



# CEIR RESOURCES TO SUPPORT YOUR ATTENDEE ACQUISITION PLANNING NEEDS

Prepared for Lippman Connects  
Attendee Acquisition Roundtable  
Arlington, VA  
March 27, 2025

# Economic Headwinds Impacting Attendance

**Attendee Marketers Face a Challenging Business Environment as B2B Exhibitions Recover**

Biggest negative economic headwinds:



**57%**

Travel Costs



**48%**

Inflation

Source: CEIR 2023 Attendee Acquisition Trend driving Growth



CEIR's 2025 research shows that travel costs and inflation are expected to continue to negatively impact event performance:

**45%** of organizers foresee travel costs affecting attendance and sales.

**52%** expect inflation to do the same.

Source: CEIR 2025 Organizer benchmarking study, preliminary answers.

# Use Premiums and Discounts to Alter Late Signup Registration Trend

Strategically Use Discounts and Premiums. >>> 79%+ rated the following effective.

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



# Leverage Partnerships, Relationships to Boost Results

Maximize Collaborations and Relationship Selling. >>>72%+ rated the following effective.



Exhibitor  
invitation  
program



Relationship  
selling to  
key buyers



Offers to attendee  
organizations sending  
multiple staff

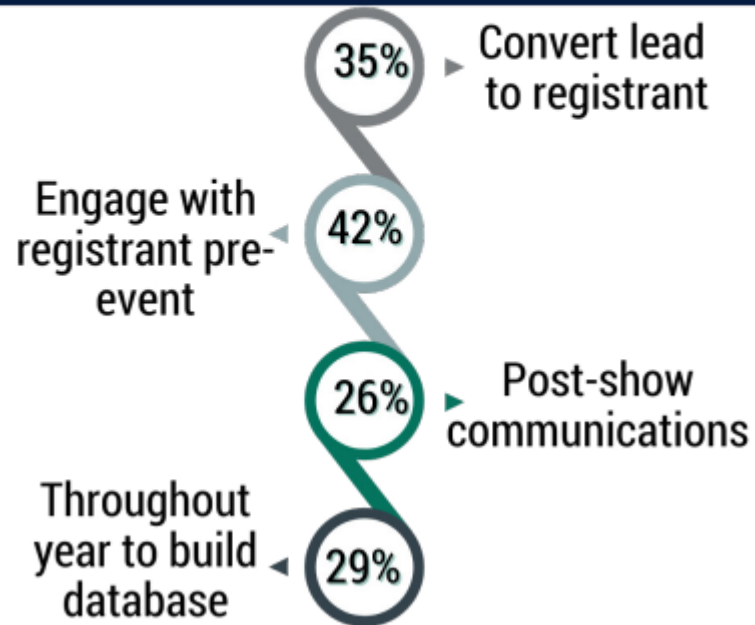


Local  
partnership  
collaboration

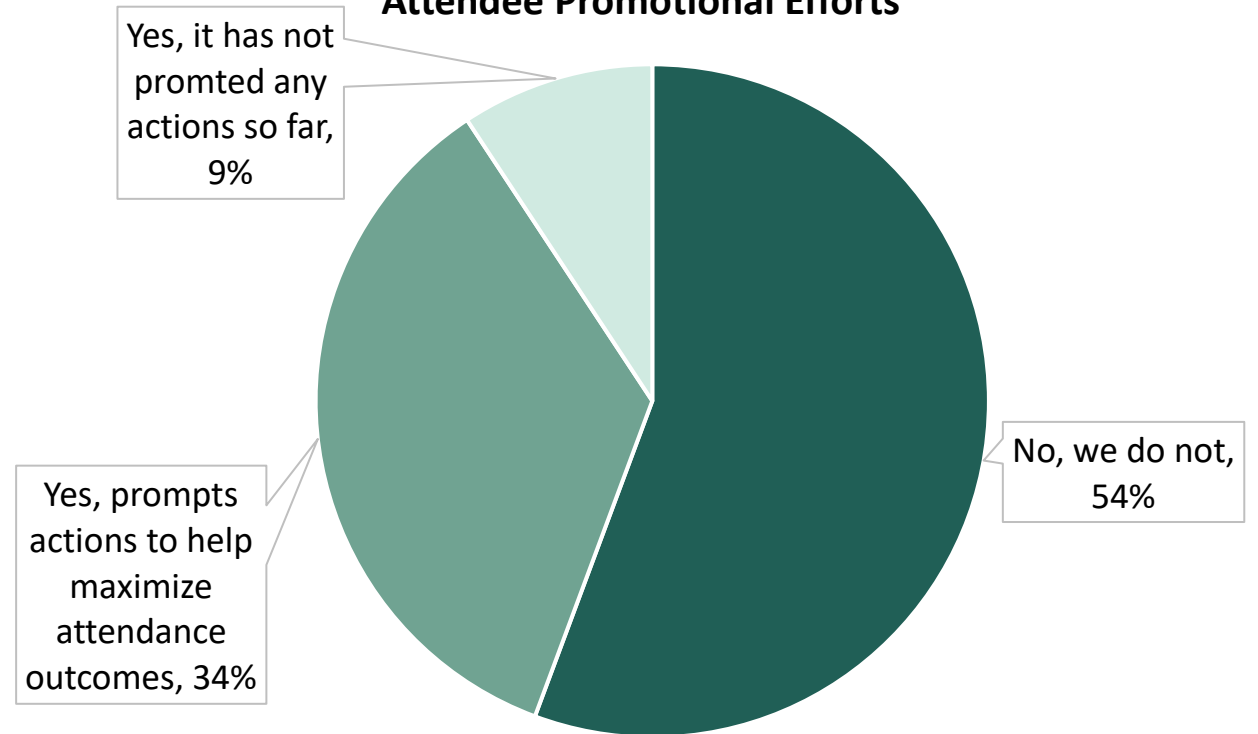


# Use Marketing Automation and Real-Time Dashboards

## Use of Marketing Automation Throughout Campaign Cycle



## Whether Use Dashboard in Real Time to Monitor Attendee Promotional Efforts



# Messaging Approach to Align and Connect with What Attendees Want

Focus Messaging on Key Themes and Personalize. >>>> 76%+ rated the following effective.

## Power of F2F

Meet in-person with one's  
community

Getting back together in-person

Networking opportunities

## Addressing Urgent Needs

Solutions to urgent challenges  
Education offerings  
Showcase what is new, innovations,  
new products  
Best resource to meet business  
needs post-pandemic

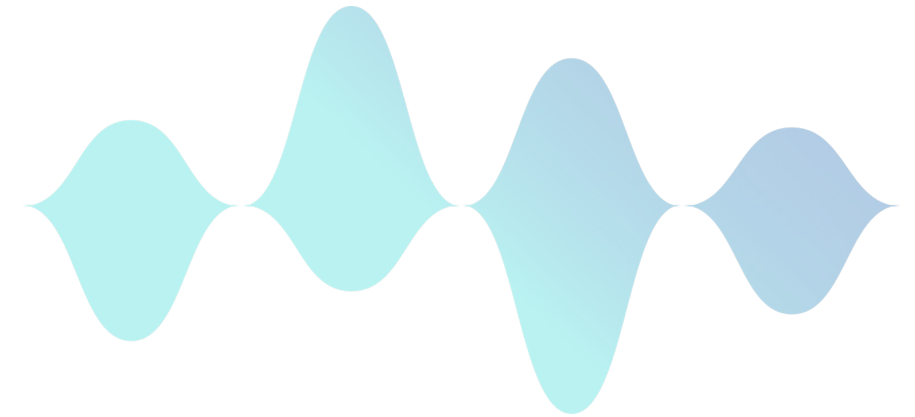
## Personalized

By target persona  
By job function  
For first-timers  
Relatable, authentic  
Key words for core market segments  
Edgier, less stodgy



# Event Performance Analyzer

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



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 (\$550 value).**
3. Your event performance is visualized, compared to CEIR Index benchmarks, in easy-to-read line and stack bar charts, **with forecast through 2024.**
4. FREE ACCESS to 13 charts, downloaded to excel. Download charts in multiple formats.
5. Access the CEIR Event Performance Analyzer [here](https://ceir.iaee.com/tools/event-performance-analyzer/).

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

