

## Questioning the Value of Your Event?

Do any of the following statements describe your customer, prospective clients, or user event?

- **Attendance is stagnant**
- **Attendees come one year, but not the next**
- **Demographics aren't ideal**
- **Audience feedback has flatlined**
- **Return on investment (ROI) is unclear**

These are all signs that you should consider reinventing your next event.

50% of B2B companies say the biggest challenge in throwing an event is getting people to respond to invites.

— HUBSPOT



A strategic engagement strategy shapes your event to achieve your objectives. Event experts can bolster your in-house expertise and help you:

- **Give people a reason to attend** by creating a strong value proposition for your event.
- **Make sure the event contributes to the bottom line** by using ROI (instead of creative) to drive every aspect of event strategy.
- **Define clear goals and measurable objectives** for the event and establish quantifiable success metrics.
- **Align event theme and messaging** with event goals and objectives.
- **Determine the ideal venue and event format** for the demographics of your audience.
- **Promote the event at the right time** and in the right way to maximize audience acquisition.
- **Leverage content delivery technology** to fully engage participants and reinforce message retention.

41.7% of event professionals use live response apps during their events. There is an 80-90% increase in attendance when using live response tools.

— EVENT MB

57% of US marketers use social media as part of their real-time marketing engagement strategy.

— EMARKETER

84% of marketers say that attendee engagement solutions are the biggest trend in maximizing event success.

— EVENT GENIOSO

15.5% of marketers only collect data at check-in, missing out on 299 more points for data collection.

— CERTAIN INC.

- **Utilize the best lead gen tactics** for each target audience.
- **Use social media** to increase the impact and extend the reach of the event.
- **Analyze metrics post-event** to determine the effectiveness of the event and document key learnings.

If you're ready to make your next event more successful and profitable, do it right. Do it with an engagement expert.

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