



A Freeman Company

Building a Predictable Pipeline

**Attendee Acquisition Roundtable
October 17, 2024**

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SUCCESS *Captured*

NABSHOW
Where Content Comes to Life

**Numbers were
looking great in
2019.**

And then...





**Burning Question:
Who *IS* our
audience?**

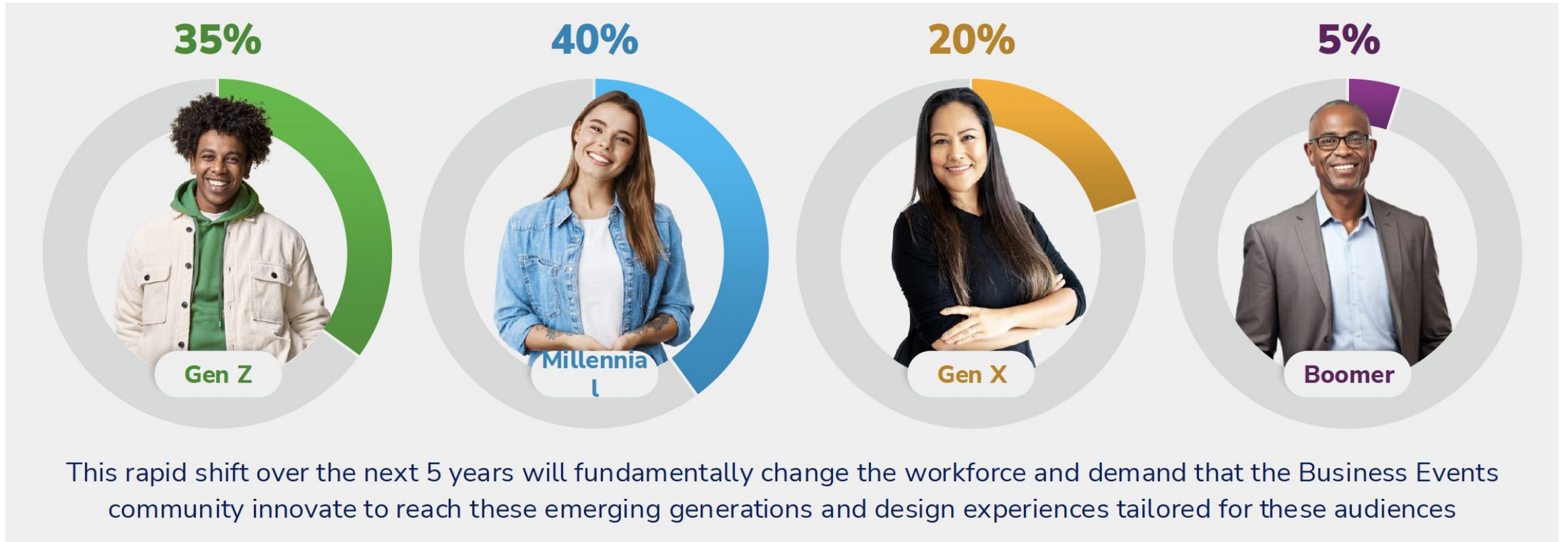
**Are You Seeing Shifting Demographics
at Your Events?**

Gen Z has overtaken Boomers in the workforce

U.S. full-time workforce, by generation



By 2030, the Workforce Composition Will Be:



Source – US Department Of Labor

Do you know your Next Gen audience?

51 ▼ 44



+ **Get it!**

● **Demographics**

● **Priorities**



They want
to conduct
their
**own product
research**

Social media
is the **#1**
**product
discovery
channel**

They **shop**
**on their
phones**
more than
any other
device

1 in 3 use AI
chatbots like
ChatGPT

1 in 5
consider
themselves
content
creators or
influencers

More than
half are
being more
**careful with
spending**

75% say
data privacy
is a **human
right**

They want
to support
brands
committed
to **social
advocacy**

Generation(s) We

Your event attendees are consumers first

NEXT GEN EVENT-GOER

TRADITIONAL EVENT-GOER

TikTok trendsetters

Work-life alignment

Entry-level

Authentic, personal connection

Mid-career

More female

Bridging generations

Rising leaders

Skewing more male

Mentor/legacy

85% male

Ready to retire

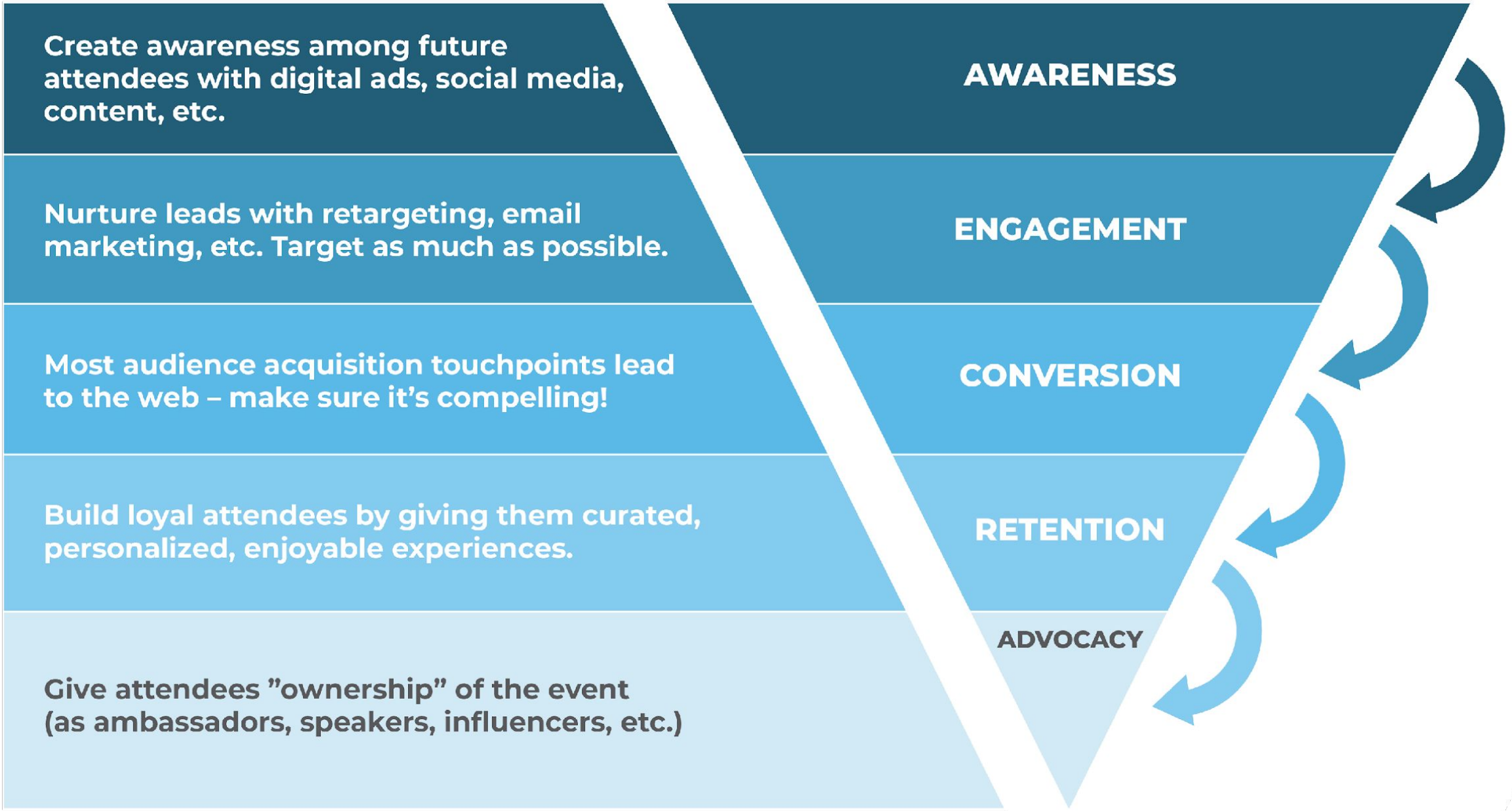
GENERATION Z
1997 - 2012

MILLENNIAL
1981 - 1996

GENERATION X
1965 - 1980

BOOMER
1946 - 1964

What We Did!



Create awareness among future attendees with digital ads, social media, content, etc.

AWARENESS

Nurture leads with retargeting, email marketing, etc. Target as much as possible.

ENGAGEMENT

Most audience acquisition touchpoints lead to the web – make sure it's compelling!

CONVERSION

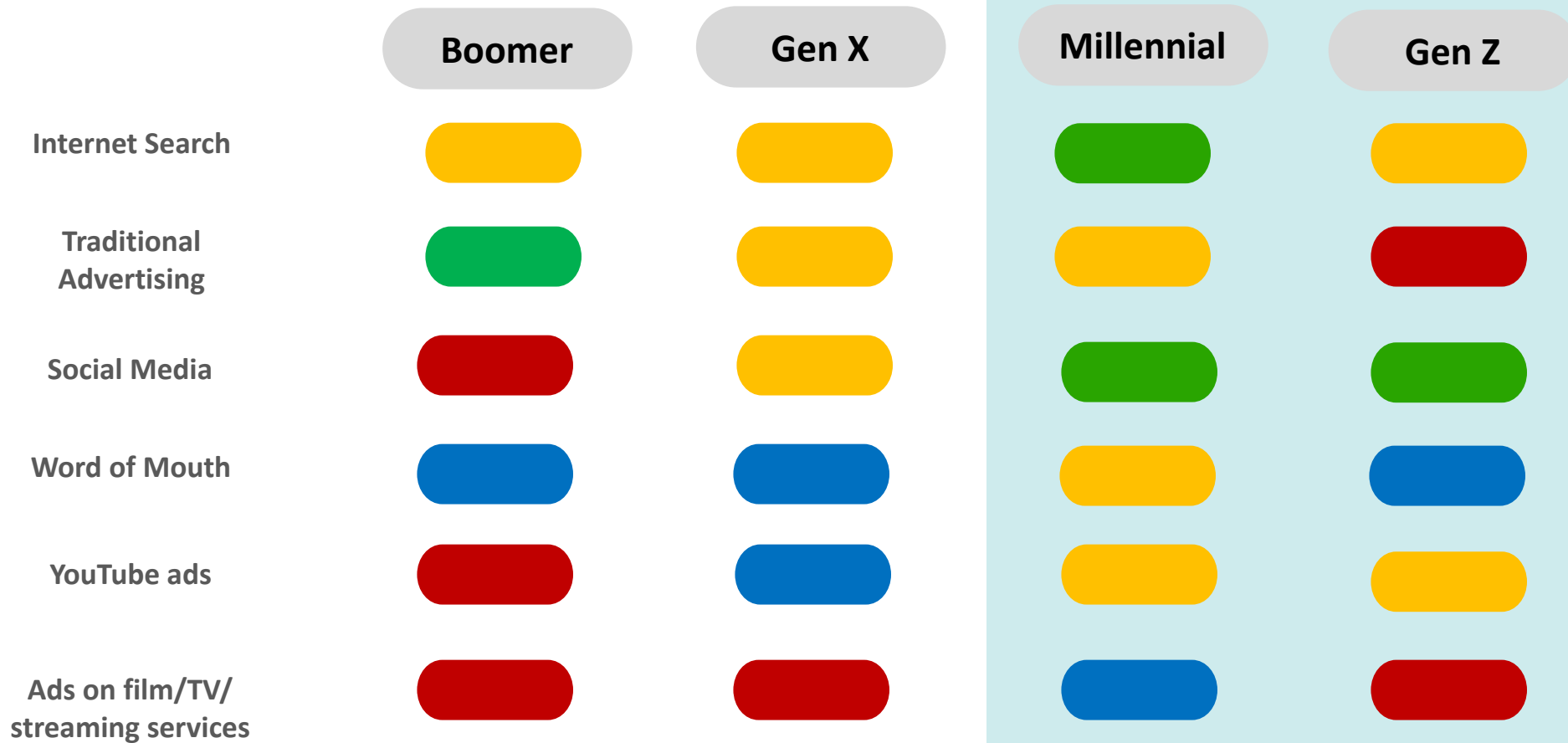
Build loyal attendees by giving them curated, personalized, enjoyable experiences.

RETENTION

Give attendees "ownership" of the event (as ambassadors, speakers, influencers, etc.)

ADVOCACY

Which channels do consumers discover products?



Very High (50%+) High (40-49%) Moderate (30-39%) Low (29% or Less)

AWARENESS

KEY PERFORMANCE INDICATORS

Engagement

Impressions

NOT CONVERSIONS!

KEY MARKETING TACTICS

Paid Social Channels

Outdoor Ad Campaign

TikTok Ad Campaign

Sooooo...how'd we do?

2022 Results — Year 1



45k Clicks
3 Conversions

**TikTok Delivered
3.5 Million
Impressions**

**Outdoor Advertising
Delivered 750k
Impressions**

28 Clicks
3 Conversions

**Internet Radio
Delivered 280k
Impressions**

3k Clicks

**YouTube Delivered 3
Million Impressions**

2023 Results — Year 2



**Paid Search
is a Top
Conversion
Performer**

**Introduced A/B Testing in 2023 to Learn
How to Optimize our Ads for Cold Audiences**

A/B Testing Results

ADS WITH FEMALE
A/V PROS DROVE
ENGAGEMENT*

2X

AVG INCREASE TO
CTR USING SHOW
FLOOR IMAGES*

+37%

AVG INCREASE TO
REGISTRATIONS WITH
"FREE" IN AD COPY*

134%

LANDING PAGE
VIEWS FROM
LATAM FEMALES*

50/50

COMPANIES
CLICKING ADS WITH
2-50 EMPLOYEES**

1/3

Plan for 2024

Continue
to **Invest**

Introduce
New Channels
(Reddit)

Add a
**Micro
Influencer
Program**

Use Our
**A/B Testing
Learnings**

2024 Results — Year 3



650k Clicks

**TikTok Delivered
13.2 Million
Impressions**

**Outdoor Advertising
Delivered 1.2M+
Impressions**

195 Clicks

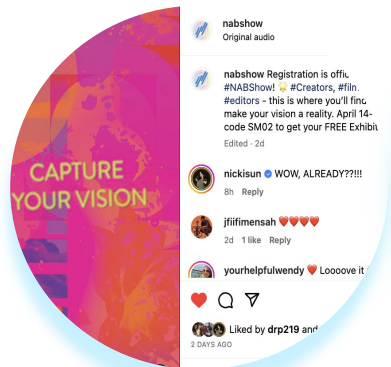
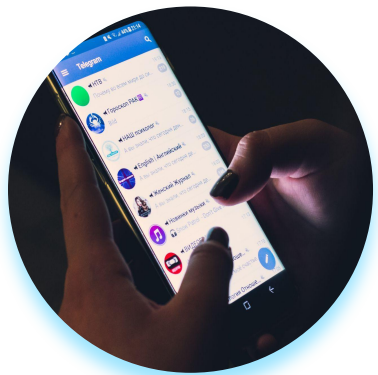
**Internet Radio
Delivered 286k
Impressions**

12 Conversions

**CTV/Online Video
Delivered 1M+
Impressions**

Make it Work for You!

Low-Cost Tactics to Increase Reach



- REFERRAL MARKETING

- BOOST SOCIAL POSTS

- MEDIA PARTNERSHIPS

- PRESS ENGAGEMENT

- LINKEDIN TARGETING

Let's Talk Challenges



INSIGHT 1

This is a long-term strategy which requires constant reminders.



INSIGHT 2

It's a funnel – not a tube. Keep focused on the key metrics and what they're telling you.



KEEP CALM!

INSIGHT 3

Keep calm...and keep others calm by continuing to reiterate #1 and #2

Contact Us

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