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THE MARKETER'S GUIDE TO IN-PERSON EVENTS

CONTENTS

INTRODUCTION

As marketers, we know that a memorable brand experience is the secret ingredient for a great event.

But creating that experience isn't always easy. Fortunately, in-person events have come a long way in the last few years, incorporating digital components like never before. From live streaming to digital matchmaking, you have numerous innovative ways to engage with an audience. It's easier than ever to create an in-person event that attendees will be sure to remember.

Your in-person events shape how your audience perceives and engages with your brand. In-person interactions help to build loyalty and trust—77% say they trust brands more after interacting face-to-face, according to a 2023 Freeman Trust Report.

Don't get us wrong—virtual and hybrid events continue to serve a purpose and have been a catalyst for more digital in-person experiences. But in-person events are integral to the buyer's journey, helping you build awareness, create new leads, and accelerate opportunities much faster than any other channel or event format. And they'll always hold a valuable place in your marketing mix.

In this eBook, we'll explore how you can maximize the impact of your in-person events and design an event program that draws in revenue year after year.

ARE IN-PERSON EVENTS STILL RELEVANT IN A DIGITAL WORLD?

In-person meetings and events are more relevant than ever for companies and their marketing teams. According to a commissioned study conducted by Forrester Consulting on behalf of Cvent, 89% of global event and meeting strategy leaders say in-person events are important or critical to increasing revenue.[1]

But there's a caveat. While events are alive and well, the rise of social media and smart technology has blurred the lines between what's physical and what's digital. Today, there's a big opportunity for marketers to connect in-person events to online channels.

The reality is that in-person events ARE a digital channel. In fact, the same study showed that 77% of global meeting and event strategy leaders say that in-person attendees have higher expectations for digital features than they did a few years ago.[2]

In-person events pull back the curtain to the wants, needs, and desires of your prospects and customers in a way no other marketing channel can.

Here's how-person events help marketing teams reach and exceed their goals:

1. PROVIDE DEEP ENGAGEMENT

Seventy-one percent of meeting and event decision-makers agree that in-person events help increase customer or member engagement.[3] That's because they create opportunities to build deeper relationships more quickly.

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1   Level Up Your Event Platform Capabilities, A commissioned study conducted by Forrester Consulting on behalf of Cvent, December 2022
2   Level Up Your Event Platform Capabilities, A commissioned study conducted by Forrester Consulting on behalf of Cvent, December 2022

3   Level Up Your Event Platform Capabilities, A commissioned study conducted by Forrester Consulting on behalf of Cvent, December 2022

Here are a few ways you can create deep engagement at your event:

- **Networking opportunities:** Face-to-face interactions facilitate deeper connections and trust among your attendees. Networking allows your audience to meet and catch up with peers, build relationships, and have fun. This, in turn, helps you build (or repair) your brand reputation, gather feedback, and subtly promote your products and services.

- **Interactive sessions:** The more involved your attendees are in your event, the longer they'll stick around. Interaction is your secret weapon. Host a workshop or speed dating-inspired networking session to stimulate critical thinking, problem-solving, and knowledge sharing.

- **Thought leadership and expertise:** If thought leadership is part of your marketing strategy, you're already one step ahead. But why the hype? Hearing directly from your product or industry experts allows attendees to ask questions, network with fellow audience members, and even meet the speakers after the session for further discussion.

- **Product demonstrations:** Hands-on experiences like product demonstrations or showcases allow your prospects and customers to ask questions and gain a better understanding of your products and their capabilities.

- **Interactive sessions:** Mobile apps allow marketers to have always-on connections with attendees, whether they are between sessions, commuting, or back in their hotel room. A mobile app surrounds your audience with your brand and messaging while allowing them to consume and browse information as they choose.

2. ACCELERATE YOUR SALES CYCLE

Face-to-face interaction is also a foolproof way to speed up your sales cycle. In-person events allow your audience to not only experience your products but also speak to and build relationships with experts. This shortens the time it takes to prospect, capture and qualify leads, and close business.

3. A STRONG INDICATOR OF INTEREST

When attendees spend hours or days away from their office and spend hundreds or thousands of dollars to do it, their investment level is high. They've committed. Onsite, attendees 'vote with their feet' in the sessions they attend, appointments they have, and booths they visit. They are sending you signals you can instantly capture to gauge their buying interest.

4. DRIVE THE BUYER'S JOURNEY

In-person events create touchpoints and experiences that guide potential buyers through each stage of the buyer's journey:

Awareness

In-person events are a great way to showcase your offerings, introduce your brand and spark initial interest in a wide, highly targeted audience—much like casting a net.

Ciara Baker, Senior Events Manager at eXp explains that events such as EXPCON are instrumental in bringing in new clients. 'The two things we're looking to accomplish there are agent attraction—so bringing real estate agents into the company—and certainly providing education for our agents.'

Jorja Johnston, Events Project Lead adds: 'These events are an opportunity for everyone to get together and see how much is going on. Everyone is so excited and already asking when the next EXPCON will be, and it's just exciting to see that spark of interest across the entire company.'
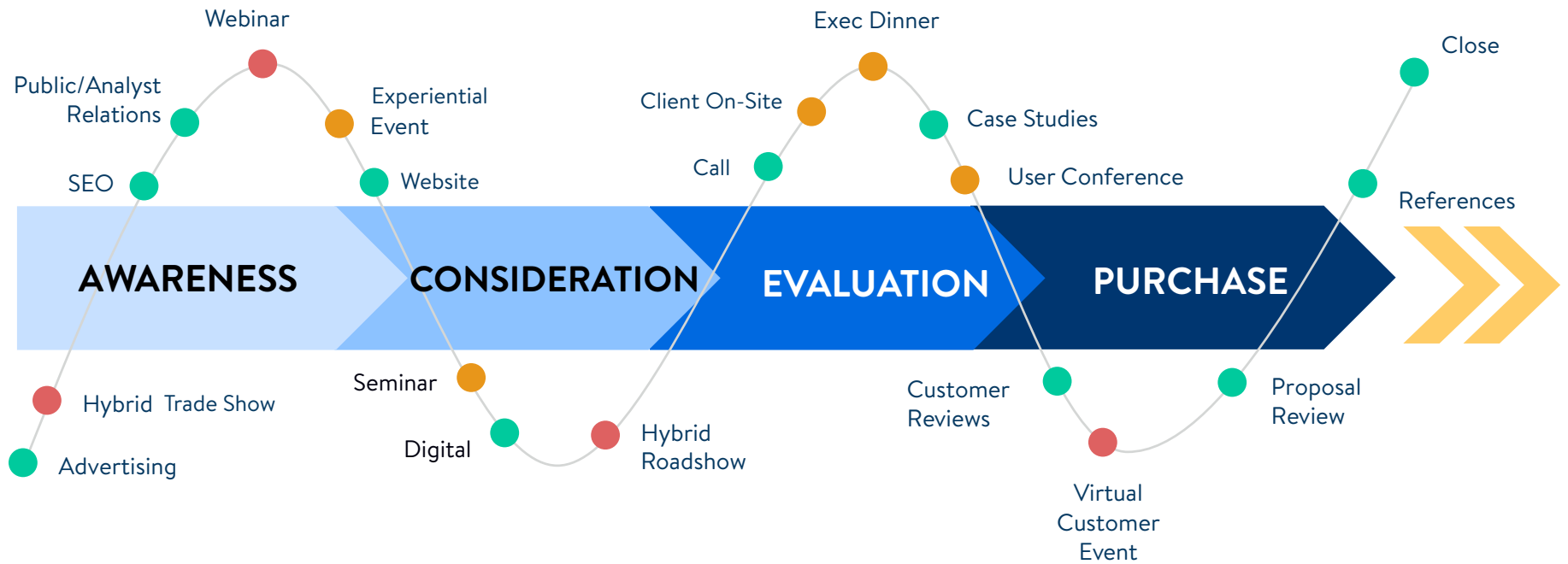
Interest and consideration

Presentations, demonstrations, interactive sessions, and one-to-one meetings help prospects evaluate whether your company's offerings align with their needs.

Evaluation and decision

The opportunity to ask questions, address concerns, and gain insights from experts can help prospects overcome obstacles and solidify their decision-making process.

Setting appointments for your sales team is an essential part of accelerating the evaluation and decision making stage for prospects.

Events Drive the Buyer's Journey

Webinar

Public/Analyst Relations

SEO

Experiential Event

Website

Exec Dinner

Client On-Site

Call

Case Studies

User Conference

Close

References

AWARENESS　CONSIDERATION　EVALUATION　PURCHASE

Hybrid Trade Show

Advertising

Seminar

Digital

Hybrid Roadshow

Customer Reviews

Virtual Customer Event

Proposal Review

● In-person Events　● Virtual/Hybrid Events　● Other Marketing Tactics

According to J.D. Miller, Senior Vice President of Marketing & Communities at CDM Media: 'We had a recent event in London where our sponsor meetings—those one-to-one meetings we set up between sponsors and attendees—had a 200% increase in actualized appointments. That is because of the Appointment setting capability in the Attendee Hub.'

Purchase

By establishing greater trust and credibility, in-person events can give prospects the confidence they need to make a purchase.

Jaclyn Sass, Director of Global Events and Marketing, Merkle, describes how events drive purchasing decisions: "We know through our closed-loop reporting and by tracking KPIs that our events generate hundreds of millions of dollars for the organization in opportunities. This shows us that our events are the largest opportunity and lead generator for the organization."

Advocacy

When customers have positive experiences at events, they are more likely to share their enthusiasm and recommend your company's products or services to others.

Post-purchase engagement

In-person events can also drive post-purchase engagement by facilitating ongoing education, support, and relationship-building.

Leslie Marshall, Head of Experiential Marketing at Morningstar, stresses the importance of providing a great client experience: 'The homegrown solutions did not capture all the data and information that we wanted to understand about our clients. It also did not give us the event experience we wanted for our attendees.'

'What's great about the technology that we're using with Cvent is it really helps us elevate the client experience, help them register more effectively, and get the information that they need through the mobile app. It's always working behind the scenes.'

BRINGING YOUR BRAND TO LIFE WITH EVENTS

In-person events are a valuable extension of your brand. This kind of experiential marketing is a fantastic way to create immersive experiences and bring your brand into the real world. Once prospects know who you are and understand your products or services, they want to know what it will be like to work with you.

The power of a tangible brand experience lies in its ability to create a deeper and more meaningful connection between your brand and its audience. Unlike digital or virtual interactions, in-person experiences engage multiple senses, leaving a lasting impression that goes beyond the surface level. So how can you use your in-person events to make your brand jump off the page?

CREATE EMOTIONAL CONNECTIONS

In-person events are a great way to evoke positive emotions, excitement, and enthusiasm. And when your prospects and clients feel happy, they're more likely to engage, purchase, and tell others about how great you are.

Let's look at what you can do to create deeper emotional connections:

- **Authenticity and purpose:** Ensure your event aligns with your brand's authenticity and purpose. Authenticity builds trust, and when attendees perceive that the event's purpose genuinely reflects the brand's values and mission, it evokes a positive emotional response.

- **Inclusivity and community:** Create an environment where attendees feel welcome, respected, and part of a shared experience.

- **Inspiring speakers and performances:** Invite inspiring speakers, performers, or presenters who can connect with attendees on an emotional level. Whether through motivational speeches or captivating performances, non-salesy, educational content can elevate your event and your audience's experience.

- **Gratitude and appreciation:** Show genuine appreciation for attendees' presence and participation. Thank them for being part of the event, and consider small gestures like personalized thank-you notes or goodie bags.

OFFER MULTI-SENSORY EXPERIENCES

In-person events engage multiple senses simultaneously, offering a richer and more immersive brand experience. And it's this that makes in-person so irreplaceable.

Visual displays, live demonstrations, audio-visual presentations, tactile interactions, and even the ambience contribute to a multisensory experience. Technologies like augmented reality (AR) and virtual reality (VR) can also provide unique and engaging experiences.

Visual : Branded decorations (like logos and brand colors), dynamic and creative lighting, and visual displays help to set your desired mood and reinforce your brand identity.

Auditory: Curate playlists or hire live performers to create an ideal atmosphere and mood. The type of music and sounds you use will depend on your products and audience.

For example, if your audience is made up primarily of Gen Z, you could use songs that are popular on TikTok. But if your audience is made up of the older generation, it's a great idea to weave some retro, classic songs.

Tactile: Organize interactive stations or workshops that allow attendees to touch, feel, and interact with the brand's products or materials.

The textures and materials you use are important too! Choose event materials and furnishings that align with the brand and provide tactile appeal.

LEVERAGE EVENTS FOR STORYTELLING

Events provide a platform for you to tell your brand's story, and share its journey, successes, challenges, and impact on the world. Storytelling humanizes your brand, creates an emotional connection with your audience, and holds attention.

Incorporate customer testimonials

Showcase real-life customer testimonials and success stories to humanize your brand's impact and demonstrate the value it brings to people's lives. You could display video testimonials with subtitles on big screens or have customers speak at your event, for example.

Storytelling stations

Set up interactive stations where attendees can explore different aspects of the brand's story. Use tactile elements, audio narratives, and visual displays to create an immersive experience.

Emphasize human-centric stories

Focus on human-centric stories that evoke emotions and connect with attendees on a personal level. Share stories of individuals or communities positively impacted by the brand.

Infuse brand messaging throughout

Seamlessly weave the brand's core messaging and values into the storytelling elements of the event. Ensure consistency in the narrative and reinforce the brand's identity.

CREATE A MULTI-CHANNEL BRAND EXPERIENCE

Multi-channel experiences at your events expand your brand experience, extending it from pre-event to post-event. Creating a seamless, integrated brand experience throughout helps reinforce your brand message and relationships between your brand and your audience.

Pre-event promotion

Pre-event, your aim is to build anticipation for your event. Do this with teaser videos or behind-the- scenes content, for example, across social media, email marketing, or your website. Encourage your audience to share their expectations and excitement online using event-specific hashtags.

Event app or website

Event apps or websites are one of the best ways to provide essential information about your event, such as the schedule, speakers, and content. Use your app or website to deliver event updates, notifications, and real-time engagement opportunities.

Social media engagement

Social media platforms like TikTok and Instagram are becoming more popular by the day—and not only with Gen Z! Design photo-worthy spots and encourage attendees to take pictures and share them on social media platforms. It's also a good idea to monitor your social media channels, using relevant hashtags, to engage with attendees, and respond to comments and questions.

Post-event follow up

A good post-event follow-up keeps the brand experience going, even when it's all over. Send personalized follow-up emails, thanking your audience for their participation, and providing event highlights. You could also create recap videos or blog posts to capture the event experience for those who couldn't attend—or just wish to relive it.

The effort you put into in-person events, the quality of your sessions, and the way employees interact with attendees at an event can tell prospects everything they need to know about you.

It might sound like a lot of work, but believe us when we say that the payoff is worth it.

Every year, we bring our brand to life at Cvent CONNECT the premier event industry conference. The conference brings together event, marketing, and hospitality professionals for several days of networking and interactive sessions from industry experts. It's a unique opportunity for attendees to get inspired and put cutting-edge strategies for their event programs into practice.

WHY MANY EVENTS FALL SHORT OF MARKETING GOALS

In-person events are a huge opportunity. But despite the effort, budget, and time put into events, many marketers struggle to see tangible results. This doesn't mean marketing teams should stop planning and investing in events. Quite the opposite.

Failing to collect enough marketing-qualified leads, demo sign-ups, or conversions is cause for concern. But these issues are likely a result of a few common, but solvable, event challenges. Overcome these and your events will exceed your goals and reach their full revenue potential.

1. YOU'RE NOT CAPTURING THE RIGHT EVENT DATA

If one of your challenges is capturing the right data, you're not alone. Fifty-nine per cent of meeting and event decision-makers report capturing the right attendee data as a top event-related challenge. They also struggle to leverage insights from it to support all dependent stakeholders including customers (57%), sales (53%), and marketing (47%).[4]

Collecting data sounds simple enough, doesn't it? When there's so much of it at your fingertips, however, it's hard to know what data to prioritize. But collecting the right data helps you deliver more personalized experiences. You'll also be able to translate the impact of your events into quantifiable, measurable outcomes.

What to do about it:

Our favorite way to categorize event data is to split it into three sections: pre-event, at the event, and post-event.

4   Level Up Your Event Platform Capabilities, A commissioned study conducted by Forrester Consulting on behalf of Cvent, December 2022

Pre-event

Before the event takes place, you'll want to gather data that will help you deliver the most relevant content and experiences for your audience. This is where segmentation and registration-related data is essential.

You'll also need to use campaign data like clicks, opens, and conversions to measure interest and learn which campaign strategies and messages are most effective.

At the event

There are two key groups of data you'll need to focus on at the event.

The first group encompasses things like attendance, feedback, and session and speaker ratings. These will help you understand what topics, formats, and strategies resonate with your audience.

The second group comprises engagement elements like polling responses, booth visits, lead capture, and appointments. Tracking these will help you understand what activities attendees are most interested in.

Post-event

Post-event, you'll need to understand how your event performed, what worked well, and what could be improved. You should track survey responses, engagement scores, event cost, revenue, and return on investment (ROI).

2. YOU'RE NOT INTEGRATING EVENT DATA WITH THE REST OF YOUR MARTECH

So, you've captured the right data—now what? While analyzing and actioning the data from in-person events is a great next step, many marketers fail to integrate it with the rest of their marketing technology. This can have several consequences:

- **Incomplete customer profiles:** By not integrating rich attendee information with your MarTech you miss an opportunity to enhance the personalization and quality of your marketing campaigns.

- **Inefficient marketing operations:** Manually handling event data separately from your MarTech systems means more complexity, time, and effort when it comes to analyzing and acting on your data. Instead, integrations allow you to outpace the competition and get in front of buyers while the event is still fresh in their memories. How? By minimizing the time it takes for sales and/or marketing to follow up.

There are multiple MarTech systems marketers can integrate their event data with, including:

- **Customer relationship management (CRM) systems:** Syncing your event data with your CRM allows you to consolidate attendee information on one central platform and enrich existing information. You'll be able to track attendee demographics, engagement levels, registrations, and post-event interactions.

- **Email marketing platform:** Segment your attendees by event preferences, session attendance, or engagement level, for example, to better personalize your email marketing

- **Content management systems (CMS):** By integrating your event data with your CMS, it's easier for marketers to personalize your event websites or apps based on attendee feedback.

- **Social media management:** Social media integrations make it easier to target event-related ads to specific audience segments, retarget attendees with post-event content, and ensure a consistent brand experience across social channels.

- **Web analytics:** Integrating event data with web analytics tools provides deeper insights into event performance, attendee behavior, and conversion metrics.

- **Data silos:** Without integration, event data remains isolated from the rest of the marketing data.

- **Lack of performance management:** Attributing revenue, tracking conversions, and evaluating the impact of your events on your marketing efforts can take more time without integration.

What to do about it:

Integrating your event data with the rest of your MarTech is one of the best ways to get the most out of your in-person events. This way, your data continues to be of use long after your event.

With so many tools out there, it can be confusing to know what would work best for you and your goals. A single event platform makes it easy to share data between systems and get a complete picture of the attendee journey.

3. YOU'RE NOT MEASURING EVENT ROI

Measuring your event's return on investment (ROI) might be one of the biggest event challenges marketers face. It's not always easy to determine the impact of an event on sales pipeline and revenue—but as a marketer, it's an important part of running an event.

You might have trouble measuring your event ROI for several reasons, including:

1. Attribution isn't always clean-cut. Attendees often have multiple touchpoints in and outside of your events.

2. A set of clear objectives aligned with business goals had not been set before the event.

3. You might face resource constraints in terms of time, budget, or staffing

What to do about it:

You'll want to look at how the cost of your event (flights, lodgings, labor, food and beverage etc.) stacked up against the value it derived (leads generated, pipeline value, sponsorships, event revenue etc.). This can be easier said than done, so let's break it down:

- **Set clear objectives and key performance indicators (KPIs):** Determine the main purpose of your event. It could be building brand awareness, generating leads, or fostering customer engagement. Choose specific and measurable objectives that will help you achieve your purpose. Then choose KPIs that align with your objectives such as leads generated, sales revenue, attendee satisfaction, or website traffic.

- **Track event expenses:** Track every single event expense from your venue costs and marketing materials to your catering and staffing. Use budget management software to track spend and generate reports instead of wrestling with spreadsheets.

- **Capture event data:** Collect audience insights manually or by using tools and software such as:

  - [Registration](#)
  - [Check-in and badging](#)
  - [Lead capture tools](#)
  - [Mobile and conference event apps](#)

- **Calculate cost per lead (CPL):** Determine the cost per lead for each generated from the event. Divide the total event expenses by the number of leads or customers acquired.

- **Compare costs with objectives and KPI results:** Nearly there, we promise! Once you've collected all your necessary data, it's now time to analyze your data, determine the success of your event, an compare the results with the overall cost of your event. The actual calculation is as follows:

[(Total Sales Revenue – Total Cost of the Event) ÷ Total Cost of Event] X 100 = Event ROI

4. YOU HAVE BUDGET CONSTRAINTS

It's a tale as old as time: you need a realistic event budget to achieve your goals. However, demonstrating the value of this high-spend channel to your stakeholders isn't easy. Events are a big investment but they are also a highly converting channel.

Meeting and event decision-makers say that in-person meetings and events are either important or critical for increasing revenue (89%), improving customer experience (75%), improving efficiencies (69%), improving business agility (78%), and accelerating digital transformation efforts (81%). [5]

What to do about it:

When it comes to justifying event spend, it's a little bit like riding into battle. It's important to be armed with your facts, figures, and—most importantly—solid proof that past events have worked. Here are a few ways you can ensure success:

- **Align your event objectives with stakeholder priorities:** Take some time to understand the [objectives of your stakeholders](#) and document how your event will help them achieve them.

- **Show ROI potential:** Present a comprehensive analysis to your stakeholders, outlining the potential ROI from the event. Make sure you highlight the potential benefits, like projected revenue or customer satisfaction and compare these against the event budget.

- **Prepare success stories:** Share the success of your previous events and demonstrate the positive outcomes achieved. Include short testimonials from attendees, metrics, and business results.

- **Shine a light on data:** Take the mystery out of event performance by giving stakeholders real-time access to event data and reporting dashboards. This provides a sense of security and control into what is going on with the event.

5. YOU'RE NOT ATTRACTING THE RIGHT AUDIENCE

A large part of running a successful in-person event depends on your ability to target the right audience with promotional strategies and messaging. Getting these two things wrong can lead to low attendance, missed opportunities, wasted resources, and, worst of all, a failure to meet business objectives and KPIs.

What to do about it:

Eliminating guesswork and making informed decisions will help you target the right audience. Here are a few strategies to get you on your way:

1. **Define your target audience:** Understanding your ideal audience is key. Develop detailed buyer personas by considering factors like demographics, interests, industry, job roles, common challenges, and goals.

2. **Craft compelling messaging:** Spend some time working out what kind of copy resonates with your ideal audience.

Make sure your messaging clearly defines the unique value proposition of your event.

3. **Leverage the right channels:** Where does your ideal audience get their information from? Perhaps it's TikTok, specialist magazines, Reddit, or industry news sites. Pick the right channels and use targeted advertising and content marketing, for example, to catch your audience's attention.

4. **Use your data:** Analyze past attendee data, conduct surveys, and collect feedback to understand the demographics and interests of your existing audience.

5. **Offer incentives and exclusivity:** Provide your audience with early bird discounts, VIP access, special perks, or exclusive content. Creating a sense of exclusivity is a great way to attract those high-value contacts.

CHOOSE YOUR EVENT TYPES WISELY

The power of events is unmistakable. When you consider the buyer's journey, decide where the events you hold fit in. User conferences? Private cocktail receptions with VIP prospects? Networking events? They all hold value. Understanding their purpose helps you achieve your goals as they each represent thousands of high-value touchpoints with a highly qualified audience.

USER CONFERENCES

For many organizations, user conferences represent a kind of 'event to end all events'. They offer a grand stage to unveil groundbreaking technologies, announce innovative product updates, and forge lasting relationships with your audience. And they aren't just about generating revenue; user conferences can turn casual audiences into brand evangelists, instilling fierce loyalty, a sense of community, and an unwavering affiliation with your brand.

How to get the most out of user conferences: User conferences play a huge role in keeping your customers happy and content with your products and services. By educating customers about your product roadmap, new features, and best practices, you'll enhance their overall experience and maximize the value they derive from you.

NETWORKING EVENTS

Networking events are an opportunity for professionals to come together to establish connections, exchange information, and build mutually beneficial relationships. Inviting one or two keynote speakers can help enrich the experience and add layers of education and entertainment.

How to get the most out of networking events: As well as helping you generate leads, networking events can be your path to brand recognition within a competitive industry. Connecting with and bringing together people from within your industry could become a valuable resource for ongoing collaboration, support, and advocacy. Networking events are also a great way to enrich your brand perception. Leave a lasting impression by letting your audience try your product(s) while they meet and mingle.

VIP EVENTS

VIP events are an opportunity for intimate white glove, personalized experiences for key decision- makers. VIP events for high-value customers and major prospects offer the chance to add a one-on- one touchpoint during a conference or trade show.

How to get the most out of VIP events: VIP events have become increasingly popular over the last several years. They can enhance brand awareness, build trust with buyers, increase retention, and boost ROI. But how do you drive results? Set clear goals and objectives like building brand awareness or generating media coverage. Also consider using VIP events for product launches, exclusive preview, or milestone celebrations.

USER GROUPS

Connecting with customers continually is key to retention, customer satisfaction, and brand loyalty. This kind of face-to-face time with existing customers not only provides you with the opportunity to offer hands-on education but can also be used to introduce new products and services. Events like these provide you with the ability to set clients up for success by informing, educating, training, and receiving valuable user feedback.

How to get the most out of user groups: User groups make the most sense when you have a significant number of customers using your products or services. But they also can prove useful when you release major product updates.

These events can help you enhance user engagement, facilitate learning and collaboration, gather feedback, and foster a sense of community among users.

PRODUCT LAUNCHES

A product launch event is a dedicated gathering organized by a company to introduce a new product or service to the market. It serves as a platform to create buzz, generate excitement, and showcase the features, benefits, and value of the new offering.

How to get the most out of product launches: No one wants to release a new product only for it to fall flat. Product launches help you bring your new product into the spotlight, attract media coverage, and get people talking about it. Do this by creating a compelling story, highlighting unique features, benefits, and the problem it solves. A product launch event could also help you show prospects and customers how this new product could help them.

TRAINING AND WORKSHOPS

Training and workshops are structured educational sessions focused on teaching specific skills and techniques to participants. These events are usually hands-on, practical experiences with a set curriculum or agenda. Training and workshops may include presentations, demonstrations, interactive exercises, and group activities. They are a fantastic way to educate customers on your product/s and build customer loyalty.

How to get the most out of training and workshops: Offering training shows that your brand is invested in your customers' success. It's also a great way to capture customer feedback to improve not only the product, but also the overall customer experience. They have several uses including product launches, customer onboarding, upselling, and partner enablement.

TRADE SHOWS

Trade shows represent significant marketing spend and are critical for lead generation, networking, brand awareness, and market research.

They also help you enhance product knowledge and drive sales. This is still one of the most profitable B2B strategies, which explains the investment companies make towards holding them.

How to get the most out of trade shows: One of the main benefits of hosting a trade show is the ability to prospect at a large scale. And because you'll have a large number of prospects and customers in one place they also help you accelerate and close deals quicker. Even if you only hold one trade show a year, it could be enough to earn you significant revenue and establish you as a key player in your industry.

CHOOSING THE RIGHT EVENT FORMAT

Some events help reach new audiences and increase brand awareness, while others accelerate pipeline, build customer loyalty, or in some cases—both.

You want to build a mix of events you host and events you attend, each designed to:

- Reach and attract new buyers
- Move them down the funnel to purchase
- Engage and maximize lifetime value

Combined, all these events offer thousands of high-value touch points and interactions with prospects and customers. Each one is an opportunity to either find new leads, accelerate existing ones and get to know a prospect or customer better. Events help you get valuable information from your audience that can help your sales and marketing teams follow up faster and better.

USING EVENT DATA TO DRIVE RESULTS (& REVENUE)

Guesswork won't get you far when it comes to meeting and exceeding business goals. Instead, your event data tied in with the right tech is the key to getting maximum impact from in-person events.

When it comes to event data, there are three rules you should live by:

1. **Identify the right data:** Understand what event and attendee data is valuable to capture and where in your existing workflows that data lives.

2. **Capture it consistently:** Once you know what the right data looks like and where it lives, you need to reliably capture it across each of the touch points and engagement points you have with your attendees.

3. **Activate it quickly:** None of the data does any good until you get it in the hands of your sales and marketing teams so they can follow up with the next best action and do it quickly while there is still frequency and urgency in the mind of the attendee.

Now let's look at these rules in a bit more detail.

1. IDENTIFY THE RIGHT DATA

Modern event management and marketing technology allows you to capture a rich audience profile. By capturing interactions and other data touchpoints, attendees become individuals with a personal story to tell - if you know how to listen.

Start at the beginning

But how do you capture this data? Purposeful registration questions and post-event surveys lay the groundwork. Gain deeper and clearer insights into your attendees by integrating behavioral data captured as they move through your event.

What to capture pre-event:

- Name
- Job title
- Contact info
- Industry
- Why they are attending

Attendees vote with their feet

Gather real-time feedback on attendees' interests by capturing data about which sessions they attend, the booths they visit, and the people they meet with. Mobile event app polling, in-app session rating, and live Q&As add a deeper level of understanding.

What to capture during the event:

- Sessions attended
- Booths visited
- Appointments
- Social media activity
- Polls and survey responses
- Mobile event app activities

Complete the picture

After the event, you should have been able to collect a wealth of audience data. But there's still a bit more to get a hold of to complete the picture. Now, it's about assigning leads, post-event surveys, and deploying a post-event campaign (such as social media posts and follow-up emails).

What to capture after the event:

- Attendee satisfaction scores
- Survey responses

The right event marketing and management technology throughout the process can help you capture these data points consistently through the course of your events, integrate them with your other marketing data, and build better, more complete profiles of your prospects and buyers.

2. CAPTURE IT CONSISTENTLY

Capturing the right data consistently is paramount. Having reliable, easy-to-use tools will help you make informed decisions, better evaluate performance, calculate ROI, and help you develop a good long-term strategy.

Here are a few tools to help you collect reliable, high-quality data and what services they provide:

Event Registration

Every event starts with registration. Your branded event registration websites, landing pages, micro-sites, and other attendee communications should help you capture session interest, networking ideas, and attendee information.

Mobile event apps

Mobile event apps do more than deliver personalized event experiences and an always-on connection with attendees. These apps also offer key data to marketers.

Capture data from polls, appointments set, meetings attended, engagement, polls, post-show survey data, and more.

Appointment scheduling tools

Appointment scheduling tools offer marketers a wealth of data through customisable intake forms, embeddable calendars you can track, third-party application calendar synchronising, and group scheduling for workshops and sessions.

Onsite check-in technology

Onsite check-in technology is convenient for attendees and organizers alike. Not only can you provide a smooth check-in experience, but you can also track important information like attendance. Capture data from attendee check-ins, printed RFID name badges, and walk-ins.

Session tracking tools

One of the best things about session scanning tools is that they kill lines. But they also allow marketers to gauge interest and track attendees in and out of sessions, so you know what they're interacting with at your events. Using scanners or RFID badges, staff can passively track attendees' activities.

Lead retrieval tools

You'll want an easy way to not only capture, but also qualify and rate the leads you engage with at your event. Lead retrieval tools let you capture new leads by simply scanning a name badge or business card. You can then import leads directly into your CRM system, providing the information required for sales to follow up post-event.

Feedback surveys

Post-event surveys can help you capture the Net Promoter Score, the likes and dislikes regarding your sessions and content, and help complete the attendee profile.

3. ACTIVATE IT QUICKLY

Terrific… we have our data! But it's not going to help us without a strategy in place to 'activate' it.

Your focus should be on:

- Integrations with your other marketing technology
- Providing a full picture of your prospects and customers
- Getting hot leads quickly to sales
- Getting warm leads to marketing with enough qualification data to enable relevant nurture streams
- Enable pipeline and revenue attribution to your events

See and act on the full picture of interest

Data silos are the enemy. Instead, strive for a cohesive data strategy. As soon as your event is over, integrate all of your data into your 'system of record'. This is your 'one source of truth', and it's where your most reliable, accurate, and up-to-date prospect-customer data lives.

How to get the hottest leads to sales–quickly

The data you capture can help you understand what topics and products attendees are interested in, so you can act accordingly.

An example: if you know an attendee watched a demo about a certain product, attended an education session or two about the same topic, and had a meeting with a sales executive about it, it's clear they are interested. Sales should follow up immediately.

Effectively nurture warm leads

Your data is telling you a story and all stories are unique. For instance, a prospect who attended your event might be window shopping and not ready to buy. The reasons for this vary, but now you can determine where this prospect stands on their buyer's journey.

You know what to do next: fold them into a nurture campaign and provide them with relevant content to guide them along their journey. This can be thought-leadership content like eBooks or videos to help them better understand their challenges and how you can help them.
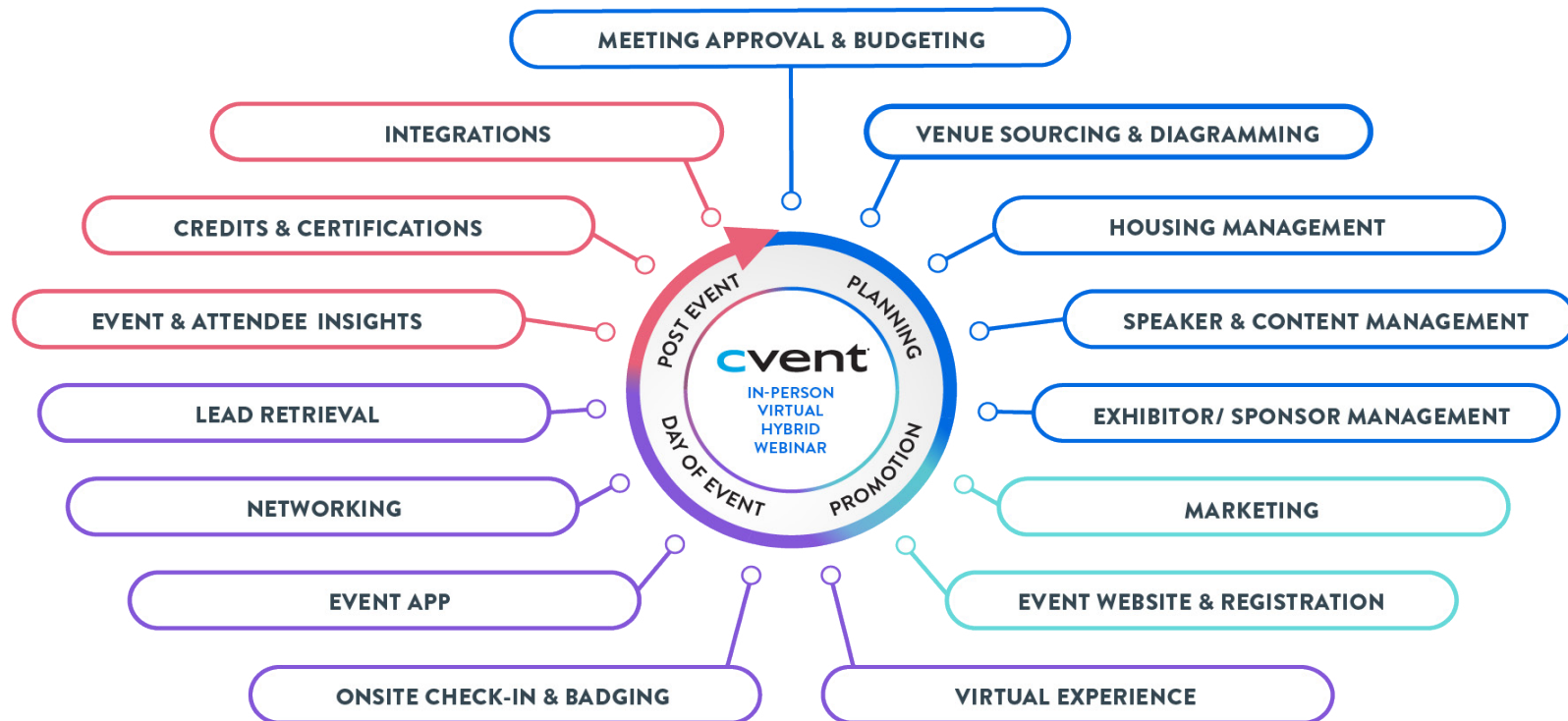
Prove event value with pipeline and revenue attribution

Your events are a rising expense and proving their value has never been so important. Sure, there are times when attendees buy onsite, but more often than not, attendees need a bit of extra time to mull over a decision.

Just because an attendee left doesn't mean the event wasn't integral to the buying decision. In fact, it may have been the biggest factor in a sale. To be candid, sales teams don't always give marketing credit in these situations. It's your job to do the work and find out how the event influenced their decision. And, how much of the sale should be attributed to the event.

SUCCEED WITH A SINGLE EVENT PLATFORM

With so many tools available, keeping track of all the moving parts can be overwhelming. That's why using a single event platform can be a game-changer. Not only does it simplify the process, but it also ensures that all your data is seamlessly integrated and easier to manage. Cvent's event marketing platform offers a one-stop-shop solution for marketers, from event promotion to analytics and MarTech integrations.

MEETING APPROVAL & BUDGETING

INTEGRATIONS

VENUE SOURCING & DIAGRAMMING

CREDITS & CERTIFICATIONS

HOUSING MANAGEMENT

EVENT & ATTENDEE INSIGHTS

SPEAKER & CONTENT MANAGEMENT

LEAD RETRIEVAL

EXHIBITOR/ SPONSOR MANAGEMENT

NETWORKING

MARKETING

EVENT APP

EVENT WEBSITE & REGISTRATION

ONSITE CHECK-IN & BADGING

VIRTUAL EXPERIENCE

cvent
IN-PERSON
VIRTUAL
HYBRID
WEBINAR

POST EVENT · PLANNING · PROMOTION · DAY OF EVENT

CONCLUSION

Your in-person events are more than nice to have. They are essential to driving revenue, closing more deals, and improving your customer experience. But getting the most out of an event requires knowledge, hard work, the right tools, and the right data.

Once you have a clear idea of your business goals, you'll understand what data is most important for you to collect and which event types work best for you. Finally, investing in the right event technology will help you streamline and get the most out of your events.

## See how Cvent can help you maximize engagement

Cvent helps marketing teams reach, engage, and convert their audiences to accelerate sales pipeline, generate revenue, and maintain loyalty.

See why marketers choose Cvent

ANY EVENT. EVERY EVENT.

cvent

WE'VE GOT YOU COVERED.

Cvent is the leading event technology software for marketers.

Cvent empowers you with cutting-edge tools designed for every event type and size, amplifying your event reach and building genuine connections. With end-to-end event lifecycle management and seamless MarTech integration, we equip you with insights to craft memorable brand experiences, develop future-ready event strategies, and optimize engagement. Our tech enables you to harness the power of events to boost ROI, fuel your sales pipeline, and drive revenue growth.
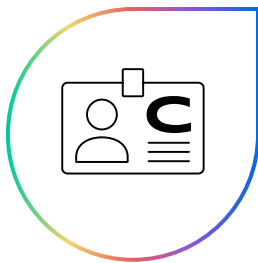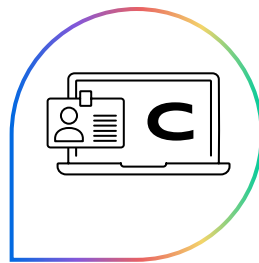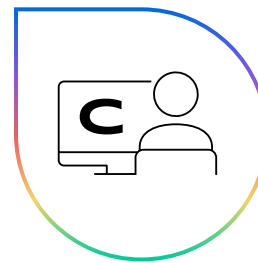
IN-PERSON   **HYBRID**   **VIRTUAL**   **WEBINAR**

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