

# 10 New Attendee Marketing Realities

Attendee Acquisition Roundtable

October 26, 2023



A Freeman Company



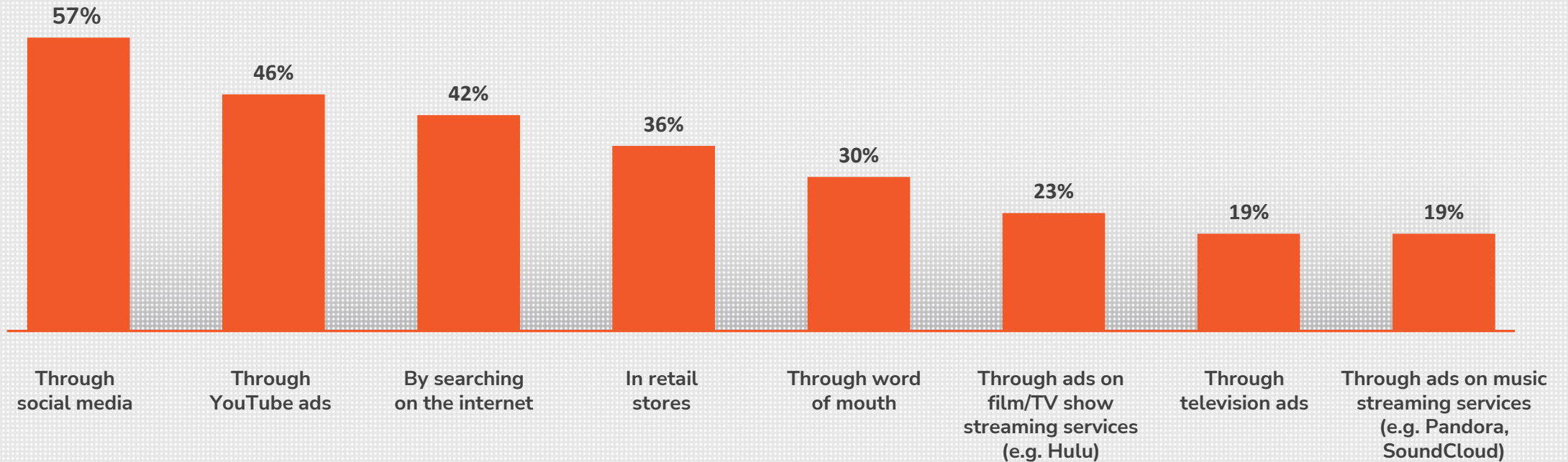
# How to reach our audiences

## INSIGHT 1

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**TIME TO CHANGE  
THE CHANNEL(s)**

## + Which channels have Gen Z discovered new products on, in the past three months (top 8)?



# WHAT TO DO ABOUT IT

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- Don't abandon email but start to incorporate additional channels aimed at those outside of your database.
- Consider doubling awareness-focused digital advertising campaigns and ...
- Develop and embrace awareness-level KPIs.



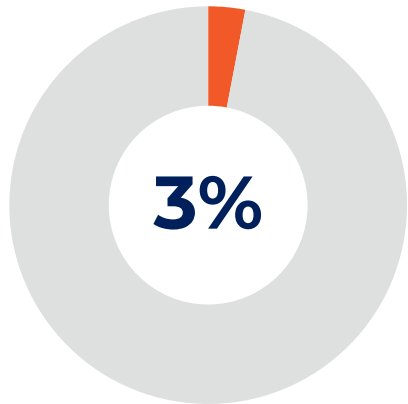
## INSIGHT 2

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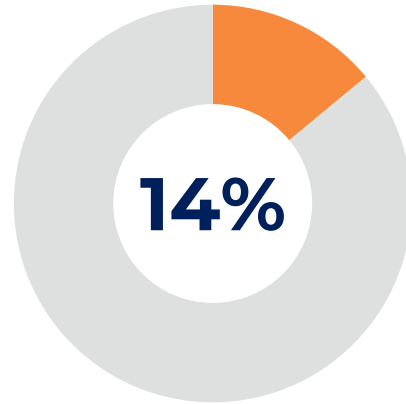
**NEXTGEN EVENT  
GOERS TRUST  
INFLUENCERS**

# CHANNEL PREFERENCE: INFLUENCER MARKETING

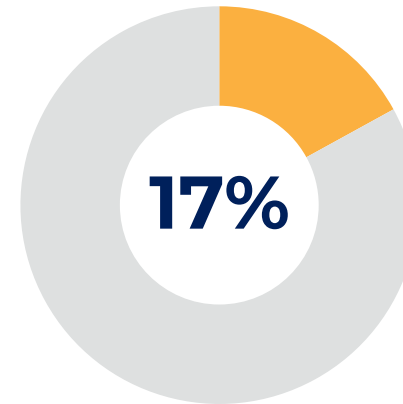
**Boomers**



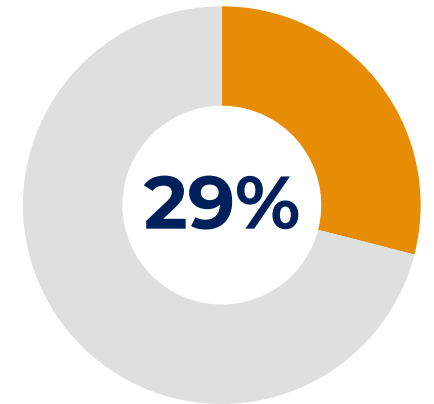
**Gen X**



**Millennials**



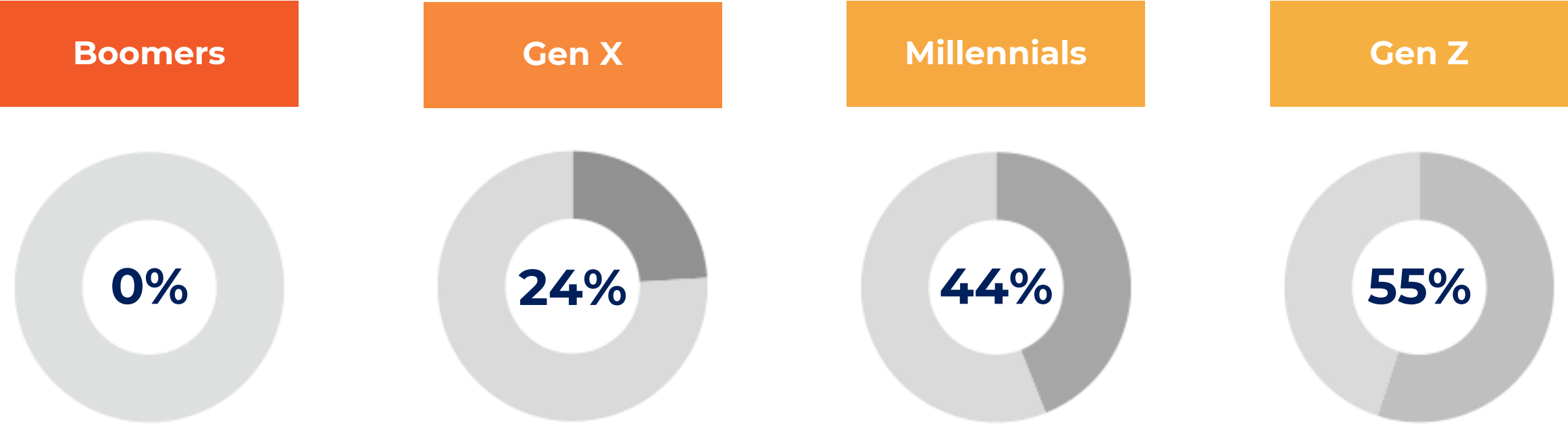
**Gen Z**



# INFLUENCER RECOMMENDATIONS



Percent who consider influencer recommendations one of the most important factors in a purchase decision:





# Influencer Marketing Campaign



# Influencer: IBIE

TT: @hebrideanbaker



IG: @PaulinaAbascal



IG: @jennaraecakes



IG: @mollymakescakes





# baker man in kilt

Coinneach MacLeod brings Scottish flair to the bakery scene in advance of IBIE appearance

BY BRIAN AMICK AND JOHN UNREIN

"Inspired by family recipes & traditional Scottish bakes, I want to share the Hebridean Hygge lifestyle in my debut cookbook, *The Hebridean Baker - Recipes & Wee Stories* from the Scottish Islands. Focusing on small bakes, these recipes will unleash your inner Scottish baker. With my Hebridean Baker TikTok account I have motivated my followers around the world to bake, forage, learn Gaelic, have a dram or two of whisky & visit the Scottish islands! It's all about rustic, home baking & old family favourites because as I say, "Homemade is Always Best!"

Coinneach MacLeod, aka *the Hebridean Baker* Eighteen months ago, Coinneach MacLeod emerged on the TikTok scene as the Hebridean Baker, sharing colorful, inspiring stories about life and baking from his remote home on the Hebrides Islands off the northwest coast of Scotland. In the short time since, his world has blossomed - and reached millions. In May, he embarked on a 12-city book tour across the United States and is a headliner at the upcoming IBIE 2022 professional baking tradeshow set for Sept. 17-22 in Las Vegas, Nevada.

Fortunately, baking and storytelling come naturally. "Growing up in the Hebrides, there is a real heritage of traditional recipes and great bakers," he shares. "There are three things that pretty much everyone on the Hebrides

islands can do: bake, sing, and tell stories. That is what we are famous for."

Graciously, IBIE arranged for Bake to interview MacLeod and share his wonderful life stories with our audience. Here is what he has to say.

#### What is your background and history in food and specifically baking?

"Coinneach is a very traditional name on my island, which is the Isle of Lewis, which is the most northerly of the Hebrides islands of Scotland. We are actually closer to the south coast of Iceland than we are to the south coast of England. The islands used to be part of Norway and now are part of Scotland. I've been a passionate home baker my whole life, and it's one of the things I make sure I talk about a lot. This is a home passion - something I share with family and friends.

"My first language is Gaelic. We learn English when we go to school. And there is a lovely saying in Gaelic called *Beiridh blàths air luathas*. It translates to, there's a time for everything. Slow down, enjoy something you love. My favorite day is pulling all the cookbooks out of the shelves and enjoying deciding what to bake. And the fact that it makes folks so happy. It is a simple pleasure

A million viewers a month later into *The Hebridean Baker* on TikTok.



PHOTOS COURTESY OF COINNEACH MACLEOD

*Cakenomics*

**Birthday Celebrations**  
The newest cake styles!

## Magic Maker

**COMING TO IBIE!**  
Cake artist Molly Robbins

**COOKIES AT THE FOREFRONT**  
Leading brand drive innovation

**INFUSING KNOWLEDGE**  
Cannabis baking workshop

JUL/AUG 2022

[bakemag.com](http://bakemag.com)



# magic maker

Beloved cake artist Molly Robbins promises to dazzle the crowds at IBIE.

BY JOHN UNSER

Molly Robbins is a featured cake artist who will demonstrate her extraordinary skills during the International Baking Industry Exposition (IBIE) set for Sept. 17-21 in Las Vegas. She will appear at the R54 Bakery Center and teach an IBIEscale session, built on 3D cakes. Aside from her multiple victories on "Extreme Cakes," and notable clientele for her custom cakes, she also has a food product called Molly's Creams Creator and just opened her first retail bakery in Havant, England.

In advance of her IBIE appearances, bake reached out to Robbins to learn more about her amazing rise to the top.

**Bake:** How excited are you to be demonstrating your extraordinary skills at the upcoming IBIE?

Oh, I've done a lot of international shows. I do a lot of shows here which are amazing. I've done them for years. I've been to America since they were and I'd been to Australia this year already, but IBIE I'm the most excited about. I've never been to Las Vegas, so I'm like, oh my, that's so much to see.

I don't know what to expect because I think whatever I expect, it's going to be more than that. The show itself just looks really cool. It's nice for me to come at it from a slightly different angle and you know, with the different scents of bakeries that that will be there. It's just huge. I

think they do things really big in Las Vegas. And I think that IBIE is no exception to that. And I'm so excited.

Obviously I'm going there as me, but also I'm going there as a bakery owner now — over the last couple of months. So, I'm getting like super excited just to learn stuff and see what I can pick up over there. I always think America is much more ahead of trends in terms of cake decorating. I think it always was.

It was the American scene that got me into cake decorating 12-plus years ago. You know the kind of shows like Cake Boss and Ace of Cakes, which is hilarious that I'm now doing a show alongside Buddy Valastro and Doll Goman. I'm like, are you kidding? It's insane. So, yeah, I'm excited to pick up some tips and just see what you guys are doing over there, because I think the stuff over there is just incredible.

**Bake:** You wear multiple hats as a business owner. Tell us more.

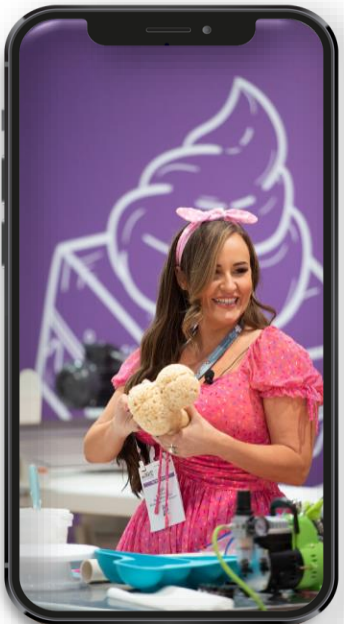
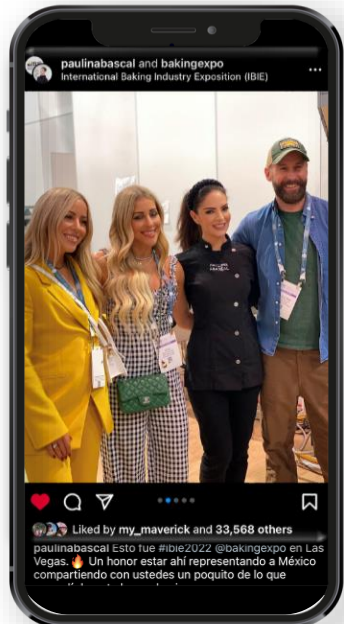
I have been making cakes for about 12 years and in different kind of iterations. Really, I've always worked for myself. I worked in just private studios up until now. And then now I've got the first kind of bakery shop that people can come in. That's the first time. So, this is a big one for me.

I'm always trying to better myself. Do bigger and better



PHOTO COURTESY OF MOLLY ROBBINS

# Influencer: IBIE



The Hebridean Baker, Coinneach Macleod, at IBIE 2022



Paulina Abascal at IBIE 2022



The Founders of Jenna Rae Cakes at IBIE



Molly Robbins at IBIE 2022

## INSIGHT 3

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**IT'S TIME TO THINK  
BEYOND THE  
SIZZLE REEL**

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# 78%

of consumers say it's more important for a marketing video to be **authentic and relatable** than to be polished with high-quality video and audio



# VIDEO TIPS

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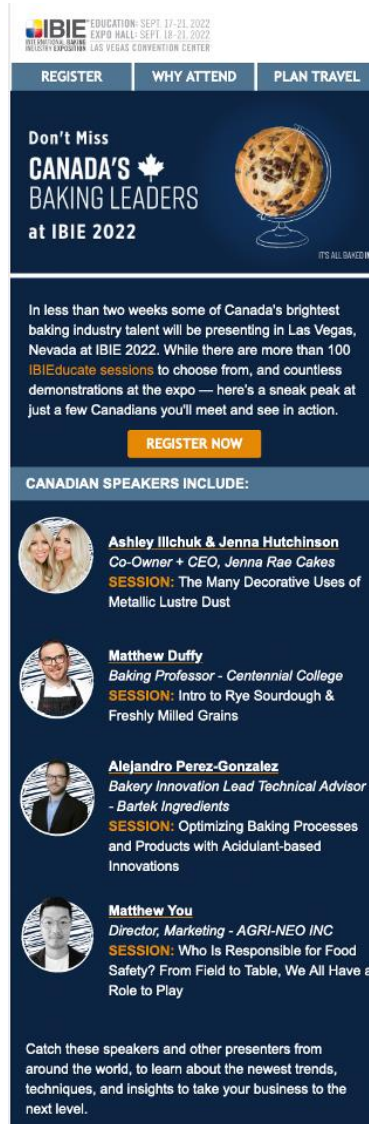
## INSIGHT 4

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**TRUST IS THE MOST  
VALUED GLOBAL  
CURRENCY**



Paid digital advertising featuring the delegation program as a special local offer



Localized email targeting prospects in a priority market



Referral marketing campaigns for delegation leaders

# WHAT TO DO ABOUT IT

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- Consider integrating in-market influencers into multi-channel campaigns targeting your priority markets.
- Assess the potential of your existing in-market multipliers and explore opportunities for including them in your social media plans.
- Maximize their promotion potential to boost other tactics and create targeted communications to priority markets,.



A smiling woman with dark hair pulled back, wearing a red top and large hoop earrings, is the central focus. She is in a meeting room with other people blurred in the background. The text 'How to compel our audiences' is overlaid in white on a semi-transparent dark background.

# How to compel our audiences

## INSIGHT 5

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**YOU CAN HANDLE  
THE TRUTH**

# + The search for the truth is all the root of all Gen Z's behavior.

## Undefined ID

“Don't define yourself in only one way”

EXPRESSING  
INDIVIDUAL TRUTH

## Communaholic

“Be radically inclusive”

CONNECTING THROUGH  
DIFFERENT TRUTHS

## Dialoguer

“Have fewer confrontations and more dialogue”

UNDERSTANDING  
DIFFERENT TRUTHS

## Realistic

“Live life pragmatically”

UNVEILING THE TRUTH  
BEHIND ALL THINGS

Source: McKinsey & Company

# The Search for Truth Proof Points



**88% of consumers** trust online reviews as much as personal recommendations.

Source: BrightLocal



**Businesses are 4x more likely to purchase** from a supplier when finding reputation information about them from objective sources of truth.

Source: Kinnek



**50% of Millennials** product recommendations from influencers. This drops to 38% for product recommendations from celebrities.

Source: Hubspot



**33% of Gen Z-ers** have bought a product based on an influencer's recommendation in the past three months.

Source: Hubspot



**User-generated content (UGC)** is 8.7 times more impactful than influencer content and 6.6 times more than branded content.

Source: Stackla

# WHAT TO DO ABOUT IT

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- Show social proof
- Incorporate more user generated content (UGC)
- Work with influencers and partners
- Elevate positive reviews





## **INSIGHT 6**

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**TIMELY  
OUTPERFORMS  
TIMELESS**



# TIMELY OVER TIMELESS

Timely trends

New technologies

Buzz-worthy product launches

Hot speakers

Changing industry regulations

And sooooo many more!!

## **INSIGHT 7**

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**EMOTIONS MATTER**



# EMOTIONS MATTER

A fear of missing out

Passion for a profession

Yearning to be a part of a  
community

Desire to elevate their professional  
standing

A need to stay relevant

And sooooo many more!!

# WHAT'S UP?!

**YOUR EXCITEMENT FOR WHAT'S NEXT, OF COURSE.** And clearly you can't wait to see the people who inspire you most—peers, manufacturers and educators. We get it. That's why we're curating a show floor filled with innovative brands and creating education to refine your strategy in an ever-evolving marketplace. You're eager to talk show discounts, jump on the hottest trends and seal deals to boost your profit margins. Well, it's all going down here. **ARE YOU UP FOR WHAT'S NEXT?**



AUGUST 17 - 19, 2021

EDUCATION: AUGUST 16 - 19, 2021  
MANDALAY BAY | LAS VEGAS, NV

REGISTER NOW  
SUPERZOO.ORG

# WHOA! YOU'VE GOTTA SEE THIS!

**We've been pacing ourselves, but now we can't wait to catch up!** SuperZoo is where you'll get an in-person, first-hand touch on the latest in specialty diets, food toppers, sustainable brands, cutting-edge grooming tools and sharp fashions. See, touch and feel what's new over 300,000 square feet and four exciting days. With 1,200 exhibitors and 800+ new products, **SuperZoo is where you'll discover everything your customers have been dreaming of.**



AUGUST 17 - 19, 2021

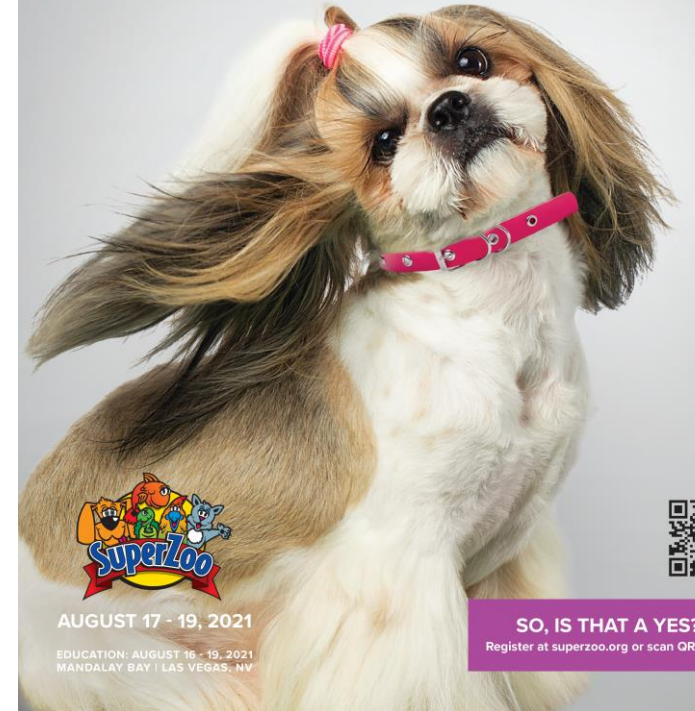
EDUCATION: AUGUST 16 - 19, 2021  
MANDALAY BAY | LAS VEGAS, NV

DID WE HAVE YOU AT WHOA?  
Register at [superzoo.org](https://superzoo.org) or scan QR code.



# YASSSS! SO MANY GROOMING FEATURES!

**You'll be blown away by all of the grooming goodness at SuperZoo 2021!** Gain access to thousands of products in Groomer's Court and get hands-on trainings that will sharpen your skills. Let your talent shine at our renowned grooming contests, where you can vie for titles and a share of over \$35,000 in prize money. Connect with the biggest names in the grooming world—all in just a few days.



AUGUST 17 - 19, 2021

EDUCATION: AUGUST 16 - 19, 2021  
MANDALAY BAY | LAS VEGAS, NV

SO, IS THAT A YES?  
Register at [superzoo.org](https://superzoo.org) or scan QR code.



DANIEL HUMM

Chef and Co-owner of Eleven Madison Park,  
Davies and Brook, and Made Nice



“THIS IS AN  
OPPORTUNITY FOR  
SOMETHING NEW.”

Innovation is what this industry has always been about—but that creativity, adaptability, and ingenuity has kicked into high gear in remarkable new ways. Discover what's been cooking in the minds of renown chefs and mixologists, fellow owners, and manufacturers at the National Restaurant Association Show as they reimagine the restaurant experience as we know it. Feast your eyes on exciting new flavors and unexpected pairings. Gather expert insights on decreasing food costs and raising margins. Dig into trends in off-premise dining and labor retention. This is where a new era begins.

**REGISTER NOW**  
[www.nationalrestaurantshow.com](http://www.nationalrestaurantshow.com)



**MAY 22-25, 2021**  
McCormick Place | Chicago, IL

RICK BAYLESS

Award-Winning Chef & Author  
2021 Show Speaker



“DO NOT LOSE  
THE ESSENCE  
OF YOUR SPIRIT.”

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**MAY 22-25, 2021**  
McCormick Place | Chicago, IL

FIND YOUR  
*wanderlust*

**CALIFORNIA**  
RV SHOW

Register Today: [www.carvshow.com](http://www.carvshow.com)

FIND YOUR  
*moment*

Register Today

**CALIFORNIA**  
RV SHOW

FIND YOUR  
*adventure*

Register Today

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**CALIFORNIA**  
RV SHOW

FIND YOUR  
*adventure*

**What's Your RV shopping Style?**

When it comes to planning your next RV purchase, are you a spontaneous adventure seeker, a practical planner or a perfect combination of the two? No matter what your shopping style, there's something for you at the California RV Show, the largest consumer RV event on the West Coast.

LEARN MORE

**Choose Your Adventure**

Are you looking for a luxury Class A motorhome to live out your golden years on the road? Or are you searching for a fifth wheel for family-friendly fun?

**Dive Into The Details**

For detail-oriented shoppers, it's never too early to start planning. October 5-14 will be here before you know it, and we've got you covered.

**CALIFORNIA**  
RV SHOW

f t i

THIS EMAIL WAS SENT BY:  
RECREATION VEHICLE INDUSTRY ASSOCIATION  
1896 PRESTON WHITE DR, RESTON, VA 20191 | [RVIA.ORG](http://RVIA.ORG)  
CLICK HERE TO UNSUBSCRIBE.

**B301**

FIND YOUR  
*moment*



# How to delight our audiences

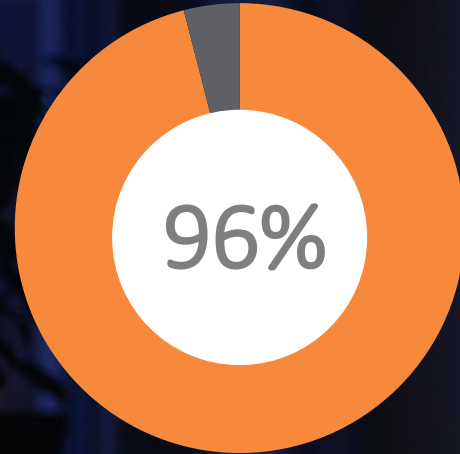


## INSIGHT 8

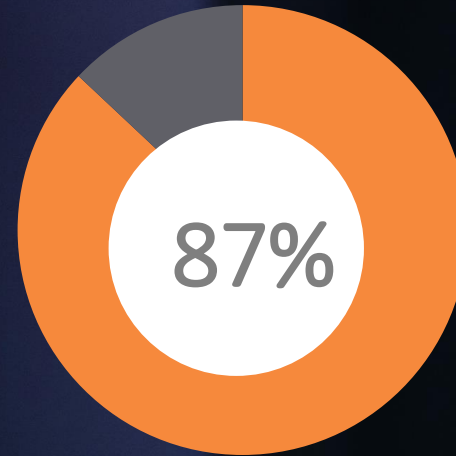
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**THE TOLERANCE  
FOR FRICTION IS  
WANING**

# The Tolerance for Friction is Waning



**of customers experiencing high friction are more likely to become disloyal, purchase less and spread negative information.**



**will abandon their shopping carts if the checkout process is too complicated**



# The Tolerance for Friction is Waning

- Companies providing frictionless customer service can charge up to a **16% price premium.**
- **43% of all consumers** would pay more for convenience & **42% will pay** for a friendly, welcoming experience.
- **32% of customers** say they would walk away from their favorite brand after just one poor experience.

# Friction Along the Attendee Journey



## Awareness

Receive marketing campaign/emails  
Visit event website

## Conversion

Register online  
Make travel/housing arrangements

## Consumption

Use event transportation  
Register onsite/ pick up badge  
Navigate the show floor  
Engage in event activities  
Download/use event technology

## INSIGHT 9

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**AUDIENCES WANT  
A MORE  
CONSUMER-IZED  
EXPERIENCE**

## Build strategies that resonate with NGENs

Be all ears

Make it memorable

Consumerize the experience

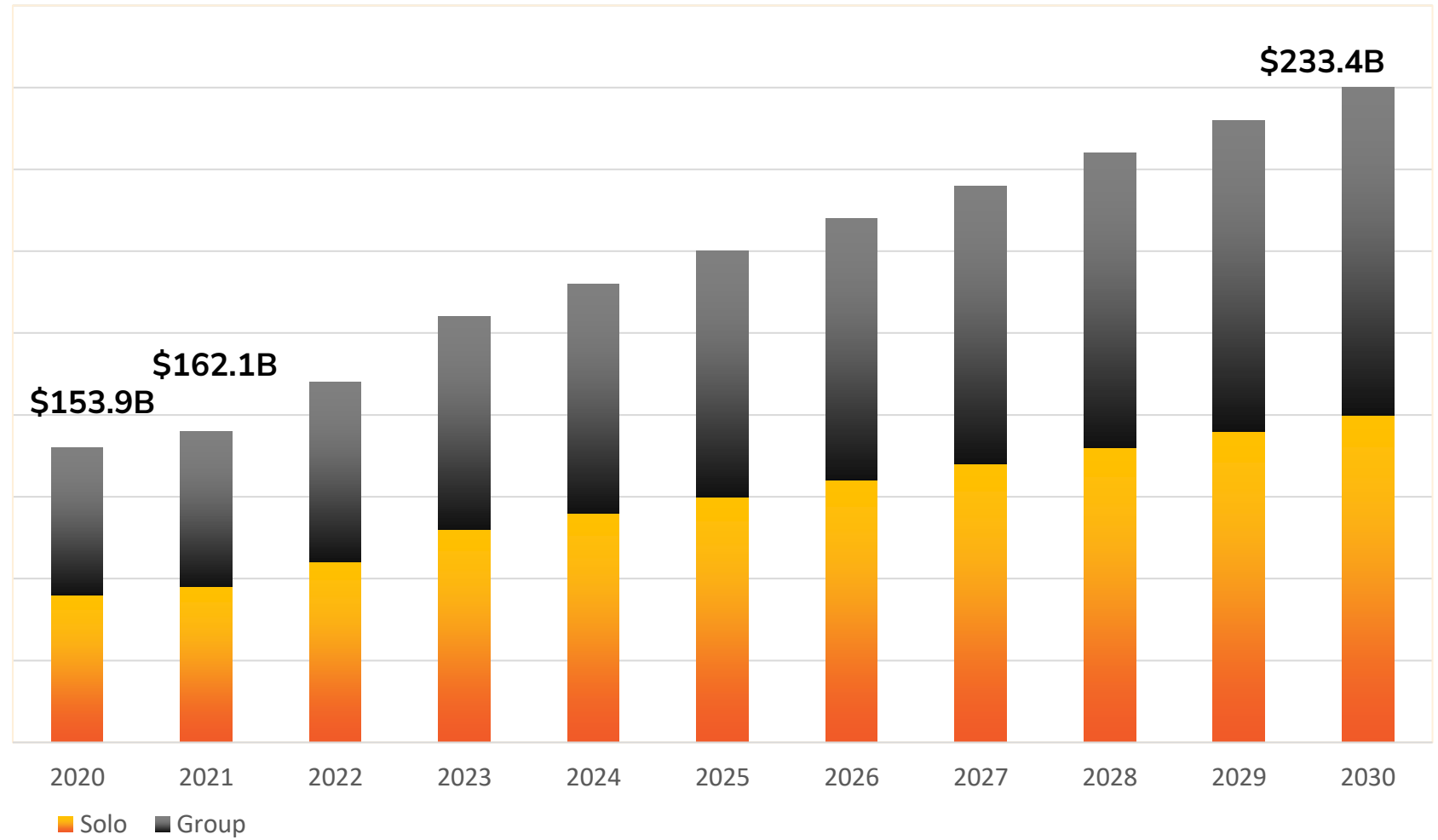
# Bleisure is Back!

The demand for flexibility and work/play overlap is skyrocketing.

**82%** of event attendees say that they prioritize bleisure



# U.S. Bleisure Travel Market



Source: Grandview Research



# Welcome-Connect-Simplify Approach

## Welcome

Be their host with the most hospitality and offer a positive spin that centers on them.

Offer special education tracks, seminars, and networking opportunities tailored for first-timers and young professionals.

## Connect

Build connections (and create opportunities for them to connect with each other) well before the event using event apps, social media, and other digital tools that will enhance the experience.

## Simplify

Untangle each step so they know when and where to be (with plenty of elective choices), what to expect, and quick tips for navigating and designing their schedule.

Consider cheat sheets, pre-event notifications, and pre-track alerts to build anticipation.

## **INSIGHT 10**

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# **THE NEW ROI (EMOTIONS STILL MATTER)**

## What Gen Z Likes About Live Events

61%



Meeting new  
people

58%



Reconnecting with  
clients and/or  
partners

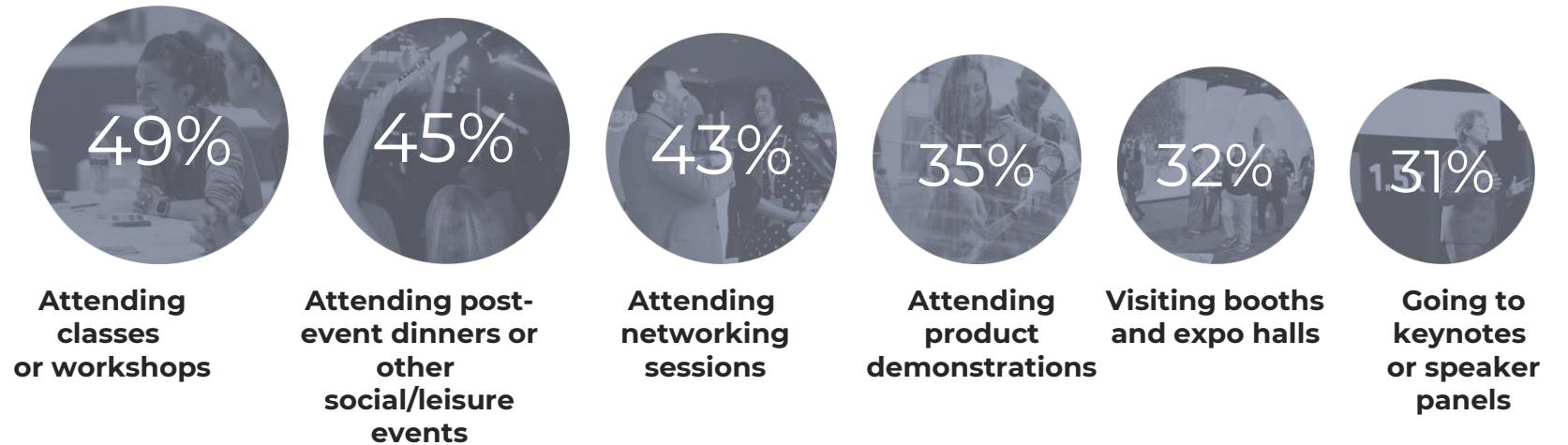
54%



More face time with  
coworkers

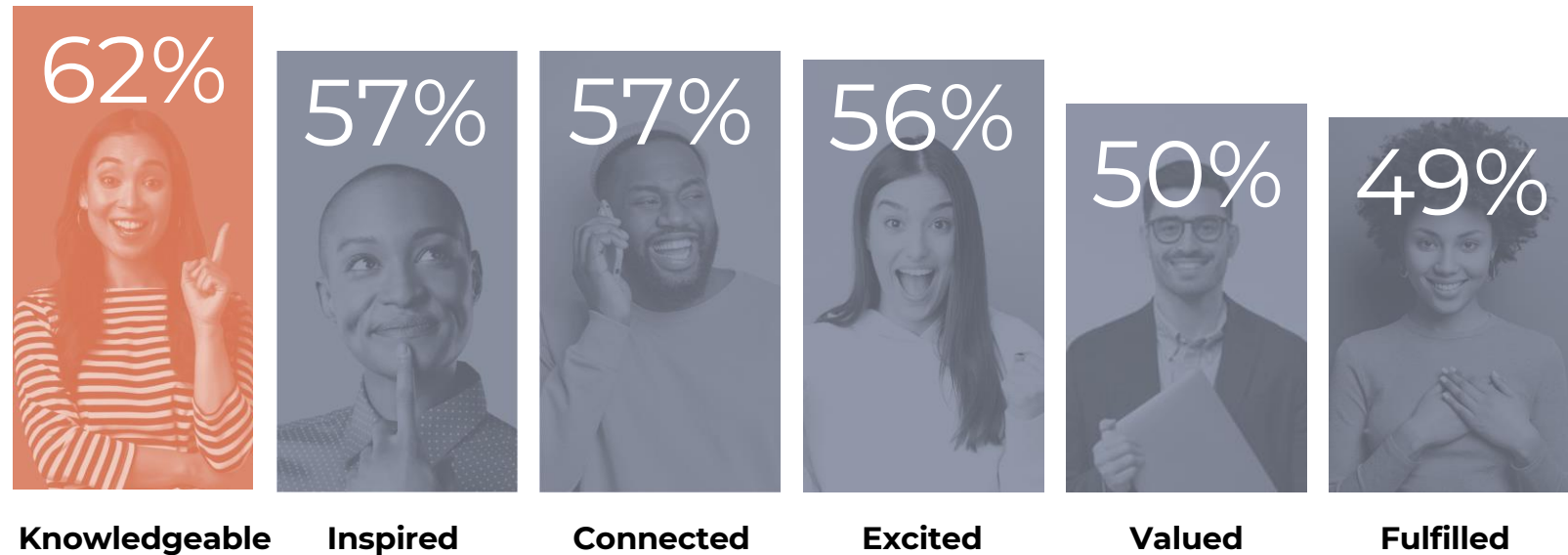
Source: 2023 Freeman® Gen Z Report

# Live Engagement Preferences



Source: 2023 Freeman® Gen Z Report

# Next-Gen professionals leave in-person events feeling more knowledgeable and connected to others.



Source: 2023 Freeman® Gen Z Report

# Factors contributing to a negative event experience

47%

Overprogrammed days, not enough free time

42%

Cannot meet and connect with people, clients or partners

39%

No exposure to unexpected ideas or experiences

I could not see or do everything I wanted to

37%

Cannot reconnect with people, clients or partners I already know

Not enough face time with people I work with from my company

36%

Bland, predictable venue space

No exposure to new brands or products

35%

Entry is too time consuming

No content or activities focused on well-being

# IN SUMMARY:

INSIGHT

1

Time to change the channels.

INSIGHT

2

NGEGs trust influencers.

INSIGHT

3

It's time to think beyond the sizzle reel.

INSIGHT

4

Trust is the most valued global currency.

INSIGHT

5

You *can* handle the truth.

INSIGHT

6

Timely outperforms timeless.

INSIGHT

7

Emotions matter.

INSIGHT

8

The tolerance for friction is waning.

INSIGHT

9

Audiences want a more consumer-ized experience.

INSIGHT

10

The new ROI (emotions still matter).



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# 10 New Attendee Marketing Realities

Attendee Acquisition Roundtable

October 26, 2023






A Freeman Company

## **INSIGHT 6**

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**WORDS MATTER**

**+ Words matter**

<b>Virtual</b>		<b>Online- Learning, Training, Events</b>
<b>Hybrid</b>		<b>Remote/Online</b>
<b>Tradeshow/Convention</b>		<b>Event/Conference</b>
<b>Exhibit/Exhibitors</b>		<b>Discover/Explore</b>
<b>Booths</b>		<b>Trends/Partnerships/Hands-on</b>
<b>Education</b>		<b>Learning, content</b>