

2025 EVENT STRATEGY ROADMAP

DESIGN

Connection Over Content

Design **networking opportunities first**; educational content becomes secondary

Moment Planning

Break event into individual **memorable touchpoints** rather than one big program

Experience-Driven Design

Create immersive, interactive environments that **go beyond** traditional presentations

Attention Span Focus

Build shorter, varied sessions with breaks to maintain engagement. **Group them in microevents.**



Structured Networking

Prefer **connection over content** with accurate matchmaking

Interactive Formats

Replace frontal lectures with **workshops, panel battles, live podcasts, hands-on activities**

Community Building

Create **micro-events** and **sub-groups** to help attendees find their tribe

White Space

Intentionally **design breaks** and **downtime** for informal connections and processing

ENGAGEMENT

SECURE YOUR REVENUE

Multi-Year Deals

Lock in **long-term commitments** from sponsors for predictable revenue

Strategic Sponsorship

Prefer **hosted buyer meetings** to just awareness

2nd tier destinations

Reduce cost by picking **connected second-tier destinations**

Understand Late Registration Patterns

Beef up **early birds**, use **price increase schedules**, choose destinations with **low late registration patterns.**



Integration

If your eventtech is not **integrating with your martech / salestech** you are wasting efforts.

Pipeline Velocity

Track how quickly event leads **convert to actual business opportunities**

Registration Growth Rate

Monitor year-over-year **attendance increases** and registration patterns. Use AI to predict scenarios.

Minimize human collection

Use automated AI driven tools to quickly **push leads to database**

DATA

IMPACT OBSESSION

Community Building

Community decreases **marketing efforts** and removes the guesswork

Strategic Matchmaking

Use AI and data to **connect the right people** rather than random networking

Leverage local community

Organically **leverage local communities** for attendees, food, intellectual capital, sponsors, F&B. Leave the destination better than you found it.

Feedback

Accurately measure the **long term impact** of your event on attendees



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