

9 Attendee Types & How They Decide to Attend Events

This document outlines nine distinct types of event attendees and provides insights into their decision-making process for attending events. Understanding these attendee profiles can help event organizers tailor their marketing strategies and event offerings to attract and cater to different audience segments. From early birds to C-suite executives, each type has unique motivations and preferences that influence their event attendance choices.

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Early Bird and Competitive Attendees

1. Early Bird Special

These attendees need financial incentives and can commit early. They respond well to early bird discounts and price cuts. To attract this group, leverage early bird specials and promotional pricing strategies.

2. Competitive Options

These attendees are on the fence and deciding between competitive options. To persuade them, leverage scarcity tactics. Show remaining tickets and price increase cliffs. Use messaging like "Tickets Selling Fast!" to create urgency.

Social and Brand-Driven Attendees

3. Social Media Influenced

These attendees look at where their peers are going. To attract them, use social media sharing services integrated with registration platforms. This allows potential attendees to see which events their network is interested in or attending.

4. Brand Conscious

These attendees go to events with a reputation. To appeal to this group, invest in content and media to increase brand equity. Building a strong brand presence and reputation in the industry can attract these attendees.

Team and Company-Driven Attendees

5. Colleagues

These attendees prefer to attend events with their team. To cater to this group, offer "bring your team" packages and group discounts. This encourages team participation and can increase overall attendance.

6. Business

These attendees only attend where their company sends them. To attract this type, offer company-specific discounts. Create tailored packages or promotions for specific companies to encourage them to send their employees to your event.

Industry-Focused and Destination-Driven Attendees

7. Industry-Specific

These attendees typically attend only one industry event. To capture this audience, focus on becoming the go-to event for your industry. Establish your event as the must-attend gathering for professionals in your specific field.

8. Destination-Driven

These attendees are motivated by leisure opportunities. To appeal to this group, choose off-the-beaten-path destinations for your events. Consider locations that offer unique experiences or attractions beyond the event itself.

Exclusive and C-Suite Attendees

9. Intimate

This group consists of C-level executives who want to avoid spam and prefer exclusive gatherings. To cater to this audience:

Create micro-events and exclusive invite-only gatherings

Focus on high-value, intimate networking opportunities

Ensure privacy and targeted content for executive-level attendees



Strategic Approaches for Different Attendee Types

Attendee Type	Strategic Approach
Early Bird	Offer early bird specials and price cuts
Competitive	Use scarcity tactics and show remaining tickets
Social Media Influenced	Integrate social sharing with registration platforms
Brand Conscious	Invest in content and media to build brand equity
Colleagues	Provide group discounts and team registration options
Business	Offer company-specific discounts
Industry-Specific	Become the go-to event for your industry
Destination-Driven	Choose unique, appealing locations
Intimate (C-Suite)	Create exclusive, invite-only micro-events

Conclusion: Tailoring Your Event Strategy

Understanding the different types of attendees and their decision-making processes is crucial for successful event planning and marketing. By tailoring your approach to each attendee type, you can maximize attendance and create a more engaging event experience. Remember to leverage early bird specials, scarcity tactics, social proof, brand reputation, team incentives, industry focus, unique destinations, and exclusive offerings to appeal to various attendee profiles.

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This final note suggests that utilizing these strategies and understanding attendee types can help event organizers and marketers advance their careers in the industry.