

Freeman¹

Getting to the (crowd) source

Growing audiences and building community

The evolving event landscape has moved past recovery to focus on the future: **growth**.

But with so much change, event marketers are grappling with their audience databases and enormous demographic shifts. This event evolution has generated new opportunities to grow audiences, increase leads, and lower the number of no-shows.

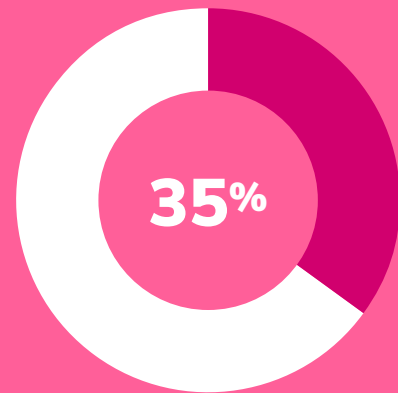
To give you the insights you need, we brought in the experts and sourced years of research. So get ready to boost attendance and create even stronger connections with your brand in the process.

Visit us at freeman.com

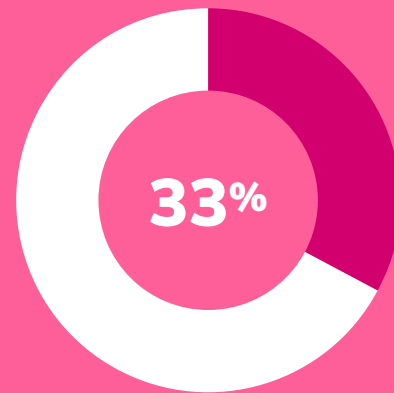
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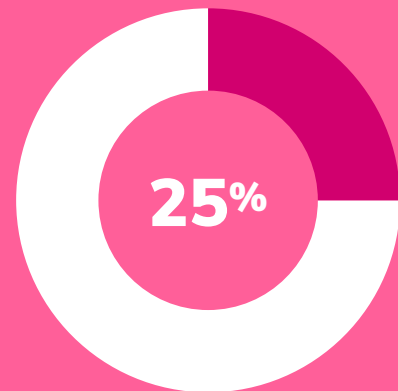
Percentage of workforce by generation¹



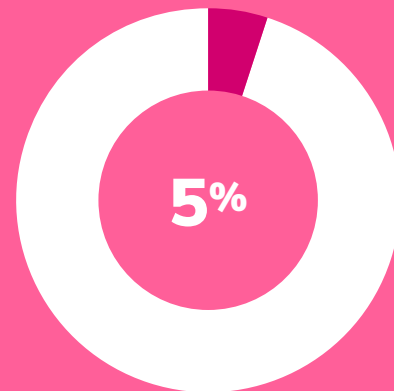
Millennials
(40-50% by 2024)



Gen X



Baby boomers



Gen Z

Someone hit the Benjamin Button on today's audiences.

They're actually getting younger.

50.3% of people over the age of 55 have left the workforce

This shift is one of the key factors driving event strategy and determining how you should engage with these new faces.

Millennials make up the majority of workers, which means event audiences are growing younger — not older.

Outreach that will motivate millennials to register and attend shows is completely different from what pulls in baby boomers. Discover more about what's important to your show's attendees and what will drive them to attend by creating audience personas (see next page).

Planning personas

Use the information below to create personas and targeted messaging that resonates with your current contacts as well as those outside of your database (aka cold audiences).

- Job role
- Age
- Top professional challenges
- What success looks like to them
- How they access new information
- What they want from your event
- What might stop them from coming
- What they wish you could do differently
- Who they'd love to hear speak, meet, or see

Scrub a dub: clean up and update contact databases

Most personas and databases have been decimated with the great resignation, people changing careers (and leaving the workforce entirely like many boomers did), and a lot of companies acquiring other companies.

Based on these numbers, it's time to get your audience database house in order. Updating contacts on a yearly basis is the norm, but this is going to take a deeper dive. It's hard work, yes. But check out our cleaning solution below; it's worth it: Updating your contact database could significantly improve your event marketing efforts.

47.4 million

Americans quit their jobs in 2021 (29% of the entire workforce)²

70 million

total shift in jobs in 2021³

30%

of B2B data decays more than or more every year (more in turbulent times)⁴

50%

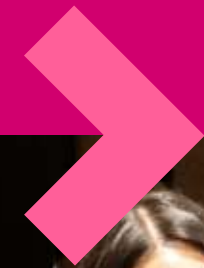
of emails bounce back (compared to less than 20% in 2019)⁵

Cleaning solution:

Implement a customer relationship management (CRM) system with technology to help capture and maintain contact data information. For example, CRM technology makes it possible to automate capturing contact data from email signatures, helping catch any changes such as new email addresses or phone numbers.

Expand your marketing outside the in-box

Get the word out using multiple resources



Getting to the (crowd) source

Just sending an email may not be enough to engage today's attendees. Use an omnichannel marketing approach for the most effective way to increase engagement.

B2B decision-makers are using double the number of channels today to interact with suppliers; 10 compared to five in 2016⁶. A few of these channels include:

Email

Supplier website

Web chat

Omni-ideas: More ways to reach audiences

- Have partners help with promoting and sharing the event
- If you sell software/have people using your systems, make sure new users of your software are uploaded into contacts
- Market to cold audiences (those who may not understand why they should be at our event or what your show is about):
 - Search engine marketing (SEM)
 - Programmatic advertising (automated media buying)
 - Paid and organic social ads
 - Retargeting (marketing to those who have visited your website or app)

⁶www.mckinsey.com

Build a community for your brand

Today's audiences choose experiences that go beyond a single event — they crave being part of a community.

Event marketers can nurture this community with continuous engagement that keeps event attendees connected to each other and to your brand.

Set up spaces for connecting and networking.

Your in-person event offers remote and hybrid employees the perfect place to have team meetings or event-flix and chill.

Determine the best formats to deliver content.

Offer digital destinations for audiences to engage with your brand beyond the in-person experience:

- **Web** – Keep your event site updated with show content and other industry information; create a specific platform just for networking, learning, interaction, and more that provides a go-to spot year-round.
- **Event app** – Along with your website, continue engaging audiences in your app through value-added content and direct communication (surveys, updates, comments, etc.).
- **Forums** – Generate ongoing conversations with your customers, prospects, and event leads.

Take your audiences on a journey.

Structure your marketing plans and build a brand community with these steps:

- **Awareness** – Help attendees solve a challenge, share how your event makes their lives easier, promote the value of attending in person.
- **Info gathering** – Tell audiences what's happening for them at the event, who's speaking, valuable industry insights.
- **Conversion** – Reinforce the importance of your show even after attendees have registered to help prevent no-shows.
- **Engagement** – It's showtime! Check out our [Defining the experiential advantage](#) download to find out more about creating personalized experiences that draw more attendees.
- **Reactivation** – In your brand community, share content before, during, and after the show to continuously engage and move attendees through the sales funnel.



**Ready to grow your audience
into a thriving brand community?**

Let's grow

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