

WELCOME!



**ATTENDEE
ACQUISITION**
ROUNDTABLE

Attendee Acquisition Outlook & Challenges

October 2023

Lippman Connects: Attendee Acquisition Roundtable

Joe Federbush





Agenda

1. Attendee Acquisition Challenges
2. Benchmarks & Data
3. Attendee Acquisition Tactics
4. Case Study
5. Resources

Share Your Thoughts



EVOLIO Marketing

Business Intelligence & Analytics: Attendee & Exhibitor Surveys, Concept Testing Research, Conjoint Analysis, Price Point Sensitivity Testing

Focus Groups & In-depth Interviews

Portfolio Optimization & Data Analytics

Behavioral and Sentiment Analytics

Mystery Shopping

Brand Ambassador Training & Management

Exhibitor Strategy Meetings & Workshops

KPI Playbook Development

Where We've Been Recently



Working With Major Brands/Exhibitors/Sponsors



Attendee Acquisition Challenges Ranked

1

52%

Attracting
quality of
attendees

2

26%

Attracting
more
attendees in
general

3

19%

Finding new
prospective
attendees (1st
timers)

4

3%

Attracting
younger
attendees
(Millennials and
Gen Z)

Source: Lippman Connects & EVOLIO Marketing Attendee Acquisition (AAR) Survey September 2022 and March 2023. N=77



Millennial: born 1981 and 1996.

27 to 42 years old now. 22% of U.S. population.

Gen Z (Zoomers): born 1996 and 2012.

Oldest are 28 years old. 21% of U.S. population.

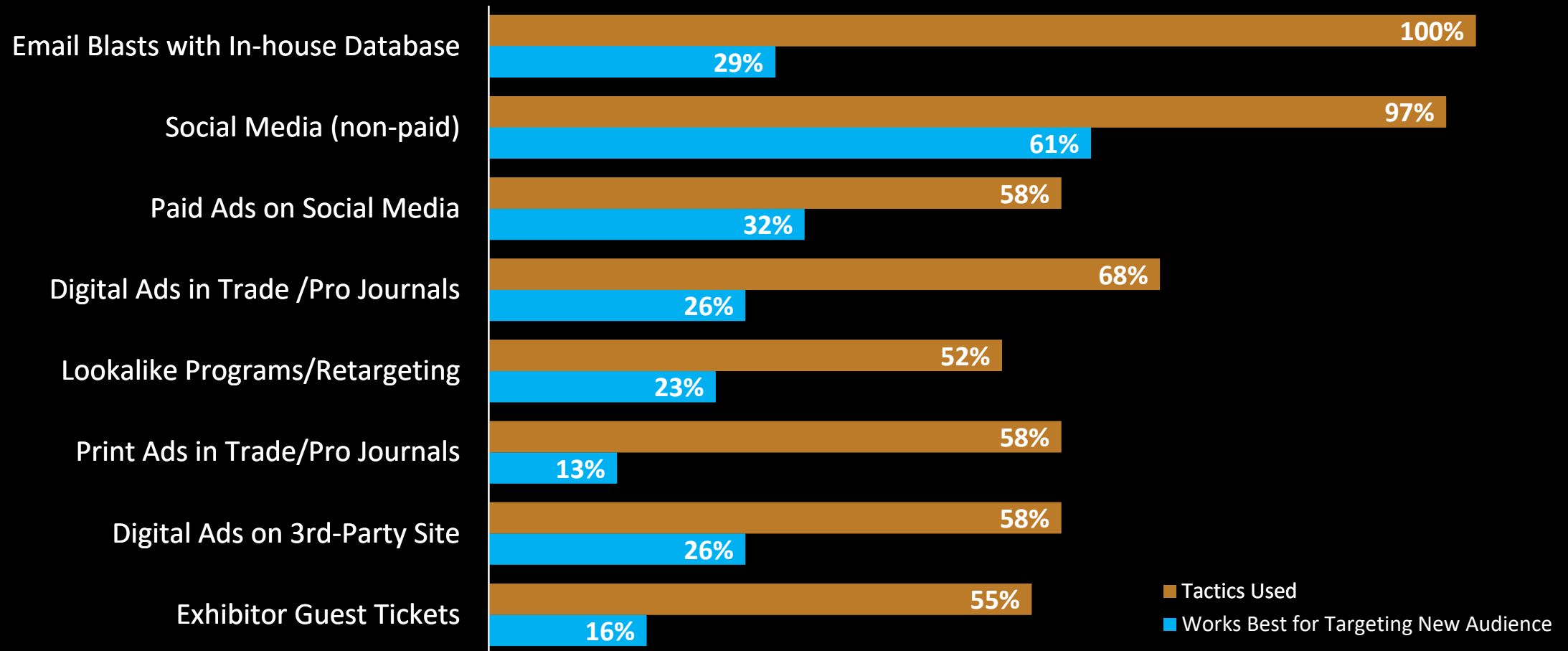
64% constitute business buyers.

33% are business buyers who purchase through self-guided digital channels.

They are more demanding, engaging in more buying activities, and more willing to express dissatisfaction.

Source: Forrester Research

Tactics & Successes for Attracting New Attendees



Source: Lippman Connects & EVOLIO Marketing Attendee Acquisition (AAR) Survey September 2022 and March 2023. N=77

Attendee Benchmarks

ATTENDEE CHARACTERISTICS

43

Average
age

10% Gen Z

32% Gen X

40% Millennials

18% Millennials

49%

1st time
attendees

80% Buyers

29% Decision-makers

ATTENDEE PREFERENCES AND EXPERIENCE

79%

Likely to attend
again
(extremely/very likely)

82%

Satisfaction with
Exhibits Visited
(extremely/very satisfied)

67%

Anticipate making a
purchase in next 12
months

+37

Net Promoter Score[®] of
brands (exhibits) visited

Top Reasons for Visiting Exhibits

67% Check out what's new

55% Learn more

33% Just browsing

26% Get detailed info

Source: EVOLIO Marketing | 13,664 attendee survey respondents, B2B tradeshiows | May 2021- August 2023

What Makes an Effective Attendee Acquisition Campaign?

\$49

ceir

**ATTENDEE
ACQUISITION
TRENDS
DRIVING GROWTH**

REPORT ONE:
Planning, Performance
Metrics, Costs, Gross
Revenues and Outcomes

REPORT ONE:
Planning, Performance
Metrics, Costs, Gross
Revenues and Outcomes

REPORT TWO:
Marketing Channel Mix
Messaging and Other Tactics
that Drive Recovery

REPORT THREE:
Areas of Focus for
Improvement for Future
Attendee Acquisition Efforts



[Center for Exhibition Industry Research - Attendee Acquisition Trends Driving Growth \(ceir.org\)](https://ceir.org)

What Makes an Effective Attendee Acquisition Campaign?



- 1. Focus messaging on key themes and personalization**
power of F2F, addressing urgent needs, personalized
- 2. Multichannel marketing is a must**
hyper-focused, connected, interactive
- 3. Collaborations and relationship selling**
exhibitor invites, key buyers, multi-staff, localization
- 4. Strategically use discounts and premiums**
deadlines, VIP programs, make it easy

[Center for Exhibition Industry Research - Attendee Acquisition Trends Driving Growth \(ceir.org\)](https://ceir.org)

Attendee Acquisition Challenges

Are attendees registering later?

49%

Registering more than 4 weeks out

29%

Registering less than 2 weeks out or onsite

Source: Lippman Connects & EVOLIO Marketing Attendee Acquisition (AAR) Survey September 2022 and March 2023. N=77

Attendee Acquisition Opportunities

Is Bleasure a thing? Yes.

24%

of business travelers plan to take friends and family with them on at least one trip in 2024

>33%

of Gen Z and millennials will extend a trip for leisure

Source: Hilton's 2024 Trends Report

Attendee Acquisition Strategy

1. Who are our (and our exhibitors') specific targets?
2. What is our audience's reasons for attending?
3. What are attendees most interested in seeing and doing?
4. What are attendees most interested in learning about?
5. What challenges can our event help attendees solve?
6. Why should they attend my event versus others'?

**Your answers
create your
attendee
acquisition
KPIs/OKRs,
strategy,
communications
plans, messages,
and CTAs**

KPI: Key Performance Indicators
OKR: Objectives, Key Results
CTA: Call-to-Action

Case Study:

Attendee Segmentation for Acquisition Strategy & Marketing

Case Study: Attendee Segmentation Analysis

2022 In-person Conference: Registration vs Attendance (EXAMPLE)

Total Audience Breakdown	Registered		Attended		Difference	
	#	%	#	%	Difference #	Difference %
Attendee: Academia (free)	211	11%	115	9%	-96	-45%
Attendee (mix of guests/free and paid)	952	51%	602	45%	-350	-37%
Media/Analyst (free)	90	5%	68	5%	-22	-24%
Speaker (free)	103	6%	80	6%	-23	-22%
Sponsor/Exhibitor (paid)	502	27%	461	35%	-41	-8%
Total	1858		1326		-532	-29%

Total Audience Job Roles	Registered		Attended		Difference	
	#	%	#	%	Difference #	Difference %
Business Execs (CEO, CFO, COO, CSO, CMO, President, VPs)	567	31%	448	35%	-119	-21%
Technology Decision-makers (CTO, CIO, CISO, Engineering Manager, ITDM)	355	20%	262	20%	-93	-26%
Software Developers (Programmer, Integrator, Data Scientist)	331	18%	184	14%	-147	-44%
Hardware Developers (Designer, Engineer, Architect)	224	12%	170	13%	-54	-24%
Academic (Educator, Researcher, Student)	147	8%	88	7%	-59	-40%
Media/Analyst	88	5%	67	5%	-21	-24%
Other (Government, Self-Employed)	104	6%	75	6%	-29	-28%
Total	1816		1294		-522	-29%

Case Study: Attendee Segmentation Analysis

Develop an attendee acquisition strategy and marketing approach based on understanding attendees' objectives and how they differ by key audience segments; Develop targeted messages.

Attendee Survey Results by Segments (EXAMPLE)

Reasons for Attending		All Respondents	IT Decision-makers	Software Developers	Hardware Developers
HIGH PRIORITY	To learn about current technologies	76%	81%	75%	72%
	To learn more about the industry roadmap	67%	88%	61%	51%
	To connect/network with peers and industry experts	66%	76%	60%	61%
MIDDLE PRIORITY	To learn about developer solutions	59%	40%	72%	66%
	To connect with other developers and tech professionals	52%	55%	50%	51%
	To collaborate with the technology ecosystem	40%	49%	41%	31%
LOW PRIORITY	To advance my career	38%	27%	47%	41%
	Get access to Developer Toolkits and SDKs	32%	20%	33%	44%
	To start new business opportunities	17%	12%	26%	12%

Case Study: Attendee Segmentation Analysis

- 1. Attendee targets:** Lack of personalization in event promotion
- 2. Attendee no-shows:** Lack of communications after registration; no calendaring
- 3. Content and education:** Effective based on developing tracks based on attendee-types and interests
- 4. Event outcomes:** Event NPS=+57; 88% extremely/very high satisfaction; 76% highly likely to attend again
- 5. Sponsors/Exhibitors:** Low satisfaction; low number of leads



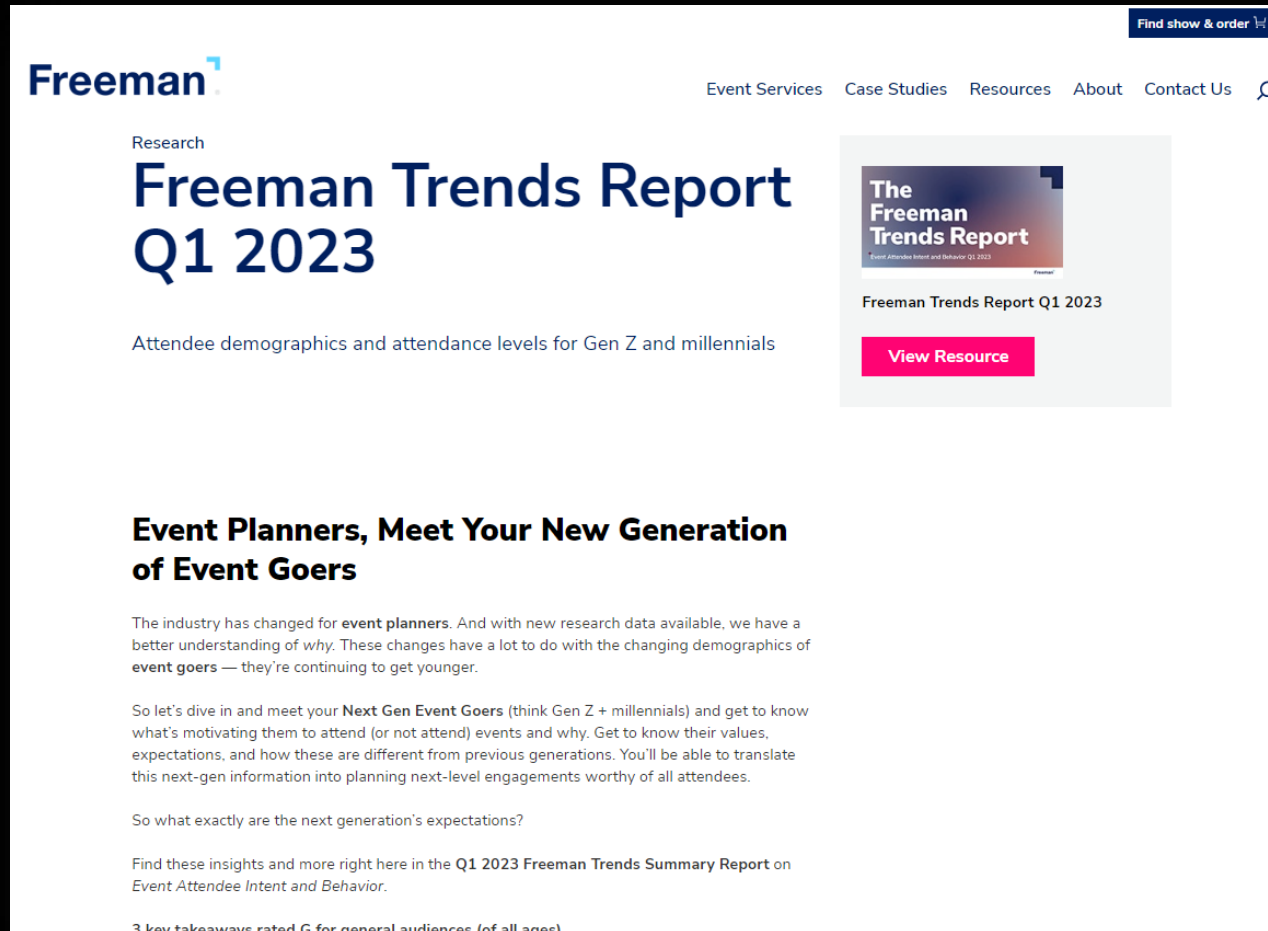
Resources

Additional Resources and News

The screenshot shows the EVOLIO marketing website's resource center. At the top, the EVOLIO logo is on the left, and navigation links for Measurement, Strategy, Training, Blogs, and Contact Us are on the right. The main heading is "EVOLIO & Lippman Connects Roundtable Resource Center". Below this, a paragraph thanks visitors and encourages downloading presentations. A second paragraph offers to conduct surveys for attendees and exhibitors, with a link to "contact us". A third paragraph provides a link to the "website" for more information on Lippman Connects. The content is organized into three columns: "Exhibit Sales Roundtable Research" (orange text), "Attendee Acquisition Roundtable Research" (green text), and "Large Show & Midsize Show Roundtable Research" (blue text). Each column contains a grid of presentation thumbnails with download links. The thumbnails include titles like "What are Exhibitors and Sponsors Thinking?", "Attendee Acquisition Insights & Challenges", "Large Show Insights Survey Results", "Industry Data, Insights, and the World on the Street", "Attendee Acquisition Outlook & Challenges Survey Results and Insights", "Midsize Show Attendee Acquisition & Exhibit/Sponsorship Sales Research and Insights", "Exhibit and Sponsorship Sales Challenges", and "Attendee Acquisition Challenges & Outlook Survey Results".



Additional Resources and News



The screenshot shows the Freeman website's 'Research' section. At the top right, there is a 'Find show & order' button. The navigation menu includes 'Event Services', 'Case Studies', 'Resources', 'About', and 'Contact Us'. The main heading is 'Freeman Trends Report Q1 2023' with a sub-heading 'Attendee demographics and attendance levels for Gen Z and millennials'. A 'View Resource' button is visible. Below the report title, there is a section titled 'Event Planners, Meet Your New Generation of Event Goers' with a paragraph of text and a sub-heading '3 key takeaways rated G for general audiences (of all ages)'.

Freeman

Event Services Case Studies Resources About Contact Us

Research

Freeman Trends Report Q1 2023

Attendee demographics and attendance levels for Gen Z and millennials

[View Resource](#)

Event Planners, Meet Your New Generation of Event Goers

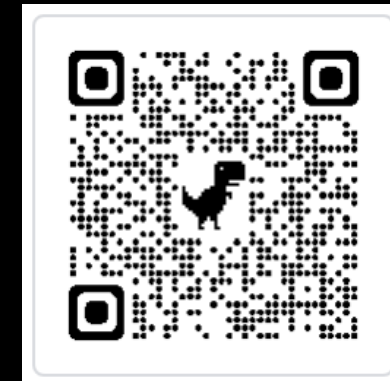
The industry has changed for **event planners**. And with new research data available, we have a better understanding of **why**. These changes have a lot to do with the changing demographics of **event goers** — they're continuing to get younger.

So let's dive in and meet your **Next Gen Event Goers** (think Gen Z + millennials) and get to know what's motivating them to attend (or not attend) events and **why**. Get to know their values, expectations, and how these are different from previous generations. You'll be able to translate this next-gen information into planning next-level engagements worthy of all attendees.

So what exactly are the next generation's expectations?

Find these insights and more right here in the **Q1 2023 Freeman Trends Summary Report on Event Attendee Intent and Behavior**.

3 key takeaways rated G for general audiences (of all ages)



Additional Resources and News



Global Activities

In-person Meetings Roaring Back in 2023!

In-person meetings and events came back in 2022 faster and at a higher level than predicted. Our survey respondents believe they will continue to outpace expectations in 2023.

Sustainability remains a priority

Four in five respondents (80%) say their organization takes sustainability into account when planning meetings and events.

Of these organizations, over 76% of them have a defined sustainable meeting program strategy in place.

76% Sustainable meeting program strategy

Attendee numbers are going up

Meeting types with the largest anticipated increase in attendees:

1. Internal team meeting/training
2. Product launch
3. Small/simple meetings

Meeting spend is rising

Companies expect to invest more in M&E

65% say meeting spend is increasing

10% see increases of more than 11%

35% say meeting spend is staying the same or decreasing

There will be more space

Meeting professionals expect more guest rooms and meeting spaces to be available in the next two years.

Percentage of respondents predicting increases in:

	2023	2024
Hotel rooms	45%	59%
Meeting space	49%	58%

And the cost per attendee will increase

"Average rates continue to rise due to higher labor, food, and other fixed costs, along with the impact of inflation – we believe that trend will continue with high demand."

– Jonathan Kaplan
VP, Global Sales Strategy, IHG

Source: North American, European, Latin American, and Asian Pacific Surveys and Interviews from American Express Meetings & Events, 2022.




Additional Resources and News

CoStar Product & Solutions Contact Us

News Properties Leasing Sales Funds Tenants Professionals Markets Public Record Marketing Center Benchmark

Hilton Outlines Generational Travel Trends

Hotel Guests Expected To Prioritize Sleep, Connectivity

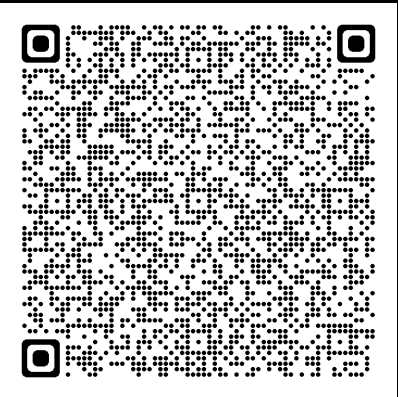


Hilton's 2024 Trends Report highlights the top priorities among different generations of travelers. (Hilton)

By Sean McCracken
Hotel News Now
October 5, 2023 | 9:17 AM

[f](#) [t](#) [in](#)

The idea that the main product hotels sell is sleep isn't new, but [Hilton's 2024 Trends Report](#) claims that will be more true than ever next year.





Thank you!

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