Attendee Acquisition Roundtable July 2021

Attendee Acquisition & Event Marketing Outlook

Joe Federbush

EVOLIO marketing

ATTENDEE ACQUISITION AND MARKETING OUTLOOK SURVEY SUMMARY

Methodology & Profile

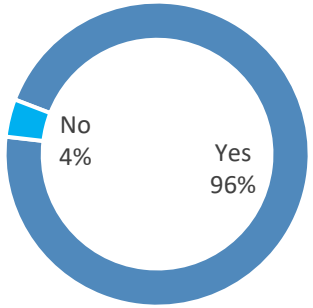
- Online survey: July 12-20, 2021
- 74 valid responses (so far)
- Avg 14.5 yrs in events (35% over 20 yrs)
- 74% director-level or higher

Objectives

- Understand impact of pandemic on events
- Determine preparedness for the "new normal"
- Identify attendee acquisition tactics considered for the future
- Identify new job roles/responsibilities for success

Held an Online Event

March'20-July'21



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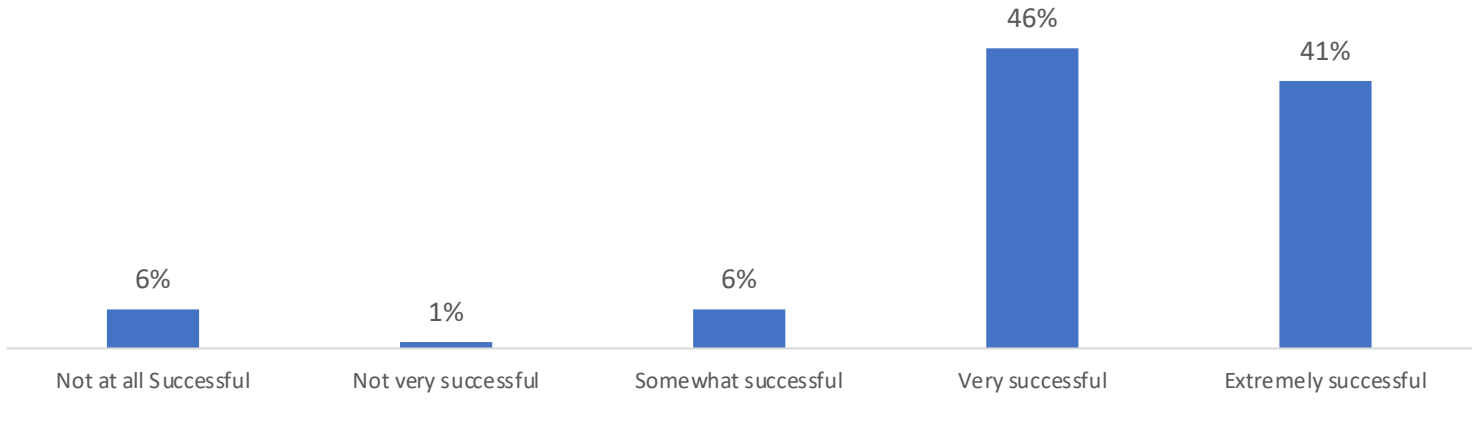
Success of Online Event Meeting Objectives for Your Organization



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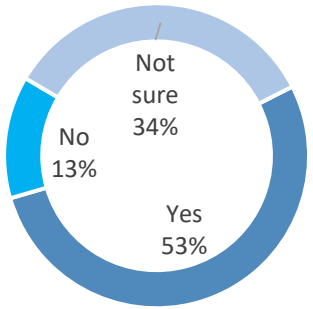
No to hybrid. WHY?

- F2F is better
- Networking does not work
- Costs versus return
- Leadership against it
- Attendees don't want it
- Exhibitor dissatisfaction
- Doesn't fit our event/audience

Future Events Going Hybrid



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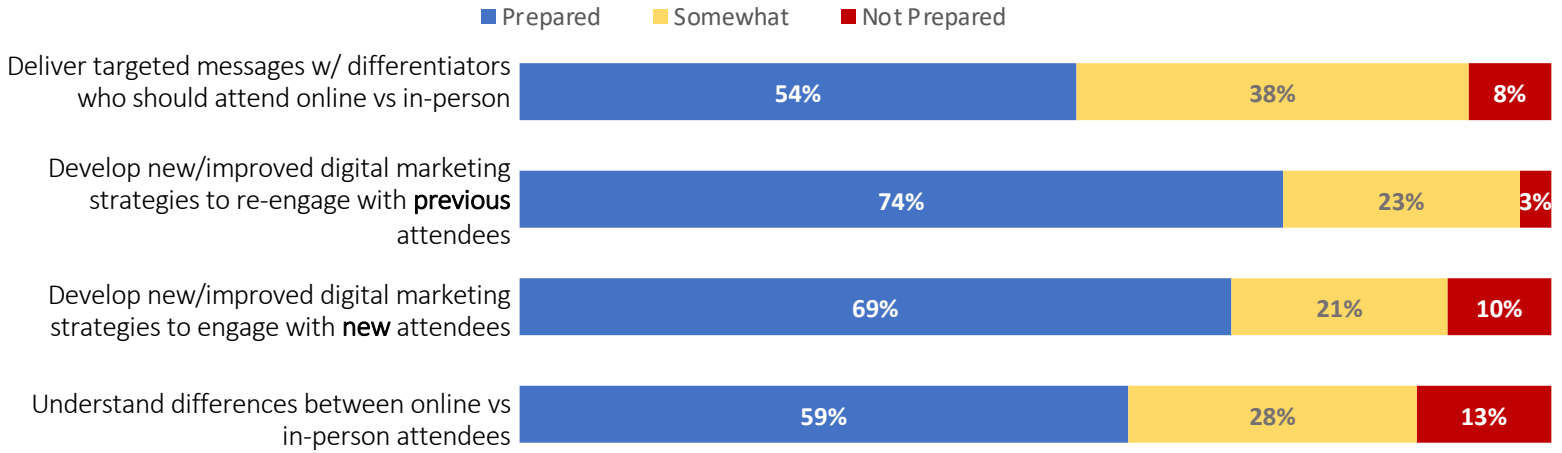
Preparedness for Going Hybrid in the Future



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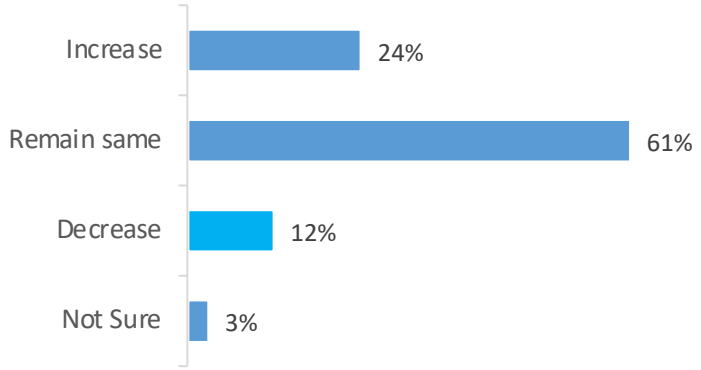
Number of In-person Events Held in Next 3 Years



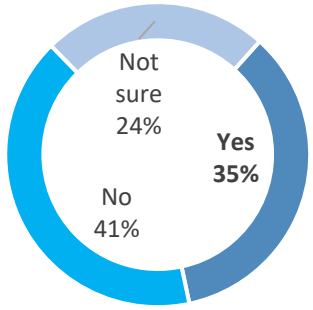
Attendee Acquisition Marketing Techniques Being Considered

- **More digital marketing**
- **More emails and marketing automation**
- **More targeting, retargeting ads**
- **Google ads, LinkedIn ads**
- **More social media**

- Leveraging analytics
- Value propositions/messaging
- Giveaways
- Matchmaking
- Webinars/continued education

Bullets with bold text represent multiple mentions

Hiring New Skillsets or Roles



New Skillsets and Job Roles

- **Digital marketing, specialties, skills, and expertise**
- **Database support/mgmt.**
- **Demand gen and email marketing, marketing automation campaign testing**
- **Data analytics/Analyst**
- **Web and digital content**
- **Sales**

- Social media
- Innovator to develop me ideas for org and team
- Audience development
- Customer client success
- Video producer
- IT consultant

Bullets with bold text represents multiple mentions

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Event Marketing Industry News Sources

With so many event industry and travel news and data sites, where do you begin? Here's some top picks to help you stay on top of your game.

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EVENT INDUSTRY ONLINE RESOURCES: EVENT INDUSTRY NEWS AND DATA

Joe's picks for event industry news and data

Staying on top of event industry news and trends is more important then ever. Be sure they are coming from trusted sources.

IAEE	https://www.iaee.com/
CEIR	https://www.ceir.org/
UFI	https://www.ufi.org/
Tradeshow Executive	https://tradeshowexecutive.com/
Freeman Research	https://research.freeman.com/
EXHIBITOR Magazine	https://www.exhibitoronline.com/
Event Marketer	https://www.eventmarketer.com/
Event Industry News	https://www.eventindustrynews.com/
BizBash	https://www.bizbash.com/

How about less traditional sites…?

Harvard Business Review	https://hbr.org/
Medium	https://medium.com/
Statista	https://www.statista.com/

What is your favorite industry news and data site?

EVENT INDUSTRY ONLINE RESOURCES: TRAVEL

Joe's picks for travel-related news

Not just traditional global transportation news, these sites cover meetings and events, travel tips & tricks, deals, industry research and trends, webinars, and more.

Business Travel News	https://www.businesstravelnews.com/
Skift: Corporate Travel News	https://skift.com/travel-services/corporate-travel/
The Points Guy	https://thepointsguy.com/
Travel News Daily	https://www.traveldailynews.com/
American Express Global Travel	https://www.amexglobalbusinesstravel.com/
Tourwriter Blog	https://www.tourwriter.com/travel-software-blog/travel-news-sites/

What is your favorite travel news site?

Q&A

Be on the lookout for your Acquisition and Marketing Outlook Survey Report.

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