



Audience Acquisition Trends & Next Generation Uses of A.I.

Attendee Acquisition Roundtable, March 21, 2024





15+ years in events

Chief strategist behind Bear IQ development



Joe Colangelo

CEO & Co-Founder

Bear Analytics

www.BearAnalytics.com



Today's Agenda

1. Trends in today's audience acquisition campaign
2. Using ML & AI to "RENEW" your prospect universe
3. The future of audience targeting - using their session/program engagement data

**Please ask questions along the way -
let's be as interactive as possible**





2.7
Million

TOTAL EVENT REGISTRATIONS ANALYZED

\$450M

Total registration dollars

TOTAL REGISTRATION REVENUE ANALYZED

15M+

**Demos & Audience
Behaviors Analyzed**

Data Volume in Bear IQ



#1 Campaign Behavioral Trending

Early Campaign

20 to 12 weeks out

- Focus on loyalists & senior attendees - they are registering slightly earlier than ever.
- Messaging - network effect messaging to these folks.
Ex: *"Your team grows at XYZ Expo"*
- Emphasize top of funnel and awareness pushing

Mid Campaign

11 to 5 weeks out

- Demographic patterns start to solidify
- Domestic (US) regional window becomes a priority for those traveling >500 miles. Currently NE is traveling at its strongest level from 2020
- If Org depth (Ind/ Company) is pacing ahead - you're in great shape!

Late Campaign

4 to 0 weeks out

- First-timer vs. Returning registrant balance inverts
- Window is closing on country's where you're pacing behind (x-Canada/Mexico)
- Second-sale messaging focused on the conversion from registrants to attendees. Late registrants are verifying at lower rates



Organizational Participation Patterns

B2B Tracking to Ensure Adequate Audience Coverage

Total Organizations in 2024 ⓘ

4,553 ▼ -28%

Total Organizations in 2023 ⓘ

6,356

Individual Per Org in 2024

5.06 ▲ 42%

Individual Per Org in 2023

3.56



Identifying Key DM per Company

Grab the senior most titles per org in your prospect universe for dedicated messaging on event value



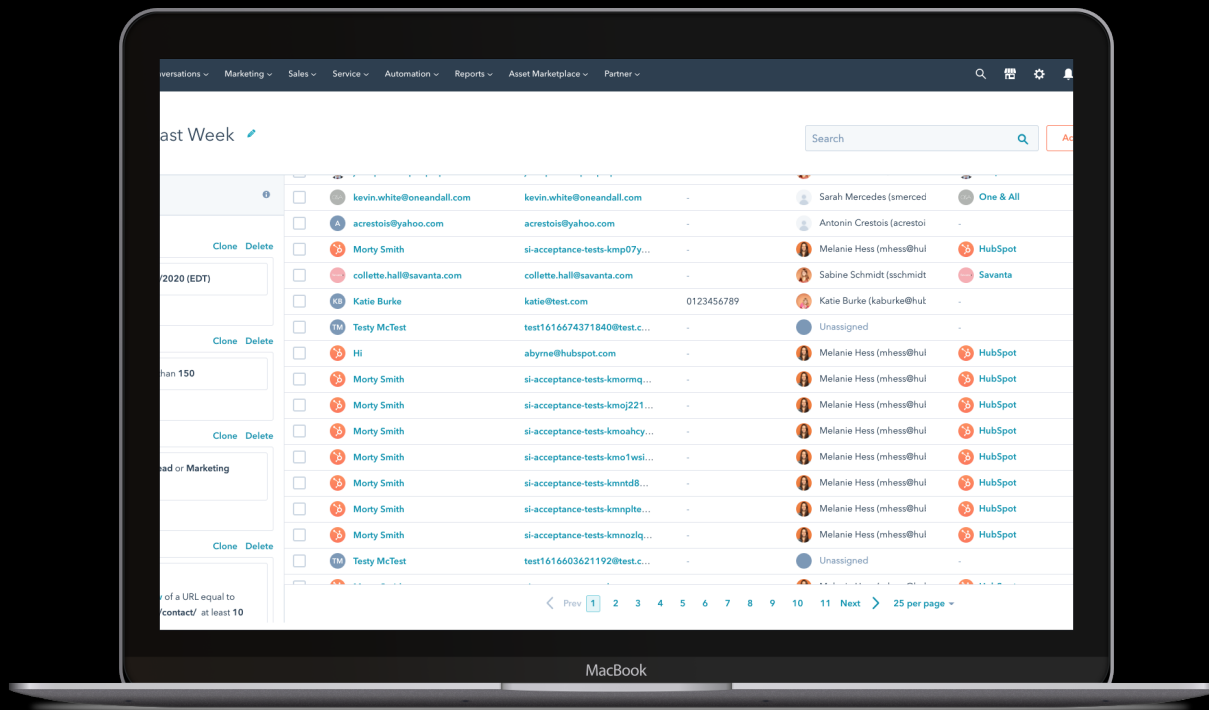
Push Organizational Depth to Exh Sales Team

Cross-marketing success by taking your growing audience universe into FOMO messaging to exhibitors and sponsors



How Reliable is Your Prospect Universe?

Prospective Audience Data Churned Faster Than Ever between 2020-2022



- **Lack of new prospects from top of funnel**

With limited events or only virtual - the leads an organizer would typically see - dropped in numbers.

- **People moving companies or leaving roles**

Big Quit or Great Resignation - people moved roles at a alarming quick rate.



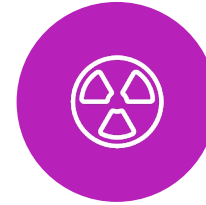
Data Decay Metrics is Serious Business

1

<https://www.hubspot.com/database-decay>

2

<https://www.linkedin.com/pulse/data-decay-next-center-pandemic-vivek-jain/>



22.5%

ANNUAL RATE OF DATA DECAY

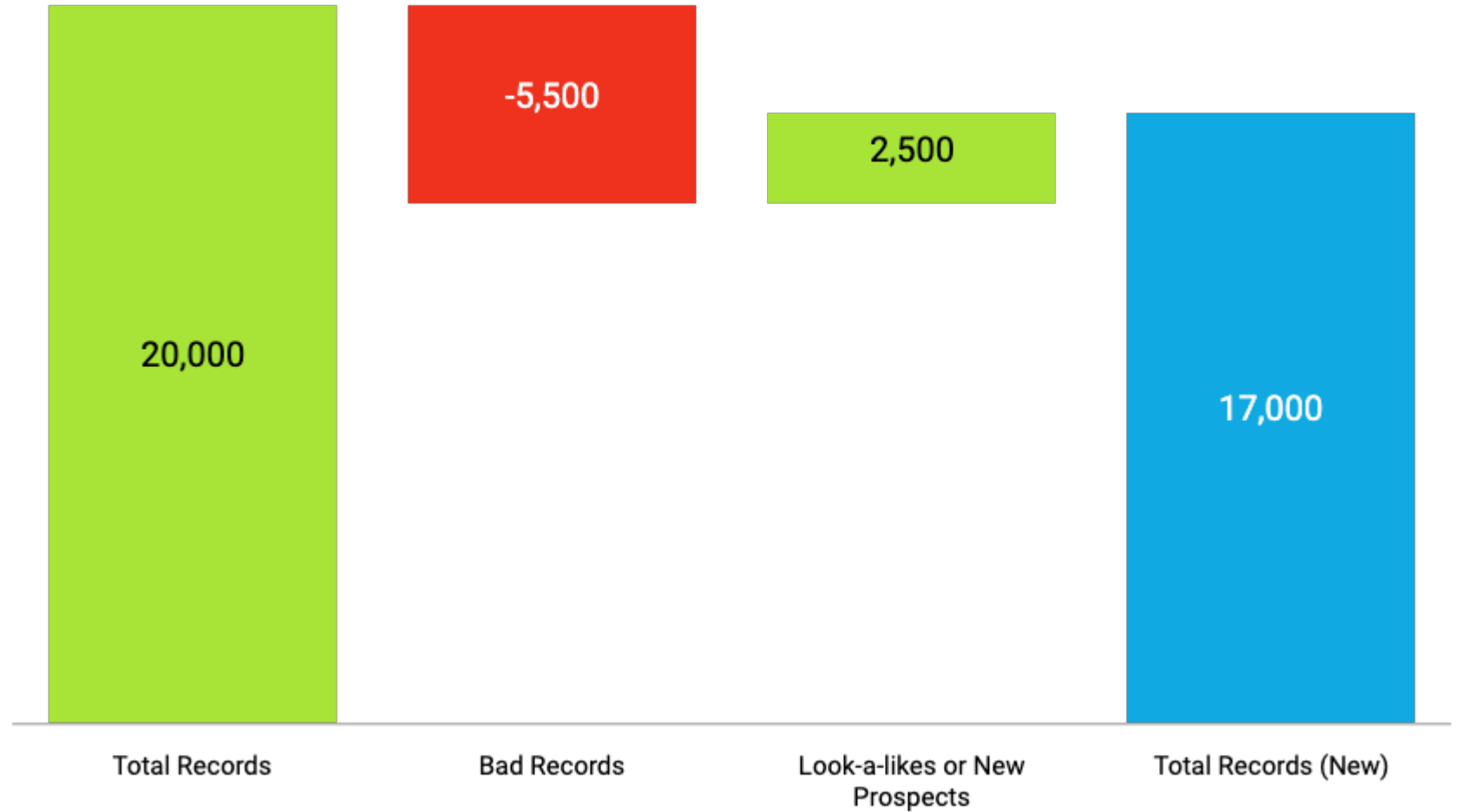


1-10-100

ACCORDING TO THE **1-10-100 RULE**, ALSO KNOWN AS "THE COST OF QUALITY," THE COST OF PREVENTING DATA DECAY IS \$1, CORRECTING IT IS \$10, AND THE COST OF DOING NOTHING IS \$100

Audience Prospect Universe Waterfall Chart

Example Event Prospect Universe

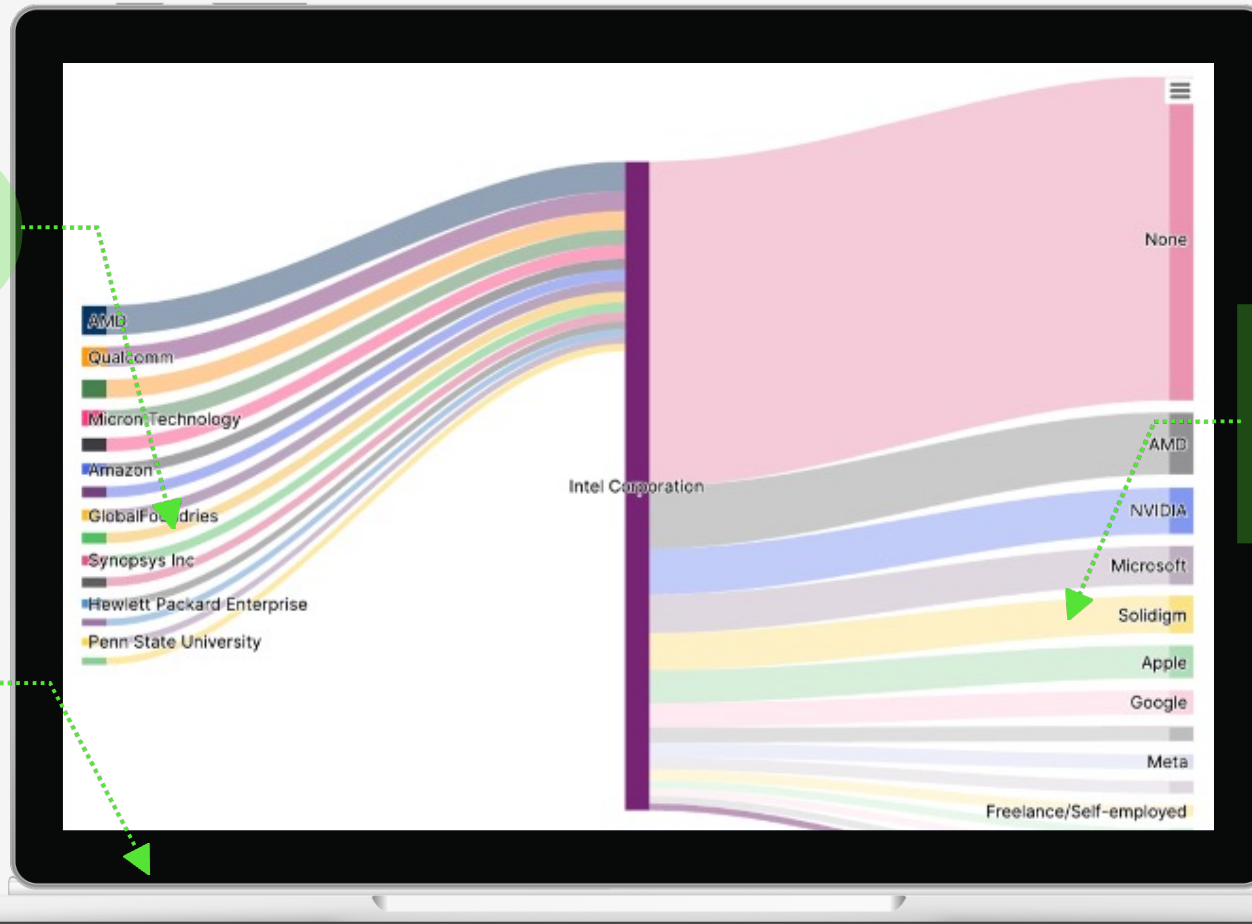




Now You Can RENEW Your Old Audience

Use AI/ML to track job changes in real-time

Identify who backfills roles & where your current contact went



Bring back leads who have experienced your events before!

Publicly Available Job Movement Data

A Simple Example

Job Change Detected ↓	Person	Current Job	Imported Job
2024-03-20 6:33 PM	Julius Solaris	Boldpush (Apr 2022) Founder	Swapcard Head of Engagement

Experience

Founder
 Boldpush · Self-employed
 Apr 2022 · Present · 2 yrs
 Las Vegas Metropolitan Area
 Boldpush is a vertical agency helping eventtech, corporate teams and agencies grow. Go-to-market, content, registration and sponsorship strategy.

Content Marketing
 Event Technology: A Mutual Connection

VP of Marketing Strategy, Events
 Hopin · Full-time
 Sep 2021 · Feb 2022 · 6 mos
 United States
 I looked after Hopin's go-to-market strategy for the meetings and events industry. I learned a lot about tech, they learned a lot about events.

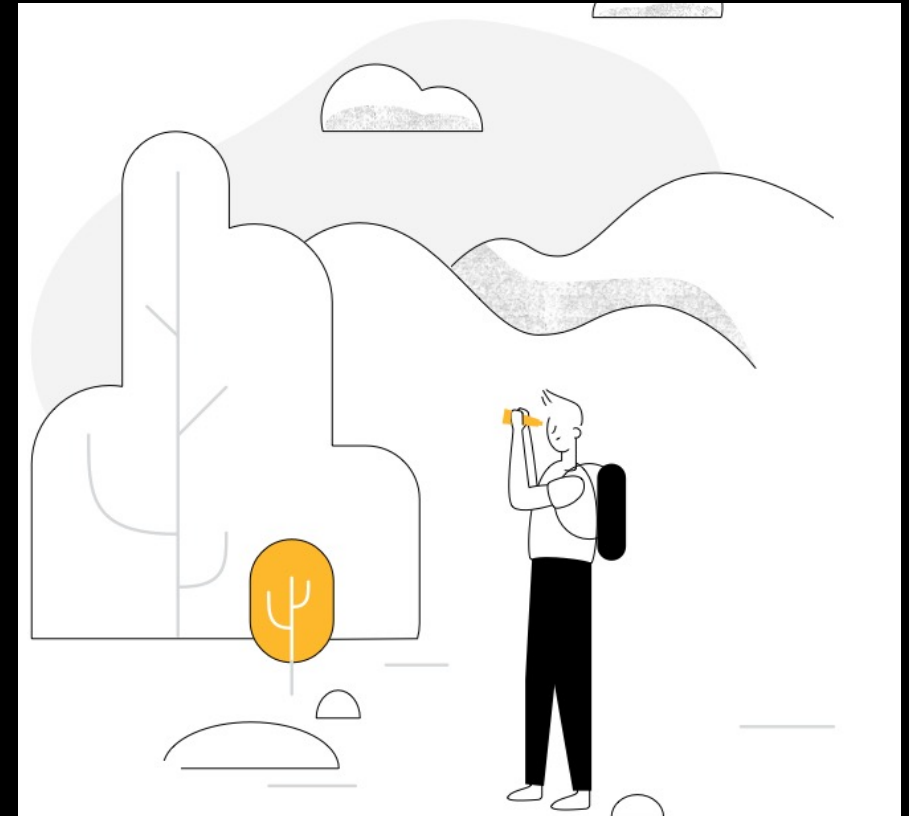
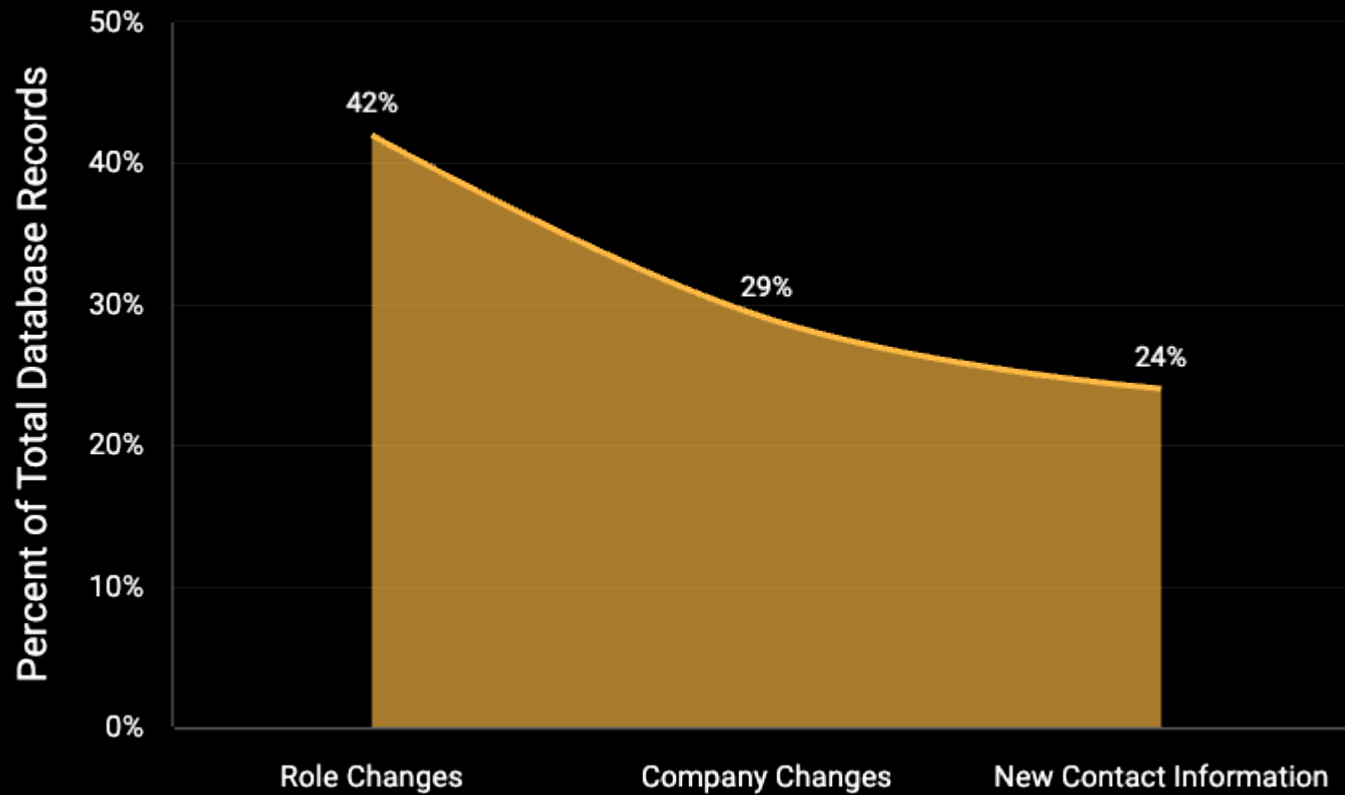
Head of Engagement
 Swapcard · Full-time
 Feb 2021 · Jul 2021 · 6 mos
 Las Vegas, Nevada, United States
 My first tech role after 15 years in media. We figured out a complex content machine in a few weeks. I loved the team and had a lot of fun.

Editor In Chief - EventMB, a Skift brand
 EventMB
 Apr 2007 · Feb 2021 · 13 yrs 11 mos
 Las Vegas, Nevada Area
 EventMB (now SkiftMeetings) was the point of reference for the event industry. Bootstrapped and sold in 2019 to Skift. We revolutionized the way to do content in the event industry, influenced trends, ai ...see more



In early testing - tracking individual role changes saw that for

Every 10k People...





Increasing the Long Tail Value of Content

#3

Leverage Your Session Data for Audience Acquisition





Secret Recipe to Turn Content into More Attendees

The following is a step by step guide to taking your session attendee data from this year's event and turn it into meaningful marketing tags for your next event.

Track session scans

Characterize session content with an AI model

AI tags individuals based on their ACTUAL content choices

Build marketing messages & campaign cohorts around future content topics





Use Your Event's Program to Market for Future Events


This strategy works for webinar and virtual content as well!



The 2025 National Movie Maker's Conference is back in LA!

Let's Talk The Future of Cinema!

July 20-22, 2025 | Los Angeles, CA



Hi Susan,

The magic of movie-making is set to unfold like never before! We're thrilled to invite you to the 2025 National Movie Makers Conference, the ultimate gathering for film enthusiasts, creators, and visionaries from across the nation. Scheduled for July 20-22, 2025, at the scenic downtown Convention Center in Los Angeles, this event promises to be a groundbreaking celebration of cinematic arts, innovation, and collaboration.

With interactive sessions covering topics across:

- Virtual Reality
- Augmented Reality
- Innovation
- Film Technology

00 23 59 42
Days Hours Minutes Seconds

[Book your seat now](#)

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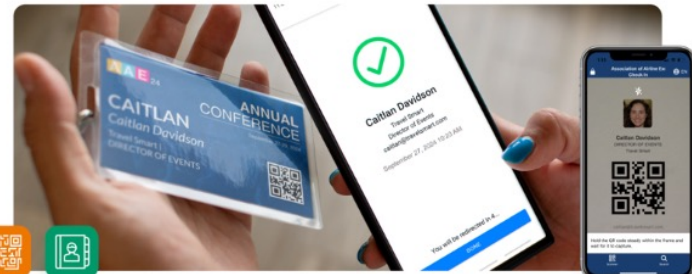


WALLS.IO /socialwall

Liz Morgan, Cisco

Walls.io is our go-to method for events that take place on a global scale, specifically Cisco Beat. Cisco Beat is a monthly all-employee (around 70,000 people) call.

CREATE POST



CAITLAN DAVIDSON
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DIRECTOR OF EVENTS

CAITLAN DAVIDSON
Event Director
Director of Events
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Association of Active Pro



Questions?

Don't hesitate to reach out!

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- LinkedIn
<https://www.linkedin.com/in/josephcolangelo/>
- Bear Analytics
www.BearAnalytics.com