

#FreemanEMEAAgency

The glitch

in your
*digital &
hybrid strategy*

**Unlocking the commercial
value of digital events**

One of the most significant business implications of Covid for the majority of brands has been lost event revenue. Having rapidly adapted to a hybrid world, we are helping our clients design portfolios and experiences that drive commercial value. To achieve this, we have galvanised our insights from the last year into actions for this coming one.

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1. *Reframe*

**the experience –
and objectives**

Transitioning from physical to digital/hybrid events isn't simply moving everything online. Alongside understanding attendees' motivations, this new value offering begins with reprioritising your event objectives. The true value of participation for attendees comes from shared ideas, learning and connections, not the amount of time invested. Reframing the notion of time-to-value is key.

2. *Create*

the new value

proposition

Brands need to access their audiences with a new organiser-sponsor-attendee dynamic in which they adopt an attendee-first mentality, reframe content and adjust objectives to match. This will create a unique and meaningful value proposition via user experience intended to persuade action – to drive both ROI and ROE (Return on Experience).

3. *Enhance*

the business model

It's time to redesign the traditional event revenue model, typically comprised of sponsorship/exhibitor revenue, ticket sales and lead generation. While live digital CPE is increasing, there is an overall reduced Cost Per Attendee (CPA) due to reach and scalability. An overhauled sponsorship package could exceed expectations if we leverage digital's increased accessibility.

4. *Measure*

**success with
data diligence**

While the move to digital improved metrics and real-time tracking, we need to be strategic with what we measure and why. Success metrics should be correlated with KPIs at the event planning stage. Stats such as event registration numbers are meaningless without an understanding of qualified leads captured and a plan to extend the conversation.



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Final

thoughts

The future of the events industry - and its associated revenue - will comprise a significant digital element, regardless of where your portfolio sits on the hybrid spectrum. We need to understand the specifics of the digital format and address individual needs to certify commercial viability, especially as new digital revenue streams continue to emerge.

FREEMAN®

TIME, RE-DESIGNED.™

WE DESIGN EXPERIENCES WHERE
PEOPLE LOSE TRACK OF TIME

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