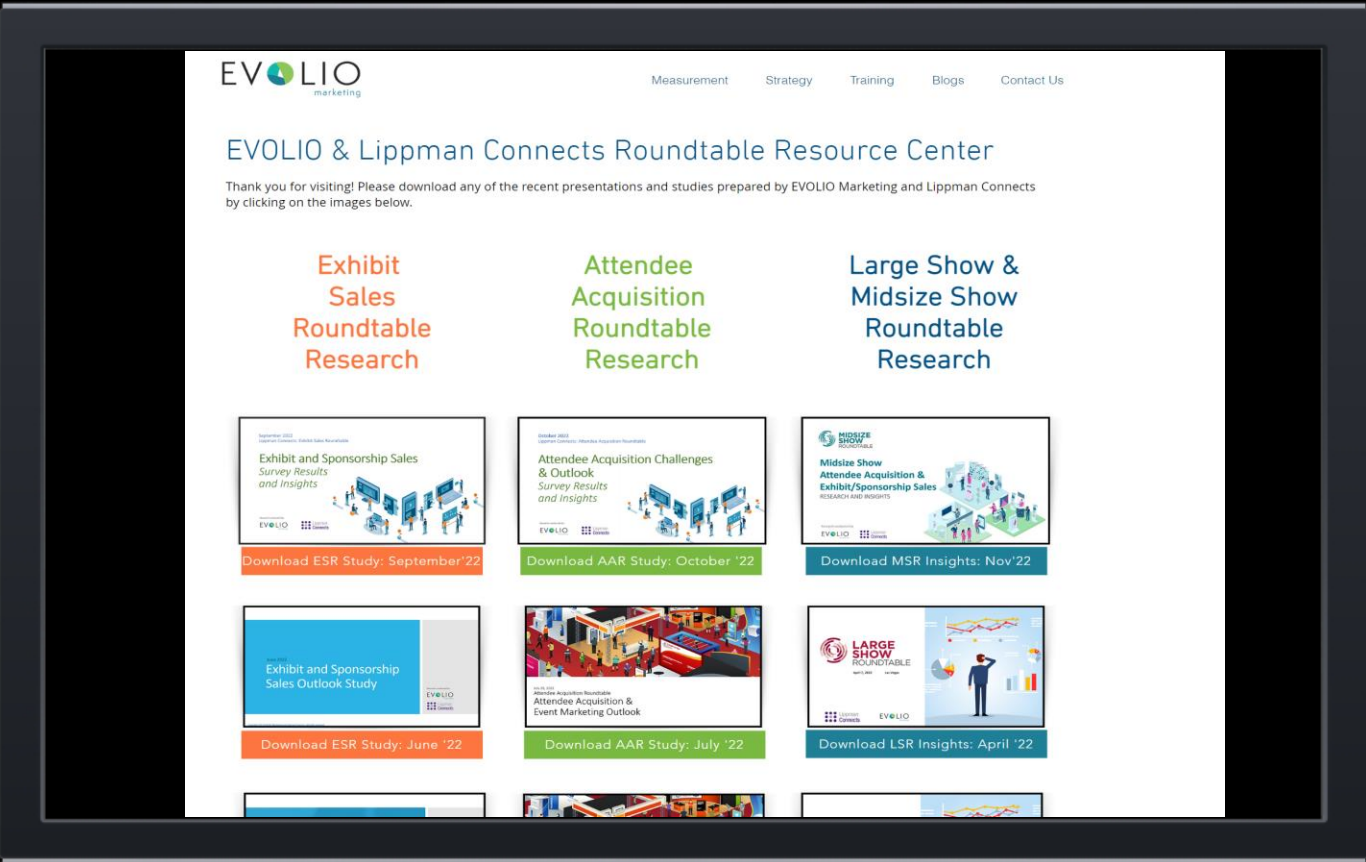


See specific products



Networking

ADDITIONAL RESEARCH AND RESOURCES



For access, email joef@evoliomarketing.com



Thank you!

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