

# 360° View: Attendee Acquisition Research Roundup



**ATTENDEE  
ACQUISITION**  
ROUNDTABLE

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Presented by:  
**Joe Federbush**  
President





Founded in 2015

25+ years measuring exhibits & events globally

Over 1,000 events and exhibits measured

Over 950,000 attendee and exhibitor surveys completed

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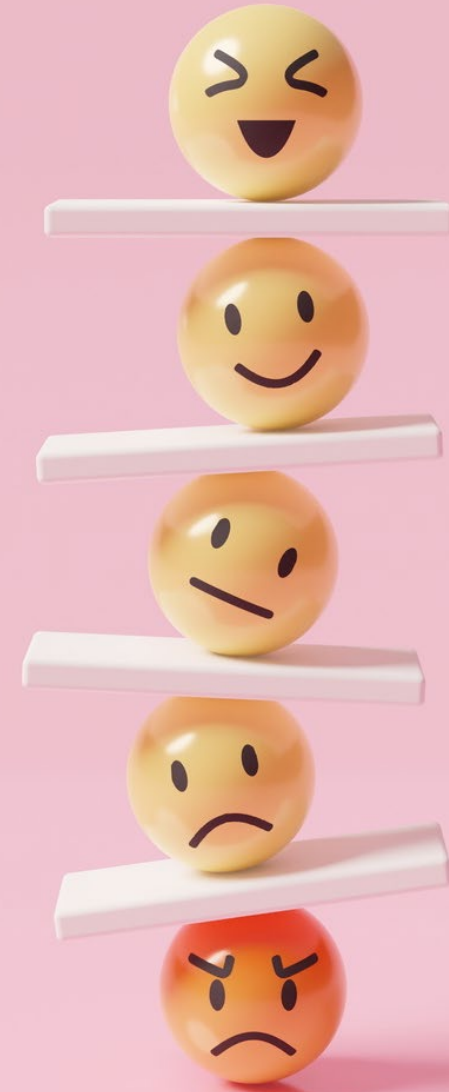
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# Feelings Aren't Facts<sup>®</sup>



# 2024 Show Organizer Study Results



# Show Organizer Study

Based on...

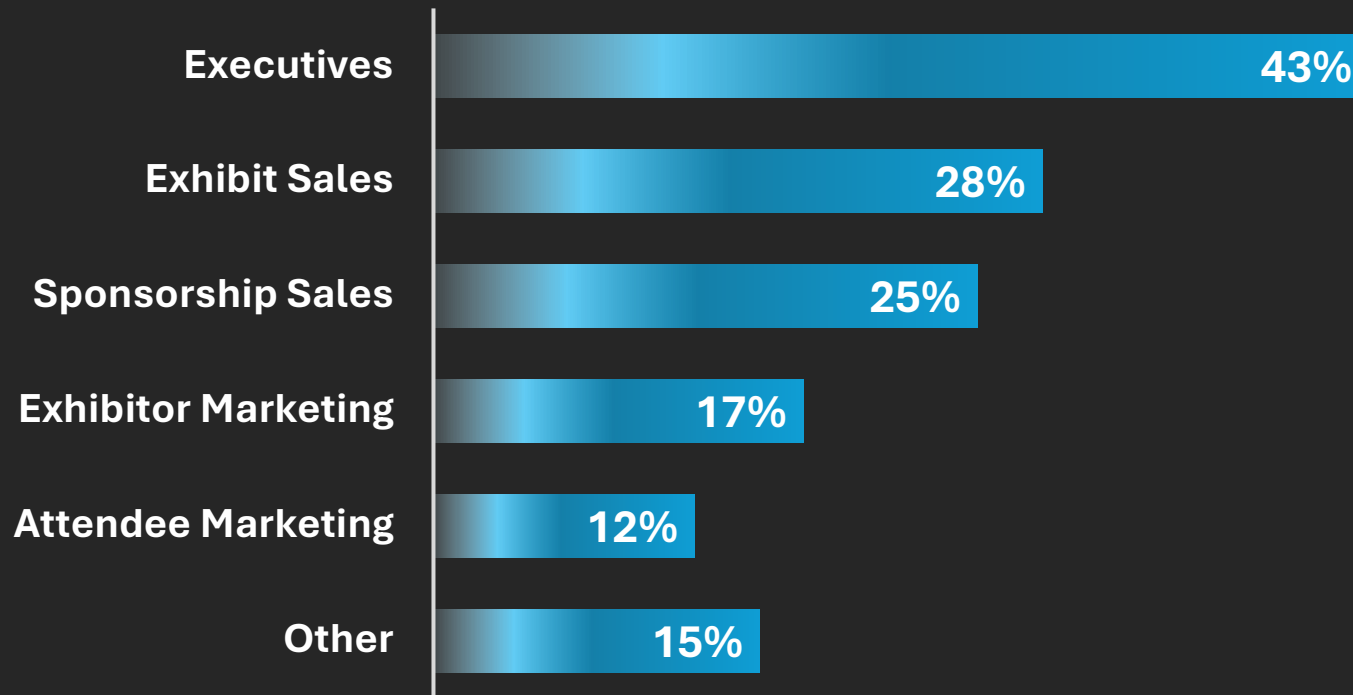
- **143** completed surveys
- **Wave 1: April – May 2024**
- **Wave 2: Fall/Winter 2024**
- **Wave 3: Spring 2025**



Scan to complete the survey

# Respondent Profile

## JOB ROLES

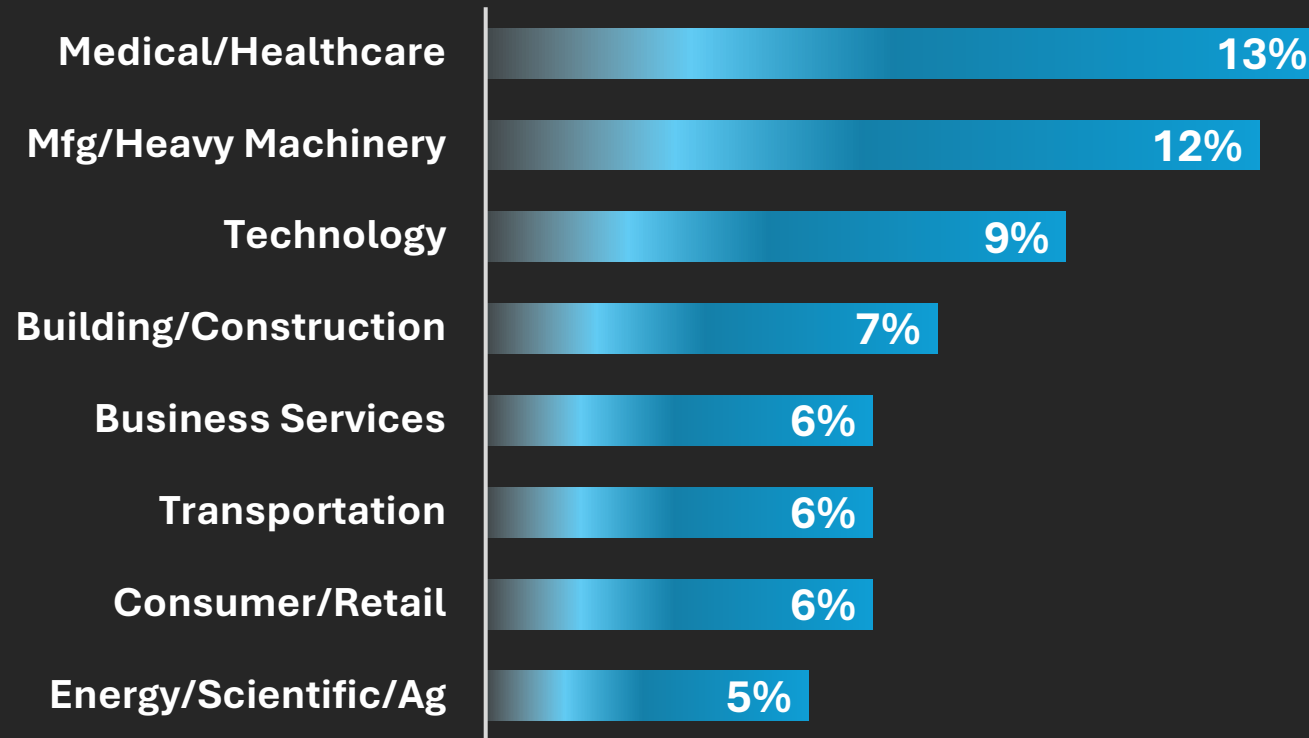


**22** avg. years  
in events

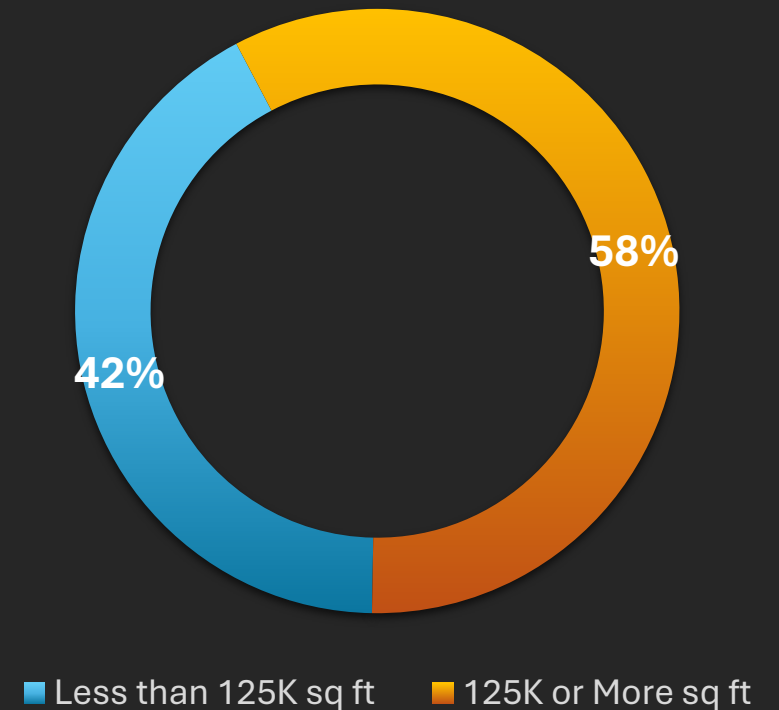
**61%** 5 events or  
fewer per  
year

# Respondent Profile

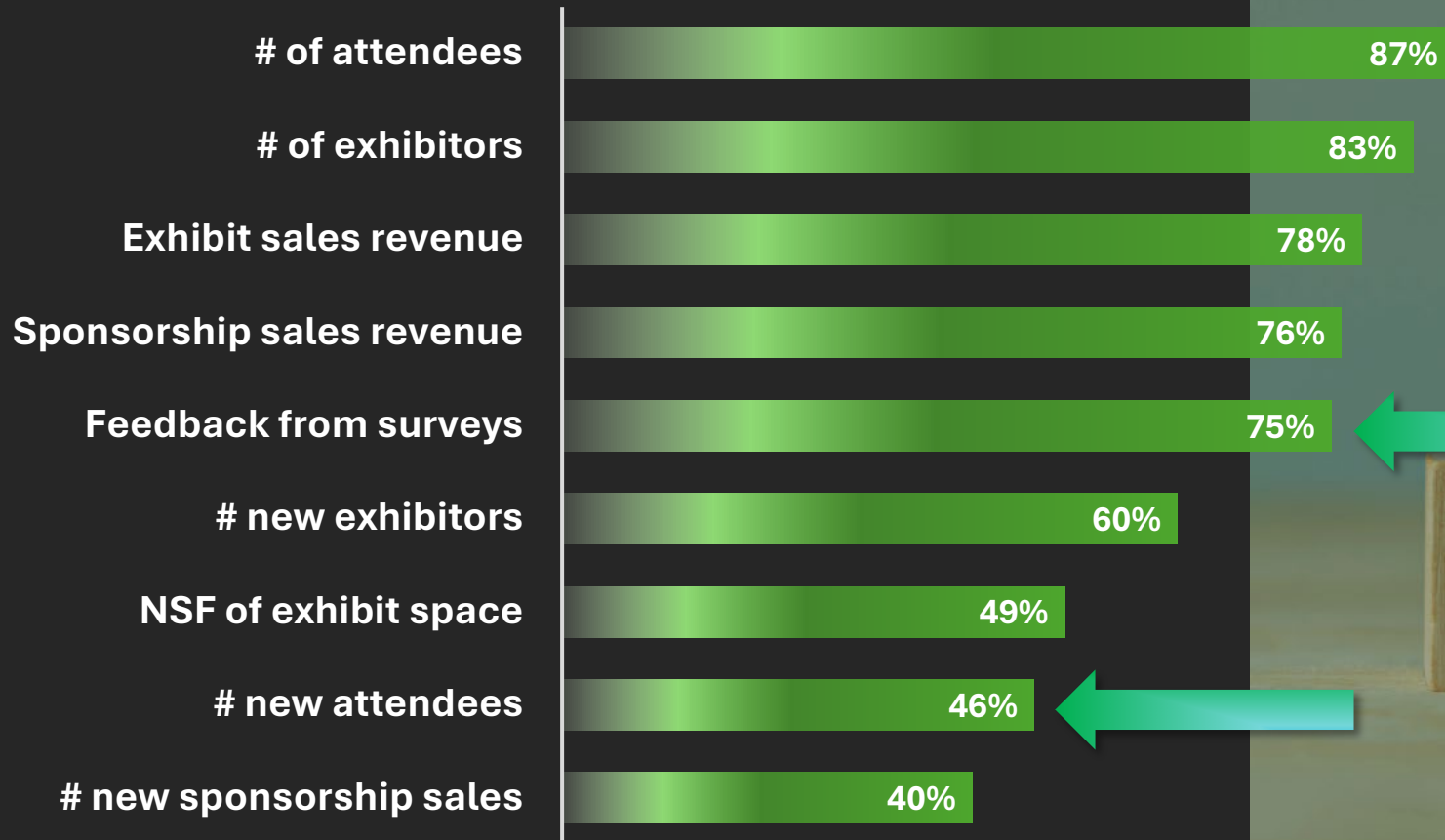
## INDUSTRIES



## SHOW SIZE



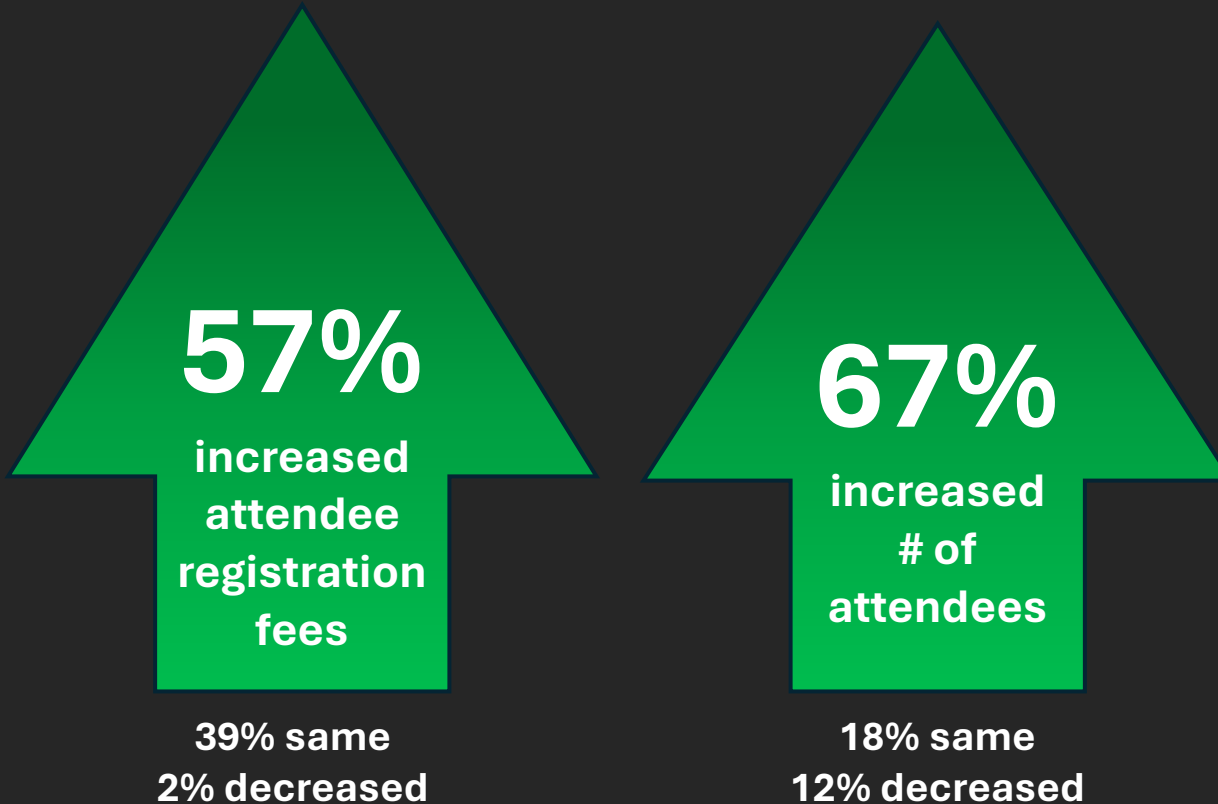
# KPIs Used to Measure Success



Question: What KPIs (key performance indicators) does your organization use to measure the success of your event(s)? Select all that apply.



# Compared with 2 years ago...



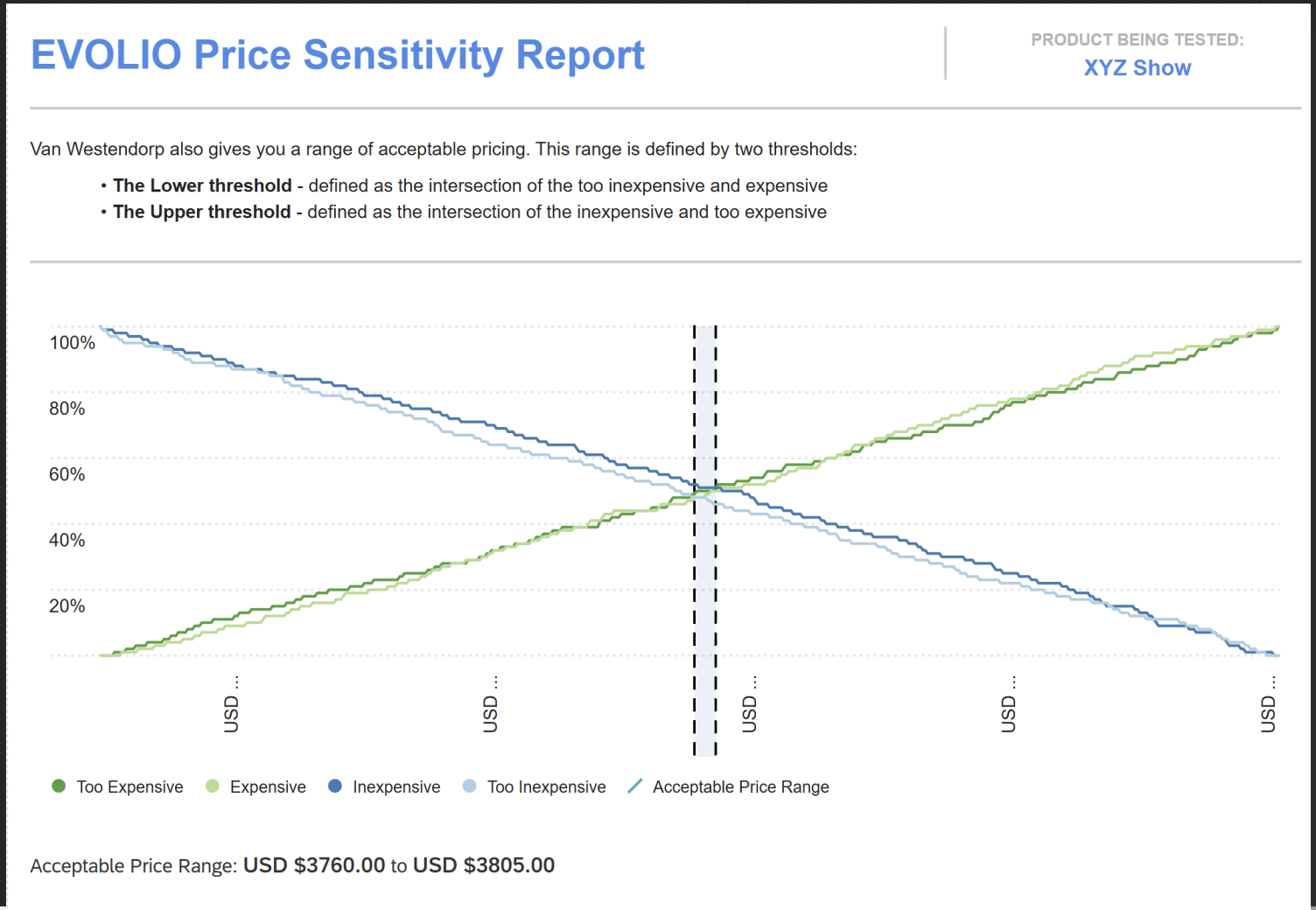
## Price-point Sensitivity Testing: Van Westendorp Model

- 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?

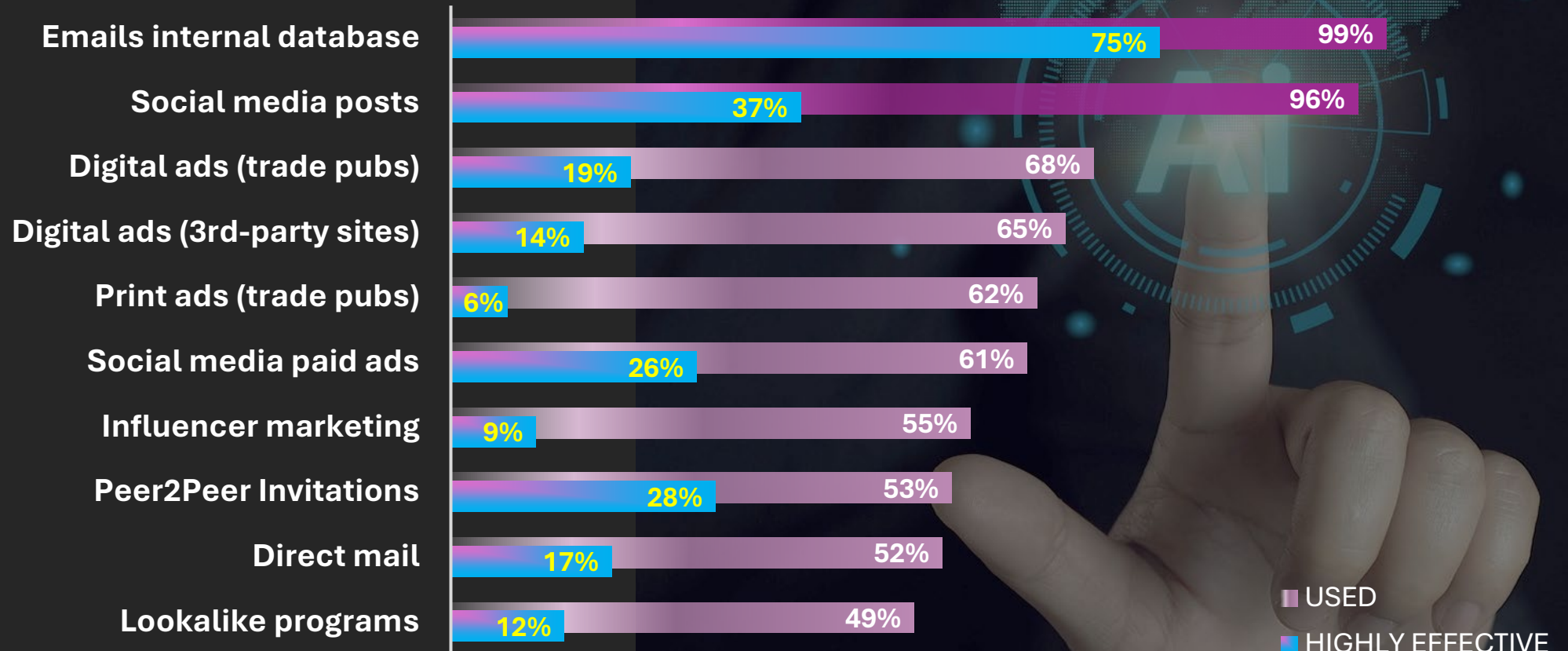
Question: What tactics are used for your attendee acquisition campaigns? Select all that apply.

# Van Westendorp Model

- 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

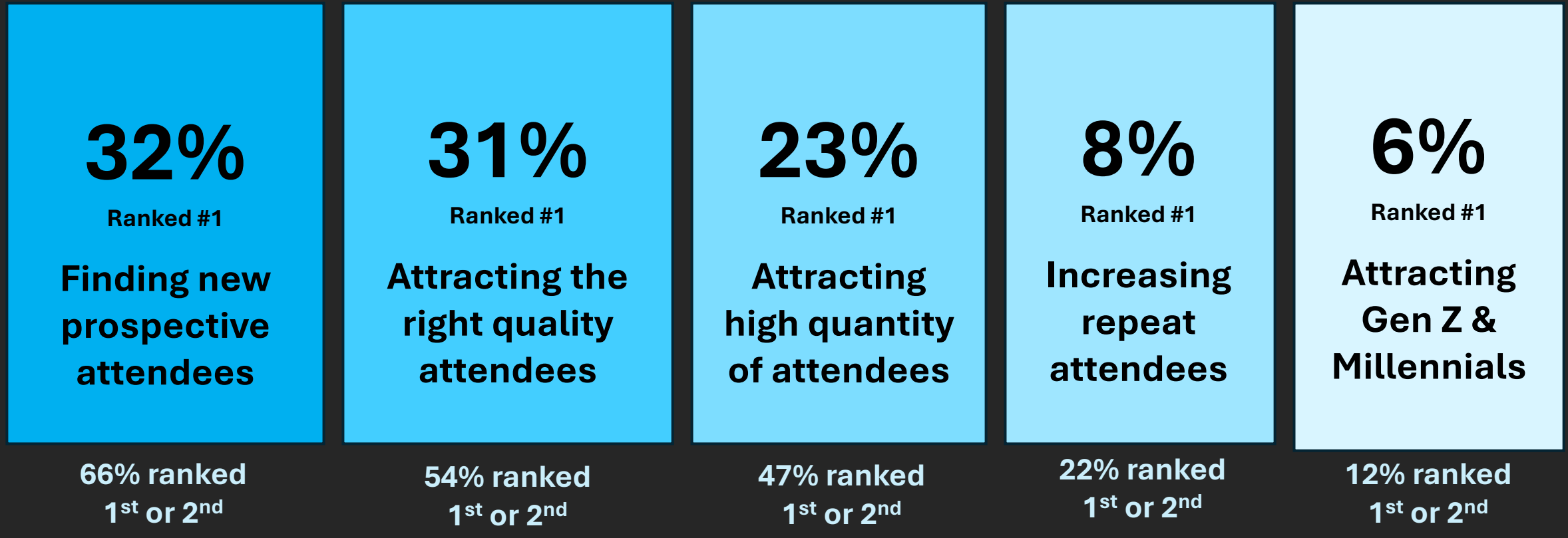


# Marketing Tactics Used + Effectiveness



Question: Which attendee acquisition tactics are most effective? Select up to 3.

# Greatest Attendee Acquisition Challenges (ranked)



Question: Rank order your top attendee acquisition challenges.

# Leveraging AI for Attendee Acquisition

**Predictive Analytics**

**Personalized & Narrowband Marketing**

**Smart Networking**

**Persona Development**

**AI Chatbots**

**Dynamic Pricing Strategies**

Predictive Analytics

Persona Development

Personalized & Narrowband Marketing

AI Chatbots

Smart Networking

Dynamic Pricing Strategies



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

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CASE STUDY

**70%**  
accuracy

**>25%**  
more meetings

**RESULT:**

**Increased Pipeline and ROI**  
*Event worth the investment*

Predictive Analytics

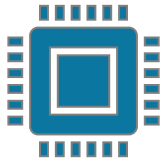
Persona Development

Personalized & Narrowband Marketing

AI Chatbots

Smart Networking

Dynamic Pricing Strategies



## 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

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CASE STUDY

89%

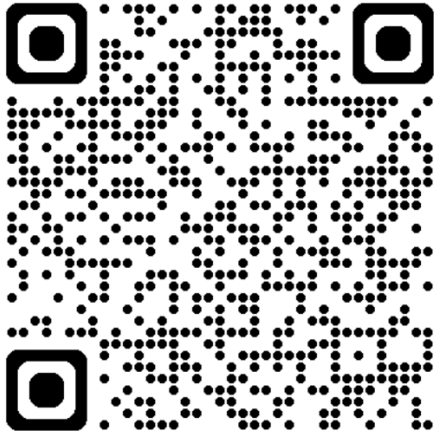
attendee  
satisfaction

+35%

sponsor  
satisfaction YoY

**RESULT:**

Increased attendee quality  
Increased ROX and ROE



# THE EVENT MECHANIC!

t: What You Must Do Now to Save Your Events Industry Role

Summarize

Reply
 Reply All
 Forward

Thu 10/17/2024 7:49 AM



## EVENTSMATTER!

Where event innovation, best practices and insight are added to your toolbox!

### The AI Threat: What You Must Do Now to Save Your Events Industry Role

Your current job in the events business, no matter how secure it feels, is on borrowed time. This isn't a call to panic, but an opportunity to seize the opportunity to move up the value chain with your company and become more strategic and critical to the success of your events. To thrive in the new AI-driven landscape, event professionals must evolve their skills and embrace change. Here's how:

#### 1) Read

To stay relevant, you must constantly update your knowledge both inside and outside the industry. I recommend reading the news relevant to the events industry, books on self-improvement, or any non-fiction. I have found ideas relevant to my writing and my work from articles and books which have nothing to do with this industry which have made a difference to my expertise. It's an easy thing to do and I suggest reading at least one book a month. Find the time by turning off the screen and putting your cell phone down.

#### 2) Get in Front of Your Customers—AI Can't Replace Human Connection

AI can't replicate the trust and rapport that comes from personal interactions. Make it a priority to engage directly with your customers, no matter what your position. Pick up the phone and call them, walk the floor at your event, and have real conversations to understand why they're there. If you're not regularly interacting with your customers, it's time to start now. The more you engage, the better you understand their needs—and the more essential you become to their success.

#### 3) Take Ownership of Strategic Thinking for Your Job

AI can handle routine tasks, but it can't match the creative, strategic vision that you bring to the table. The future belongs to those who can develop innovative ideas that align with their company's goals and adapt to industry changes. Focus on becoming the person who consistently generates these thoughtful and incisive ideas. If you're unsure where to begin, start by reading up on strategy development to sharpen your skills (or call me to help you). The more you lead with strategic insight, the more valuable you become.

#### 4) Use Your Unique Background to Tap into Your Future Creativity

Your personal and professional experiences shape a perspective AI can't replicate. Use this to your advantage by drawing on your unique background to bring fresh, creative approaches to event planning, execution, and strategy. Your creativity remains a critical asset as AI continues to evolve.

#### 5) Learn the Context and Reason for What You Are Doing

AI can process data, but it can't understand the nuances or rationale behind decisions. Knowing the "why" behind what you do ensures you can adapt intelligently and make better decisions when facing new challenges. Mastering the context allows you to think critically—something AI cannot yet achieve. When you understand what your customers want and find valuable, this gives you an unrivaled edge when you are making decisions on tactics and strategy.

#### 6) View AI as a Tool, not a Crutch





How are you  
utilizing **AI** for your  
attendee  
acquisition efforts?



Let's switch gears for a moment...

*What are exhibitors saying?*

*How does it impact attendee acquisition?*

AUGUST 2024 INDUSTRY STUDY:

# Identifying & Addressing Exhibit & Event Management Challenges

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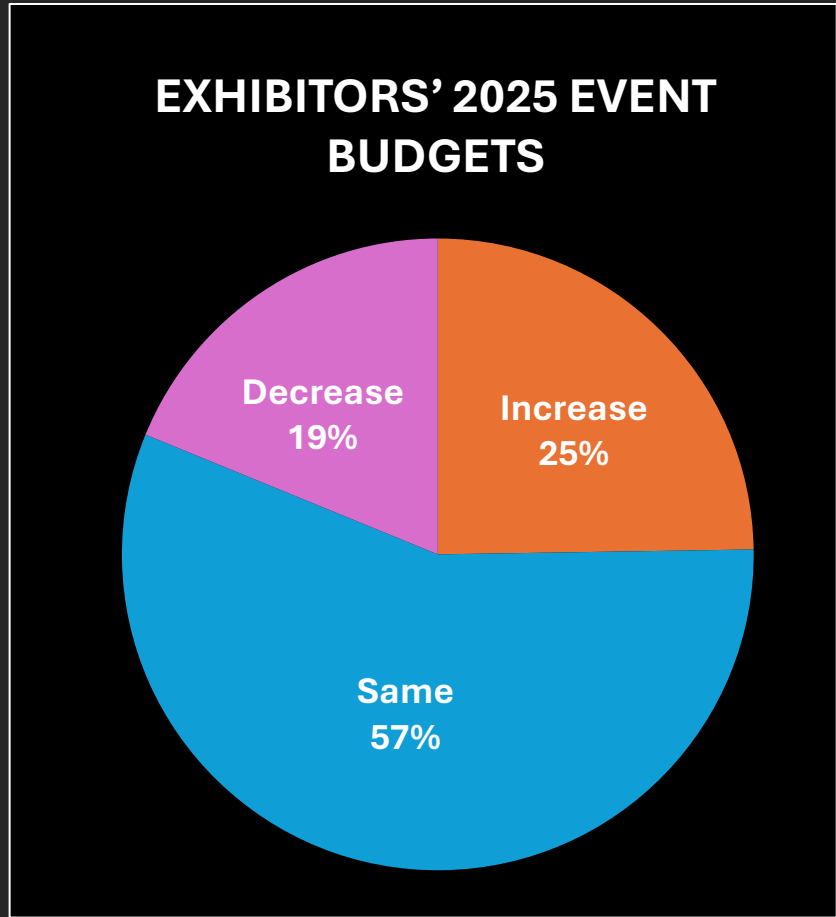
Conducted by



# The Situation: Exhibitors' POV

## RESPONSE SUMMARY

- 241 responses
- July-September 2024
- Exhibitors and event managers
- Average 16 years in event career
- 97% influencers of event selection and budget
- 58% decision-makers of event selection and budget



| INCREASED EVENT COSTS IMPACT ON BUDGET |     |
|--|-----|
| Decrease presence                      | 72% |
| Send fewer staff                       | 61% |
| Re-evaluate our strategy               | 58% |
| Scale back on sponsorships             | 58% |
| Re-evaluate budgets                    | 58% |
| Decrease # of shows                    | 45% |
| Assess our event portfolio             | 37% |

Direct impact on attendee experience

# Exhibitor POV: Sentiment Towards Events

At some tradeshows, holding our own offsite activities is preferred instead of exhibiting



Overall, increased costs of event marketing are outweighing the value of the investment



Show organizers provide options that align with my company's objectives when participating in their event



■ Agree    ■ Neutral    ■ Disagree

If you would like your exhibitors & sponsors to participate in this survey so you can compare your results, contact

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

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



## TIPS: Your Event Website



**Look at your site and posts from prospective attendee perspective**



**Responsive design for web, tablet, mobile**



**Easy to find tradeshow and conference dates, exhibit hours, and venue and hotel details**



**Exhibit hall floorplan in the app**



**Number and types of registration questions**



ASANTE  
KIITOS ARIGATÔ MAAKE  
GRAZZI GRAZZIE KIITOS TAKK  
UA TSAUG RAU KOJ  
MERCIOBRIGADO DANKE  
THANK YOU  
MULTUMESC  
GRAZZIE XIÈXIÈ GRAZZI DANK JE KIA ORA TAKK GRAZZI  
MERCIO TACK DANKON SPASIBO TACK  
DANKIE MATONDO  
MERCIO  
KIITOS



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# Big thanks to our sponsors

