



Using decentralized marketing and the network effect to find, acquire, and retain quality attendees

Attendee Acquisition Roundtable (AAR)

October 17, 2024



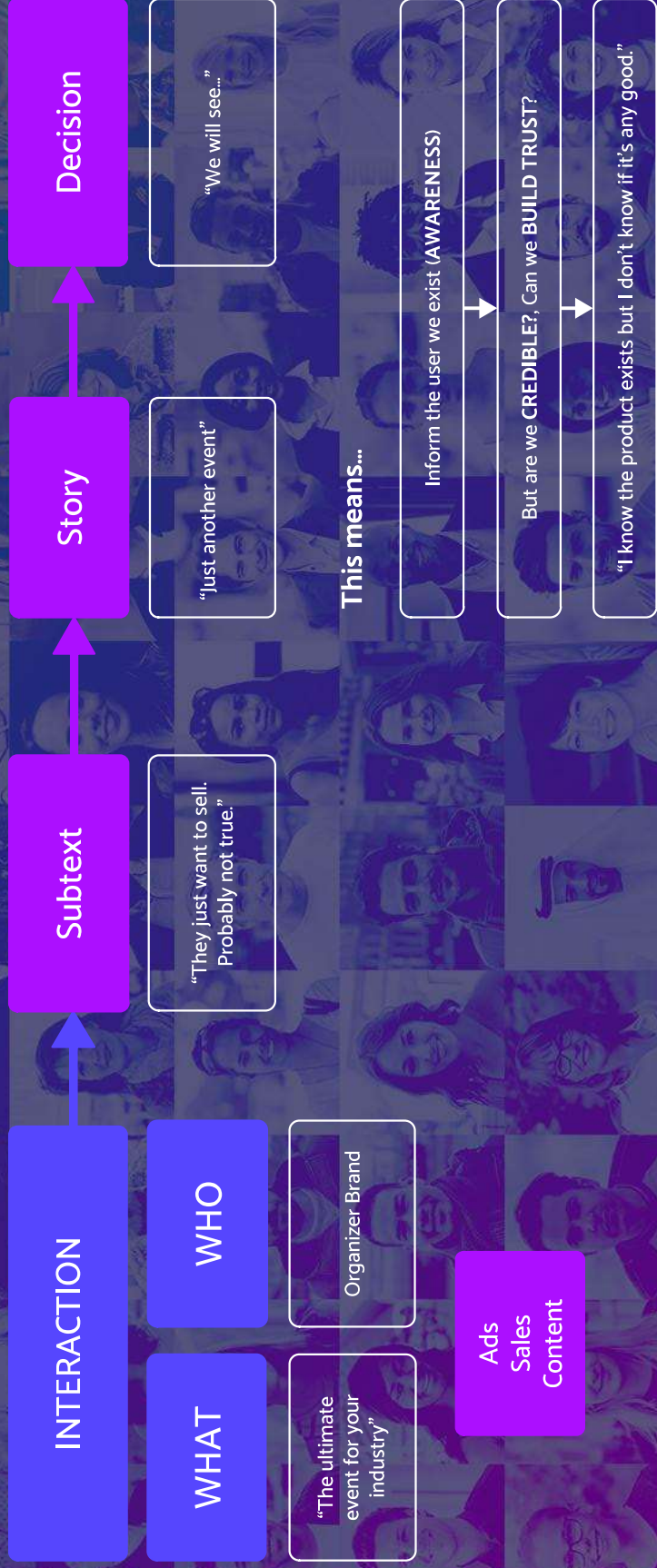
Centralized Marketing

Organizer PUSHES directly to prospective attendees.



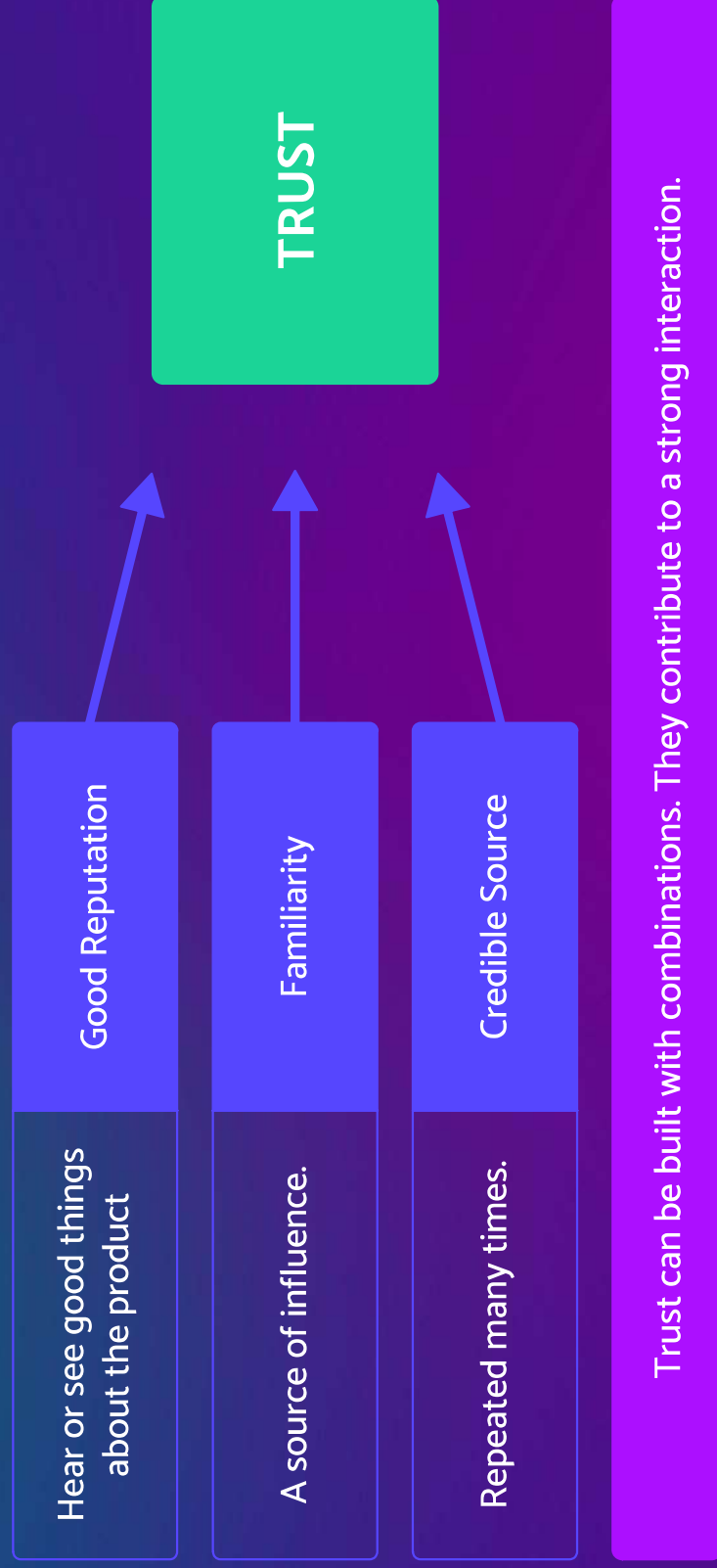


The Challenge of Centralized Marketing





How To Build Trust





How Not To Build Trust



Trust is built through **ACCUMULATION** of good interactions. Some impossible to measure.



The Perfect Fit Strategy

Centralized

Sales Team

\$ Ads

Focus on cost of acquisition

Own Blog

SEO own pages

Decentralized

Decentralized Marketing Team

\$ Support Ecosystem

Trust Accumulation

We write, they publish

SEO 3rd party



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Hands up!

Is attribution:

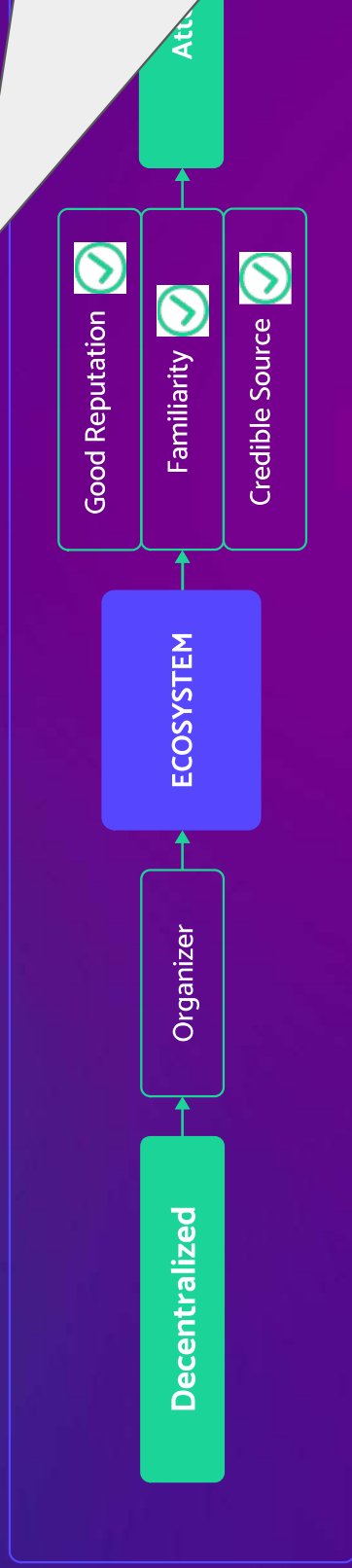
Still the most important metric?

Increasingly hard to measure so losing its importance?

I care more about the final numbers, not where they came from?



Centralized Vs. Decentralized



Hands up!

Where are you at on your journey?

Still 100% centralized?

Getting towards the right balance but work to do?

Have you got the right mix?

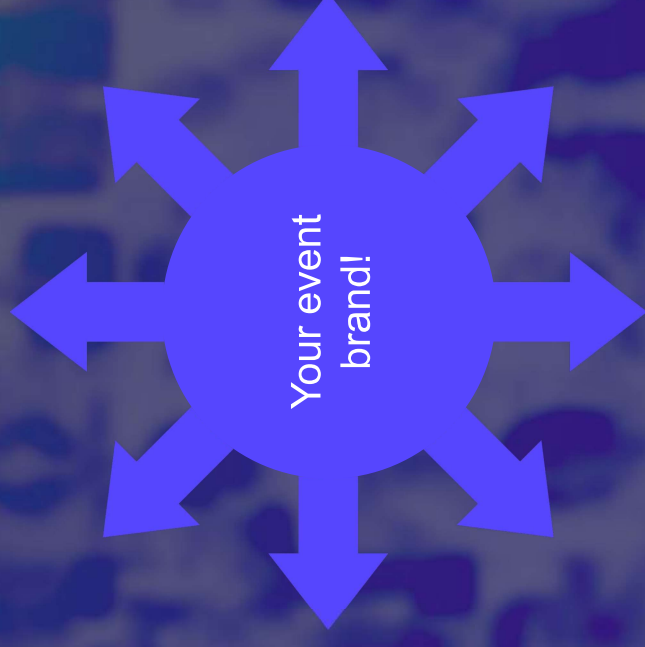


Growth

The Network Effect

Definition:

The network effect is whereby **increased numbers of people or participants improve the value of a good or service**. The more popular a business or product grows, the more **the users effectively act as sales reps**, spreading the word about the product.



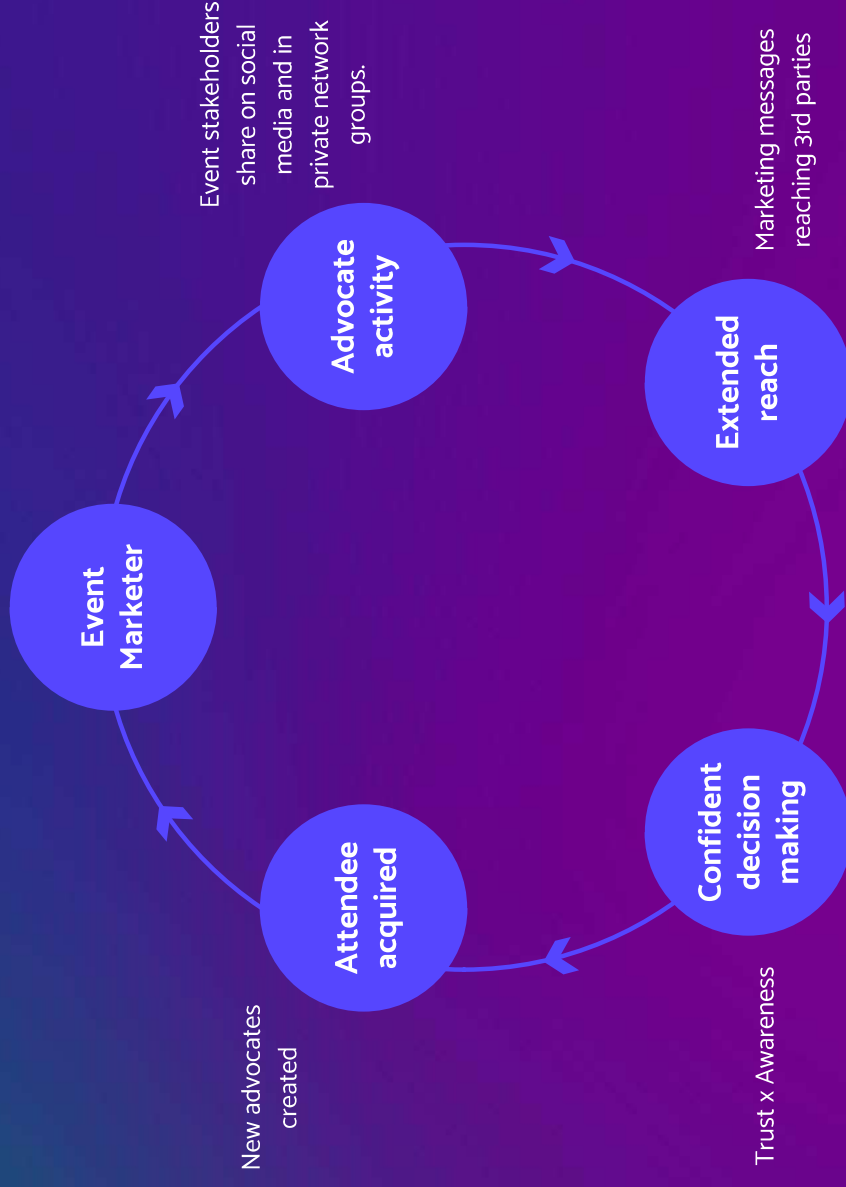


The Network Effect.

A go-to-market strategy is powered by a **virtuous cycle** that creates a **constant inbound lead** mechanism.

This flywheel **accelerates the sales pipeline** with minimal effort.

Event marketers empower their community advocates to spread the word





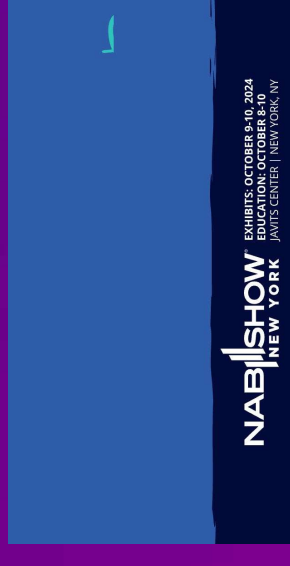
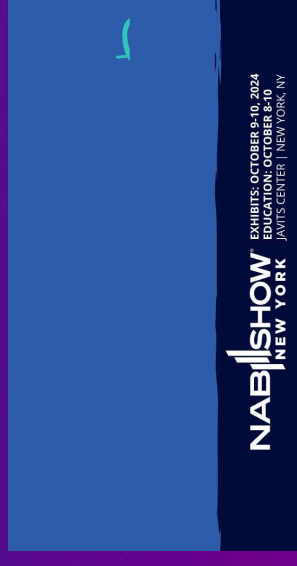
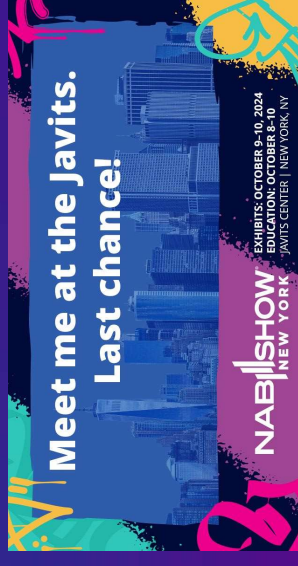
So what are you going to do to get your flywheel spinning?

Who?	Attendees	Exhibitors	Media Partners	Ambassadors
	Speakers	Sponsors	Associations	Steering Groups
What?	Meet them where they're at			
	Tap into their motivations			
How?	Apportion tasks			
	Persevere			
Take advantage of tech ;-)				




What happens when you get it right?

- Attendee campaign registrations were up **60% YoY**
- Speaker campaign registrations were up **81% YoY**



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Questions, Thoughts, Input?

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