

How to drive deeper engagements at events

LET DATA BE YOUR GUIDE.

One of the biggest things organizations fail to do at trade shows and other events is use data to improve connections with customers and prospects. This data can help you gain crucial insights into what your target audiences care about.

DON'T CONFUSE DATA CAPTURE WITH LEAD CAPTURE.

Everything you do pre-, at- and post-event is an opportunity to not just give, but get information.

Today, there are plenty of tools to help you capture data simply and affordably.

- **RFID, beacons and other technology touch** points let you deliver stories on demand and track what visitors do in your booth
- **Mobile apps** let you create fun and engaging electronic polls
- **Gamification** can provide a treasure trove of data while providing an edutaining experience for booth visitors
- **Social media** can help you monitor what resonates with target audiences

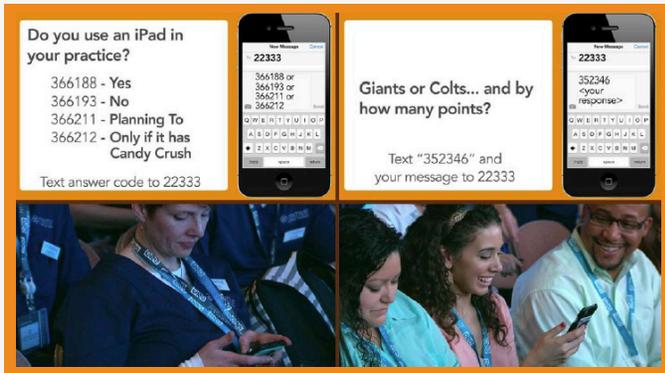
59% of managers say their company is using analytics to gain competitive advantage.

— 2018 DATA & ANALYTICS GLOBAL EXECUTIVE STUDY AND RESEARCH REPORT, MIT SLOAN MANAGEMENT REVIEW

MAKE DATA CAPTURE PART OF EVERY EVENT.

Whether your company is big or small, ongoing data collection and analysis can have a dramatic impact on your ability to improve event ROI over time. Here's how:

1. GATHER IT. Build data capture into booth experiences and arm booth staff with an easy-to-use tool that lets them quickly record insights after conversations with customers and prospects.



2. ANALYZE IT. Who showed up and who didn't? What did they know and not know about your organization? Did you achieve the level of engagement you hoped for? What impression did you make with target audiences? Were there lost opportunities?

Sharing data can enhance a company's influence not only with customers, but also a broad array of other stakeholders."

—MIT SLOAN MANAGEMENT REVIEW, USING ANALYTICS TO IMPROVE CUSTOMER ENGAGEMENT, 2018



Customer engagement is 25% greater with companies that demonstrate analytical maturity.

—MIT SLOAN MANAGEMENT REVIEW, USING ANALYTICS TO IMPROVE CUSTOMER ENGAGEMENT, 2018

3. USE IT. Let the insights gleaned from your analysis drive strategy for your next event. Look for ways to use new insights to personalize experiences for different target audiences, expand your reach and hone your messaging. Consider sharing data with customers and prospects to show how their feedback influences your event strategies.

4. REPEAT IT. When you make data-driven insights an integral part of your event strategy, you set the stage for continuous improvement, greater impact and deeper engagements with customers and prospects.

A BEST PRACTICE THAT DELIVERS INCREASINGLY BETTER RESULTS.

There's no reason not to apply this best practice to your event programs and every reason to do it. Start with your next event and start driving deeper engagements with data as your guide. ■

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