




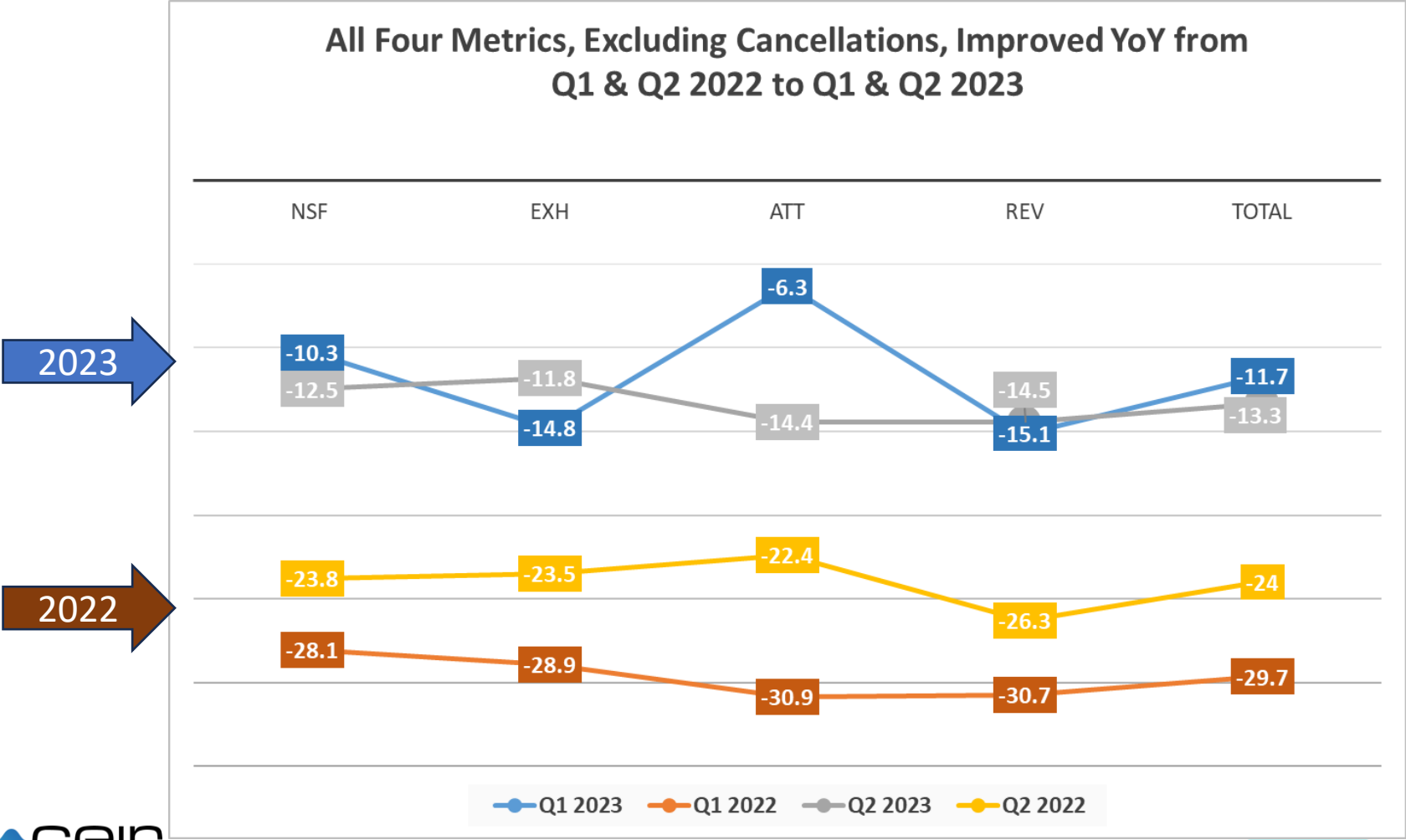
# CEIR RESOURCES TO SUPPORT YOUR ATTENDEE ACQUISITION PLANNING NEEDS

Prepared for Lippman Connects  
October 26, 2023  
Attendee Acquisition Roundtable



# Where is the Industry Now and What is the Outlook?

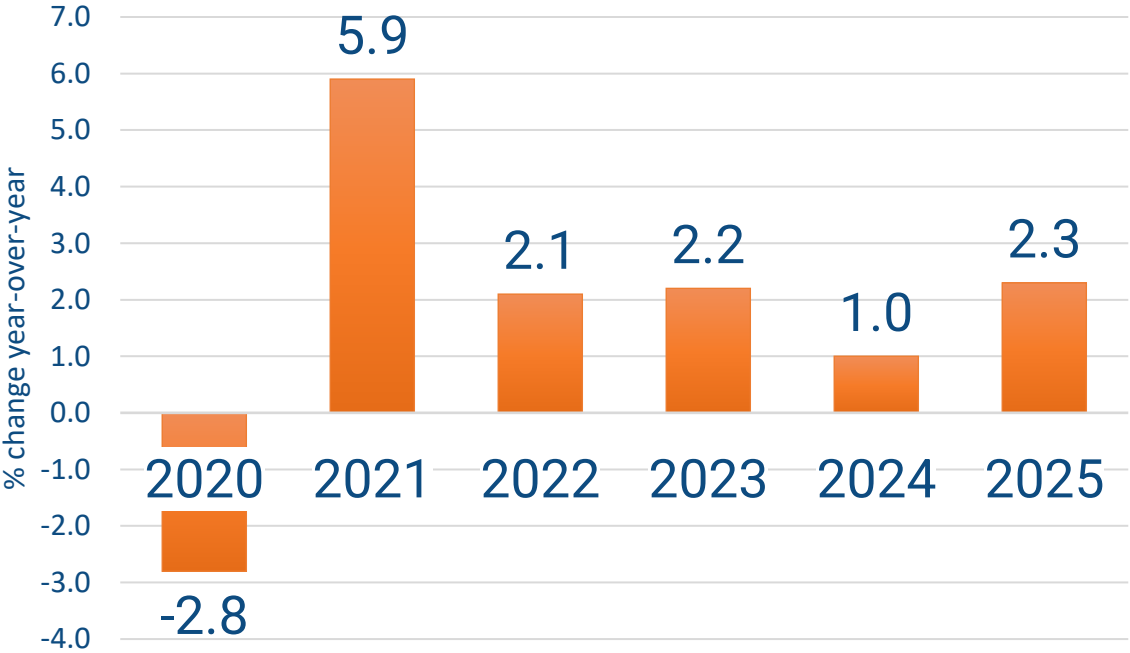
# Each Metric Improves in 2023



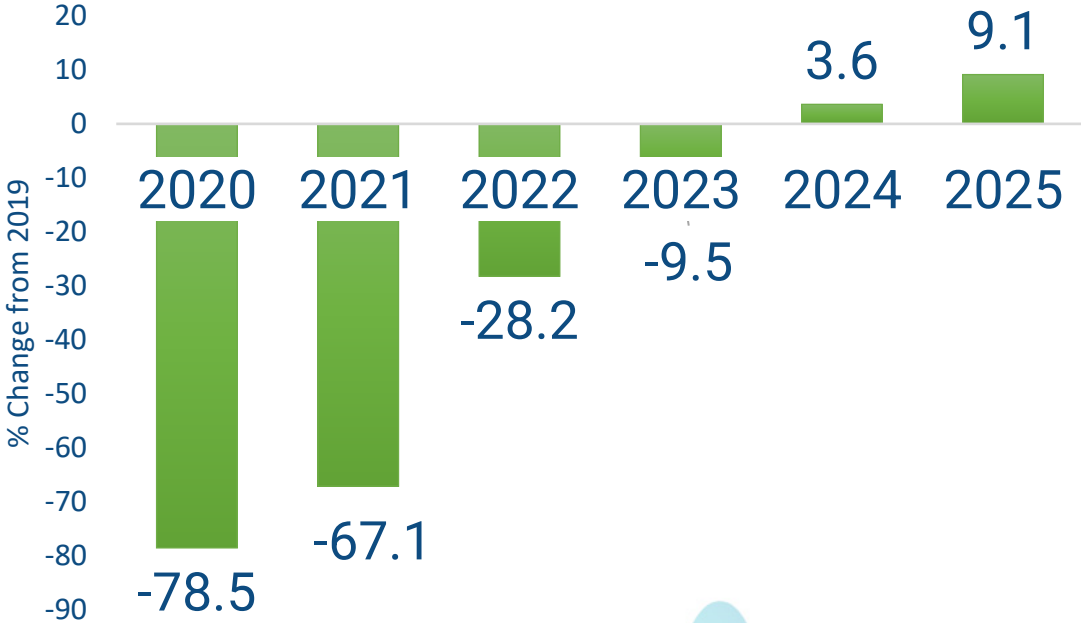
Source: CEIR Q1/Q2 2023 Index vs. Q1/Q2 2022 Index Results

# Industry is on Track to Recover in 2024

### Real GDP Growth



### CEIR Total Index Deviation from 2019





# Use CEIR's Industry Benchmarking Tool to Understand Your Event's Market Position

---



## Event Performance Analyzer

1. *Benchmarks are rebounding, but how much? The CEIR Index and Event Performance Analyzer have the answers!*
2. Complimentary copy of the latest CEIR Index Sector report for your show (\$450 value)
3. Your event performance is visualized, compared to CEIR Index benchmarks, in easy-to-read line and stack bar charts, **with forecast through 2023.**
4. FREE ACCESS to 13 charts, downloaded to excel. Download charts in multiple formats.
5. Access the CEIR Event Performance Analyzer [here](#).

Want help getting started? Contact CEIR VP Nancy Drapeau, IPC at [ndrapeau@ceir.org](mailto:ndrapeau@ceir.org)

# CEIR ATTENDEE ACQUISITION TRENDS DRIVING GROWTH

## Report One: Planning, Performance Metrics, Costs, Gross Revenues

### Biggest negative economic headwinds:



### Marketing campaign stresses:

**64%** of organizers launch marketing campaigns within **8 months** of an event.

**63%** of organizers report **90%** of registration secured four weeks out or closer to the event.



Half of attendee marketing departments are back to 2019 levels today; **33%** expect to add more staffers in 2023.

### ATTENDEE MARKETERS ARE WARRIORS KEEPING FOCUS WHERE IT COUNTS IN TRYING TIMES

#### Top Four Factors Considered for Event Planning



Event Content

88%



Attendance Potential

80%



Economic & Industry Sector Specific Factors

75%



Messaging to align with primary motivations for attending

74%

#### Other Key Findings



The trend away from hybrid continues, only **22%** gave professionals the option to attend online.



**83%** of organizers charge attendee fees.

#### Bottom Line Outcome



#### REGISTRATION SHOW-UP RATES

Strong for in-person events, 84.4%  
Lower for online show-ups at hybrid events, 73.7%

# CEIR ATTENDEE ACQUISITION TRENDS DRIVING GROWTH

## Report Two: Marketing Channel Mix, Messaging and Other Tactics that Drive Recovery

### Ingredients for an Effective Attendee Acquisition Campaign

#### 1) FOCUS MESSAGING ON KEY THEMES AND PERSONALIZE.



Power of F2F



Addressing Urgent Needs



Personalized



#### 2) MULTICHANNEL MIX IS A MUST. TARGET & INTERACT WITH PROSPECTS.



Hyper Targeted



Multichannel



Interactive



#### 3) MAXIMIZE COLLABORATIONS AND RELATIONSHIP SELLING.



Exhibitor Invitation Program



Offers to Attendee Organizations Sending Multiple Staff



Relationship Selling to Key Buyers



#### 4) STRATEGICALLY USE DISCOUNTS AND PREMIUMS.



Deadline Drive, Early Special - Hotel Room Discount



VIP Attendee Programs



Easy Registration for Repeat Attendees



Easy Registration for Organizations Sending Multiple Staff

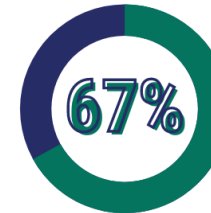


International Delegate Discounts

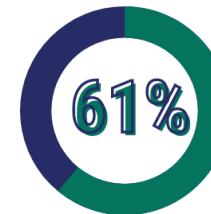
# CEIR ATTENDEE ACQUISITION TRENDS DRIVING GROWTH

## Report Three: Areas of Focus for Improvement for Future Attendee Acquisition Efforts

### Top Areas Looking to Improve



Sharpen Digital Marketing Approach



Adjust Content to Meet Attendee Needs

### Top New Activity



Sharpen Data Analytics for Better Decision-Making

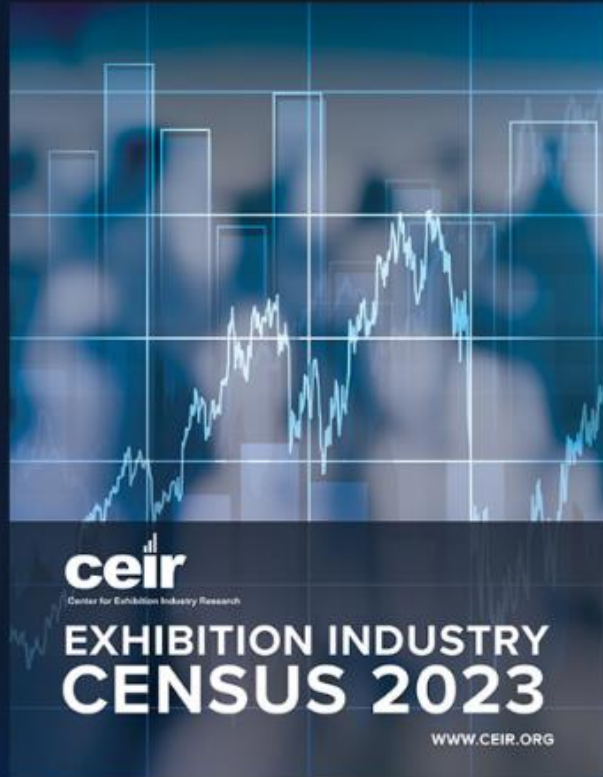


Go here to download the full reports:

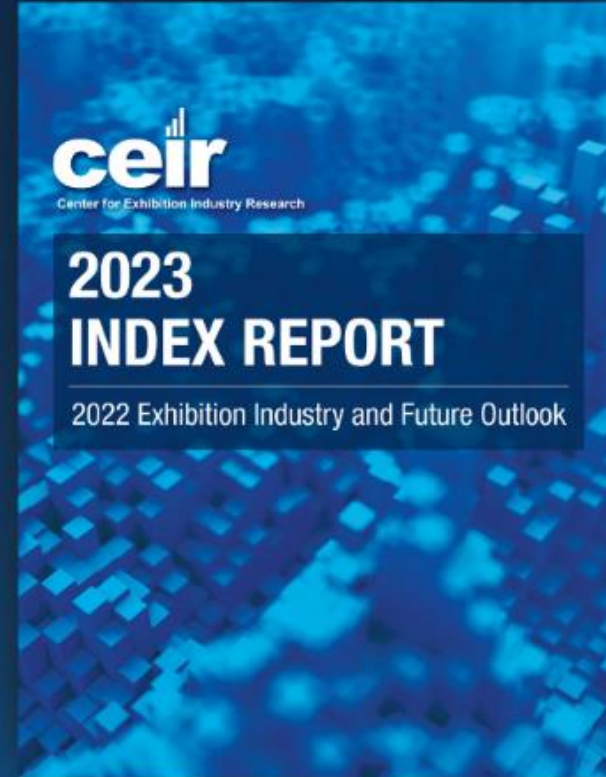
<https://www.ceir.org/attendee-acquisition-trends-driving-growth/>



# BUSINESS INTELLIGENCE FOR BETTER EVENTS



The Census documents activity for the continental U.S. and Hawaii, and top-performing 50 U.S. cities.



The Index provides data from 2009 through 2022 with a forecast through 2025.



Purchase the Package Deal for the Best Savings!



# CEIR Research to Support Your Business Needs

Help us keep you informed on trends impacting your business.

Make a donation:  
[www.ceir.org/foundation](http://www.ceir.org/foundation)

**NEW!!!!!!**  
[Exhibit and Sponsorship Sales Driving Revenue Growth Series](#)

[2023 CEIR Census Report](#)

[2023 CEIR Index Report](#)

Attendee-Focused Studies

- [2023 Attendee Acquisition Trends](#)
- [2018 Attendee ROI Playbook Series](#)
- [2018 How to Grow Attendance](#)
- [2017 Cost to Attract Attendees Report](#)
- [2016 Attendee Retention Insights Study Series](#)

Exhibitor-Focused Studies:

- [2023 Exhibit and Sponsorship Sales Driving Revenue Growth Series](#) **NEW!**
- [2019 Head of Marketing Insights Series](#)
- [2018 Marketing Spend Decision](#)
- [2017 How the Exhibit Dollar is Spent](#)
- [2016 Changing Environment of Exhibitions Study](#)

Other Trend Studies:

- [2021/2022 Omnichannel Insight Series](#)
- [2020 to 2022 Research on Impact of COVID on US B2B Exhibition Industry](#)
- [2021 CEIR Global Virtual Event Trends](#)
- [2020 Attendee Matchmaking Study](#)
- [2021 and 2020 COVID Related Research](#)
- [2019 B2B Exhibition Sponsorship Playbook Series](#)
- [2017 Attendee Floor Engagement Study Series](#)
- [2016 Digital Toolkit to Enhance the Attendee Experience Study Series](#)
- [Cultivating an Innovative Culture and Mindset - Even in Mature Industries](#)
- [Industry Insight Series Reports to Share with Your Exhibitors](#), topics below and more:
  - How Exhibitors Can Improve Lead Quality and Sales Conversion
  - Designed to Engage – How to Build Elements of Engagement in Booth Design
  - How Exhibitors Can Use Games and Contests To Drive Greater Trade Show Success
  - 99 Cost-Savings Tips and Tricks for Exhibit Managers