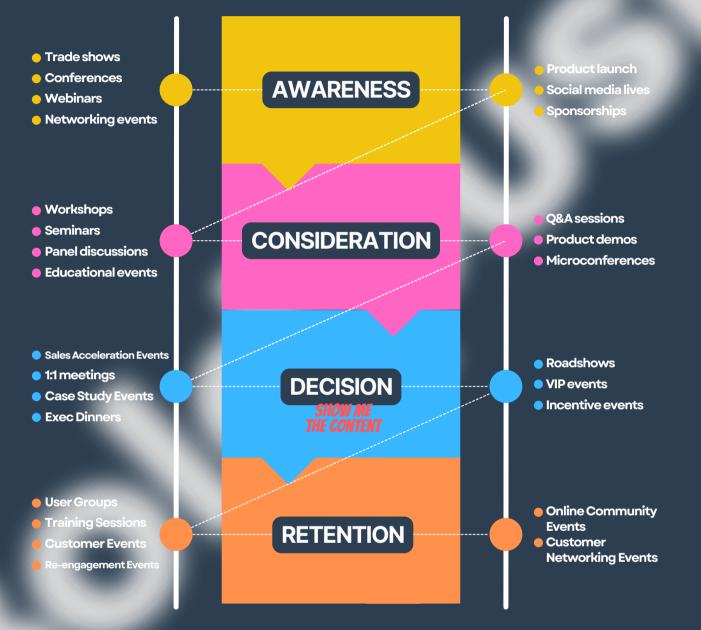
Events at Different Stages of the Funnel



Top KPIs to Track

AWARENESS

- Overall Registrations
- Overall Ticket sales
- Ticket type registrations 1

CONSIDERATION

- Session registrations
- Content viewed
- No shows

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DECISION

- Pipeline Generated
- Meetings Booked

SQL

RETENTION

- Churn
- Returning Attendees
- Community Membership

Go to Market, Content, Event Strategy for Eventtech, **Corporate Events, and Agencies**

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