

ANY EVENT. EVERY EVENT.

**cvent**

WE'VE GOT YOU COVERED.

# DIALING UP YOUR EVENT ENGAGEMENT

How Marketers are Getting More Results from  
Their Events (And You Can Too)



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# INTRODUCTION

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Marketers are in a race to capture attention. With audiences bombarded with more content than ever, cutting through the noise to achieve meaningful engagement is a real challenge.

Adding to this challenge is the fact that how we consume content is changing. As people increasingly expect binge-worthy video content and digital interactions as part of their brand experiences, marketers must adapt their strategies to continue to engage with their audiences successfully.

Events offer the perfect channel for marketers to adapt to this shifting landscape. With events, you can build deeper relationships with prospects and customers, deliver engaging brand experiences, and gain valuable data.

And when weaved into the various stages of the buyer journey, they can help you shorten sales cycles and build a community.

**The result: significant ROI.**

So, how are the best marketers using events to drive engagement? And, more importantly, how are they using digital touchpoints to extend this engagement across their events and marketing channels?

This eBook will cover that and more. You'll learn:

- Why engagement is the critical metric to focus on
- How you can dial up your event engagement for maximum impact
- The tools you need to capture and act on your event engagement data





## WHY EVENTS ARE YOUR MOST POWERFUL MARKETING CHANNEL

Today's B2B buyer journey is longer, more complex, and involves more stakeholders. Engaging with your prospects throughout this journey is the key to generating demand, building a strong brand, and driving revenue.

With events, you can achieve these objectives and more. Why? Because events are all about driving engagement, allowing you to carve out dedicated time with your audience and receive their undivided attention. No other marketing channels offer this level of time, exposure, and high-quality engagement potential.

The ongoing digitization of events also gives marketers unique opportunities to achieve always-on, year-round engagement.

While in-person events have always provided valuable opportunities for face-to-face interactions, digital components such as mobile event apps and on-demand content allow attendees to stay connected before, during, and after an event.

Events are now also more measurable than ever. With more digitization comes an improved ability to track, report on, and activate engagement data across all your events.

“””

Pound for pound, events in total can deliver more high-quality interactions — or what you can call demand signals of expressed interest in what your organization is offering — than any other marketing tactic.”

- Patrick Smith, SVP and CMO,  
Cvent



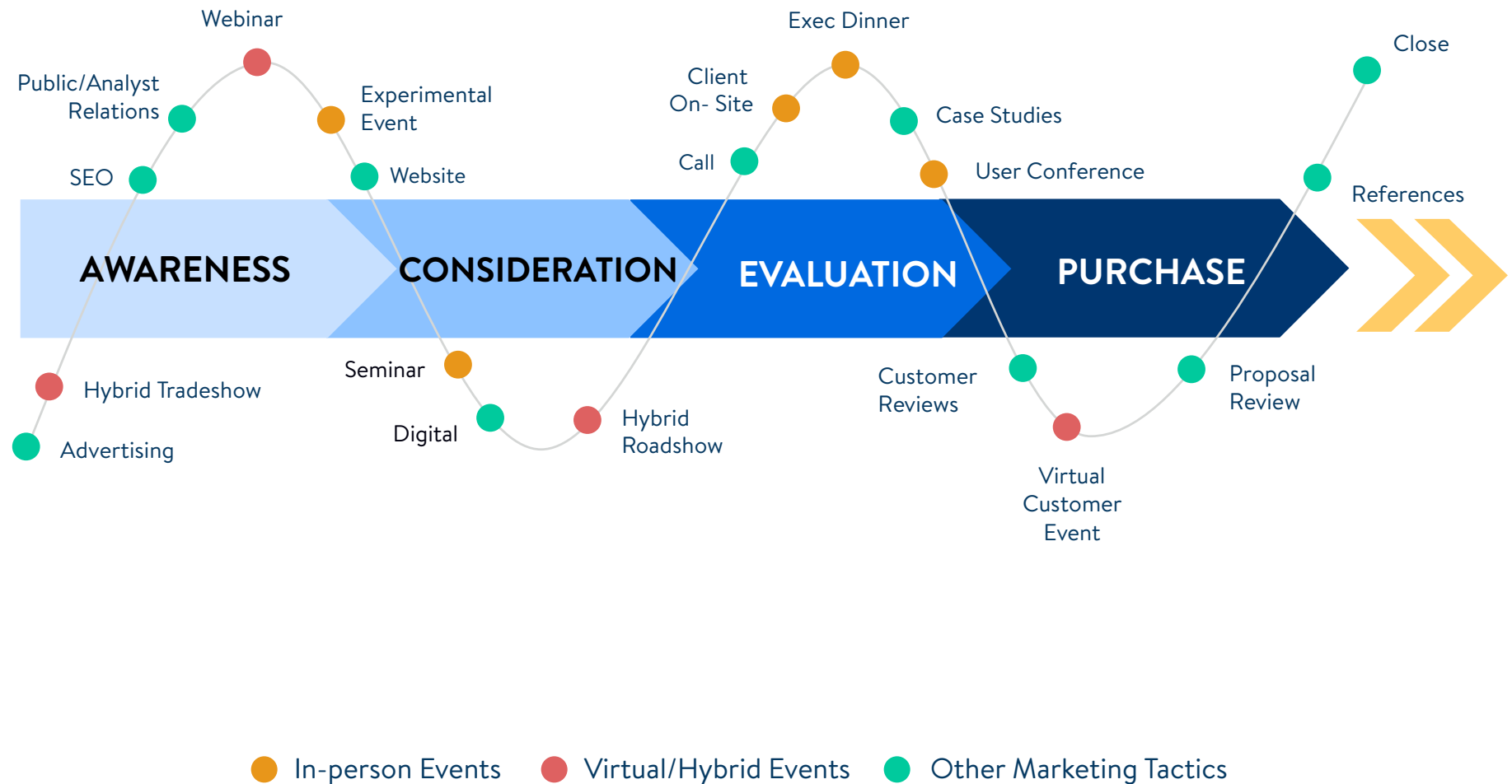
**74% of marketers cite events as their most important demand generation tactic**



*Source: In a 2021 commissioned study conducted by Forrester Consulting on behalf of Cvent, a survey of 505 global director+ events planning and/or marketing decision-makers showed that 74% say that events are their most important demand generation activity.*



# Events Drive the Buyer's Journey



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## WHY ENGAGEMENT IS THE MOST IMPORTANT EVENT METRIC

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No matter what type of events are in your marketing mix, keeping your audience engaged at your events is crucial to success.

But why is engagement the most critical event metric? And why is extending that engagement so important?

First, events trade on the currency of attention and engagement. Your event's ability to capture the attention of attendees increases the likelihood of attendees being satisfied and returning to future events.

If you increase the amount of engagement you have with your attendees, you increase the number of interactions they have with your organization. With more interactions, you can gain additional insights to help you build highly personalized experiences.

### Event engagement helps you:

- Boost brand experience
- Increase loyalty and trust
- Gain valuable data, feedback, and insights
- Improve the overall customer experience



In a [2023 commissioned study](#), conducted by Forrester Consulting on behalf of Cvent, 71% of respondents said in-person events are the most important to increasing engagement with attendees.

Unsurprisingly, we're more likely to trust information about products, businesses, and services from a brand we've directly interacted with. And this is where events shine. Because events are the ideal channel to drive connections and relationships, they enable brands to engage directly with their audience and ultimately drive revenue.

And there is data to back this up. According to a recent report, [77% of people](#) say they trust brands more after interacting face-to-face with them at live events.

### What is event engagement currency?

Engagement represents the various interactions a person has with the different elements of your event. It's the currency that buys you the awareness, demand, purchase, adoption, retention, loyalty, or any other conversion outcome you hope to achieve. Engagement is measurable and is the core metric of your event's overall success.

Events are also uniquely positioned to deliver trackable, measurable interaction at scale in a condensed timeframe. And with digital event experiences now the norm, marketers can gain more valuable data to provide insights on attendee interests and behavior



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## 3 DIGITAL TRENDS DRIVING EVENT ENGAGEMENT

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From smartphones to social media, our world is becoming more digital. And today's digital-first landscape has changed the marketing game – audiences now expect to engage with their favorite brands digitally.

For events, this is an opportunity to use digital trends to continue engaging with your audience well after your event has ended.

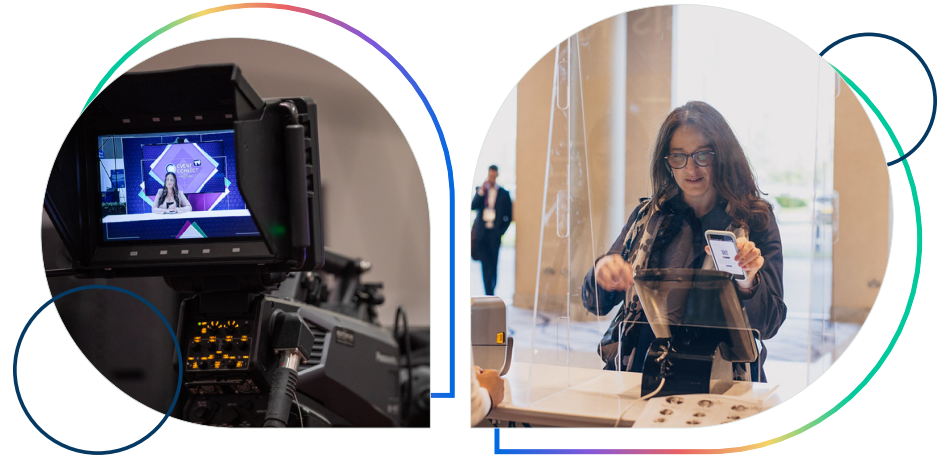
In-person attendees have also come to expect digital elements, such as polls, gamification and on-demand content, as part of their event experience.

Here are 3 digital trends fueling the drive towards continuous, extended engagement in B2B events.

### 1. EXPLOSION OF VIDEO

An estimated 82% of all global internet traffic in 2022 came from video.

If that, and the power of social media and streaming platforms, tells us anything, it's this: snackable, binge worthy videos are now the preferred medium for content consumption. Audiences want and expect to watch on-demand video content when it suits them.



This strong appetite for video content offers an exciting opportunity for you to merge event content with other digital marketing strategies and for marketing teams to work closely with event planning teams to distribute event video content pre, during, and post-event.

For example, pre-event, you can build excitement for upcoming speakers and sessions through teasers or webisodes and recommend additional related content. Post-event, you can create a content hub for on-demand videos, speaker sessions, and other exclusive content from your event.

You can gain deeper insights about attendee interests and serve them with more personalized content through the data and insights you collect.



## 2. ONLINE NETWORKING & RELATIONSHIPS

Online networking has become the new normal. Audiences now expect to be able to connect and network online, and there is a plethora of technology and social media platforms that offer digitally supported ways to connect.

What does this mean for marketers? Building a strong community around your events — one that allows attendees to interact with your brand and other attendees digitally — is a must-have.

How could this work? Pre-event, you can allow your attendees to schedule appointments, exchange messages, and create profiles for themselves through your [event's mobile app](#). Or you could go a step further and host pre-event meetups so that attendees already have connections by the time they attend your event.

Once your event has ended, it's important to continue the sense of community the event experience has created. So, allow your attendees to continue connecting with their newly expanded network through messaging and other tools.

## 3. DIGITAL CONNECTIVITY & EXPERIENCES

In an era where QR codes are second nature and smart watches a staple, the line between the physical and digital worlds has blurred. Attendees now seek digital integration as a fundamental part of their event experiences.

This presents a unique opportunity for marketers to enhance the attendee journey by creating a symbiosis of physical and digital touchpoints. Web and mobile apps can allow attendees to stay connected and access vital event information before the event begins.

But the engagement doesn't need to stop when the event is over. By using content hubs to distribute on-demand content across various marketing channels, you can maintain the momentum, keeping your audience engaged until your next event.

Embracing the digital connectivity trend enriches the attendee experience and equips marketers with invaluable insights into attendee behaviour and preferences. It's a win-win, enabling more engaging events and offering a trove of data to shape future initiatives.

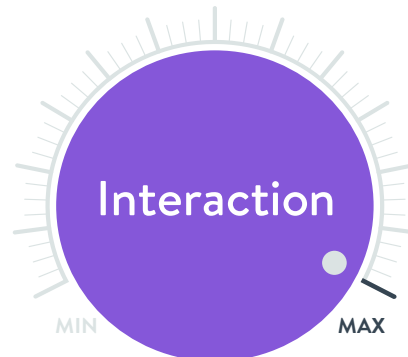
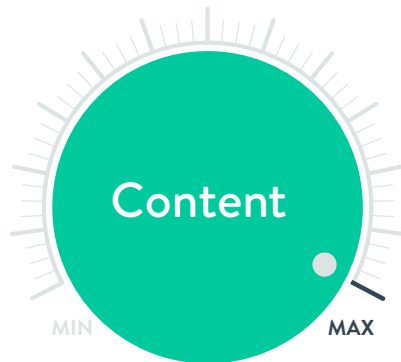


# BEST PRACTICES FOR ACHIEVING HIGH ENGAGEMENT

So, how do you get your audience to engage more with your event?

When it comes to getting high engagement from your events, here are the factors you must consider:

**Content + Production + Interaction = Maximum Engagement**



You can think of each element as a dial to adjust your event's engagement levels. Let's dig into how these three dials can turn up the engagement of your event.

## CONTENT

The content dial focuses on the key themes and messaging you want to communicate to your audience throughout your event.

### Best Practices

- **Tailor your content:** Customize your content to suit your target audience's specific interests and pain points. Get information from them ahead of time to help build sessions and content that hits the mark. This helps to provide personalized content that your audience can engage with.
- **Include diverse formats:** Everyone consumes content differently. To maximize engagement with your event content, use different content formats to deliver your content and provide a multi-layered event experience. This could include keynote speeches, roundtable or panel discussions, and workshops.
- **Provide clear takeaways:** Every content piece should have clear, actionable takeaways. Beyond sharing the event slides, consider creating helpful content like checklists and toolkits that attendees can actively use. This adds value for attendees by ensuring your content remains valuable beyond your event.

## PRODUCTION

The production dial controls how you visually and auditorily bring your content to life.

### Best Practices

- **Prioritize quality:** The days of death by PowerPoint are over. So instead of a traditional PowerPoint presentation, consider using multimedia content and high-quality visuals and sound to captivate your audience. Maintain a balance between creativity and clarity in content to keep it engaging and digestible.
- **Empower your speakers:** Provide speakers with easy-to-use tech tools and ample support. Making your speakers feel comfortable with the tech they'll be using during the event will allow them to focus on delivering stellar content and interacting confidently with the audience.
- **Include a variety of topics:** To appeal to diverse audiences, you'll want to [source a wide range of relevant topics](#) from dynamic speakers. Ensure that your topics cater to the interests of different attendee personas, making your event even more appealing.



## INTERACTION

The interaction dial focuses on connecting attendees to content, other attendees, exhibitors and sponsors.

### Best Practices

- **Use engagement tools:** Leverage [comprehensive event platforms](#) that offer web and mobile options. Use tools like polls, live chats, Q&A sessions, and breakout rooms to foster active participation.
- **Facilitate networking opportunities:** Allocate sufficient time for networking sessions, trade show exploration, and small group discussions. Offering fun activities like gamification or receptions can encourage deeper interaction.
- **Remember post-event engagement:** Keep the conversation going even after the event ends. Use follow-up emails, shared content, and online community forums to sustain the connection and keep attendees engaged.



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# HOW TO MEASURE EVENT ENGAGEMENT

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Fostering engagement at events so we can capture, measure, and act on that engagement is essential to your efforts to build your organization's brand and a pipeline for sales, donations, or memberships.

But how do you measure that engagement?

First, it's essential to establish the relevant attendee data points to collect and analyze. The attendee data you collect pre-, during, and post-event will give you insight into the success of your event, including overall event engagement, individual attendee engagement, and best ways to follow up with attendees and sponsors.

Here are some examples of data collection points you could gather from your attendees across the event lifecycle.

## PRE-EVENT

Pre-event data collection may include similar data points for all event formats through the registration and pre-event engagement process. Much of it will provide insight to help you build a more precise audience profile.

This data may include:

- Contact data
- Demographic and firmographic insights
- Geographic locations
- Learning goals and objectives (through session selection)

## DURING THE EVENT

Where you capture data during the event may vary depending on the event type and format. But you can use event technology to capture and report on various data points to help you understand how attendees have engaged with your event.

This includes:

- Session check-ins, exhibitor traffic and, for virtual events, participation time metrics. These provide insights into product and service interests
- Session interaction with live polls, session chat features, Q&A submissions, and up-ranking
- Participation in networking events, discussions, and appointments with key segments
- Engagement with social media and email outreach throughout the event

## POST-EVENT

Post-event data collection data points are similar across event types and are often focused on the outcomes and attendee experience of the event:

- Post-event attendee survey with specific questions tailored to the event format, including attendee experience, content and speaker ratings, whether their personal goals were met, and follow-up preferences
- Post-event follow-up meetings scheduled with your team and/or sponsors
- Continued engagement with on-demand sessions and other supporting assets
- Social media and email engagement analytics



### Capture and compare common data elements for audience insights

PRE EVENT	DURING EVENT	POST EVENT
Audience segmentation	Event check-in	Attendee scores
Registration status	Venue floor traffic	Survey response
Registration data	Event Hub login	Engagement scores
Registration questions	App download/login	CEU credits
Pre-event surveys	Session attendance	Event cost
Session enrollment	Session duration	Event revenue
Campaign opens, clicks, views	Session feedback	Event ROI
Form fills, conversations	Speaker rating	
	Session rating	
	Poll response	

## REPORTING ON & OPTIMIZING EVENT ENGAGEMENT

If you want to track how your event is performing and prove its impact on your company's broader business goals, you'll need to keep an eye on attendee engagement.

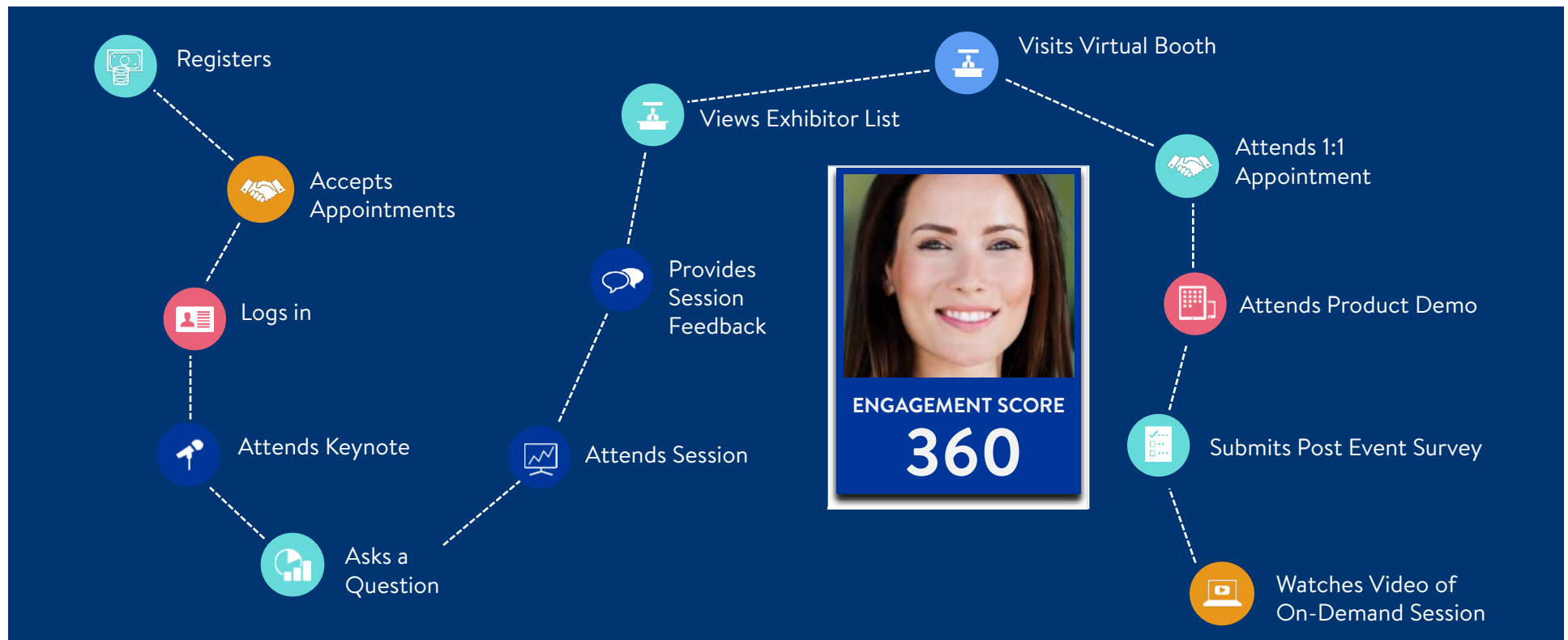
But it's not just about sending a standard satisfaction survey. You must dig deeper to get a real sense of what's hitting the mark with your audience.

That's where engagement scoring comes in.

Engagement scoring is what you can think of as the “science” of engagement — a way to measure how engaged someone is with your event. It's like a thermometer for enthusiasm, letting you categorize leads based on their level of interest in your brand.

The process is straightforward: you assign point values to various activities that indicate engagement.

For example, attending a keynote might earn more points than downloading a brochure. You can also factor in the frequency and recency of interactions and even the duration of each engagement.





Did a prospect just attend a high-profile keynote? That's some major points right there. Downloaded a brochure? Sure, that's also worth a few points, but perhaps not as many. And so on. But how do you go about creating your own [engagement scoring system](#)? Let's break it down:

- 1. Identify key activities:** Consider the activities that show that an attendee is particularly engaged with your event. That could be anything from attending a webinar to downloading goodies, visiting booths, or answering surveys.
- 2. Assign point values:** Now, each activity needs a value. Actions that show high engagement? Those get big points. Lower-value actions get fewer points.
- 3. Monitor and calculate:** Track these activities, summing the points for each participant. The total score is the individual's engagement score.
- 4. Analyze and act:** Use these scores to guide your next steps. High scores? You've got someone who is keen and may be ready for the sales team to swoop in. Lower scores? That's a chance for your marketing team to work their magic and continue to nurture the connection.

Here are a few best practices for using engagement scoring that you can implement for your events:

## MARKETERS

- Send the most engaged attendees straight to sales for quick follow-ups

- Help sales decide who to follow up with first based on engagement
- Put less engaged leads into relevant nurturing campaigns and program
- Use real-time insights to tailor your marketing tactics on the go

## EVENT PROFESSIONALS

- Keep an eye on real-time activities to keep your event running smoothly
- Show exhibitors the value they're getting from your event
- Use scores to see what's working and improve future events
- Work with sales to speed up the process of passing on engaged leads



## SALES TEAM

- Use engagement scores to prioritize follow-ups with high-potential leads.
- Collaborate with the marketing team to ensure less engaged leads remain in the nurturing loop
- Understand engagement among high-priority attendees, like VIPs
- Accelerate the conversion process by focusing on attendees with high engagement scores

## Use Technology to Measure, Analyze, and Report on Engagement

You've got the data you need and identified and captured it using the right tech. But that data still isn't valuable unless you have a strategy across all marketing channels to take action.

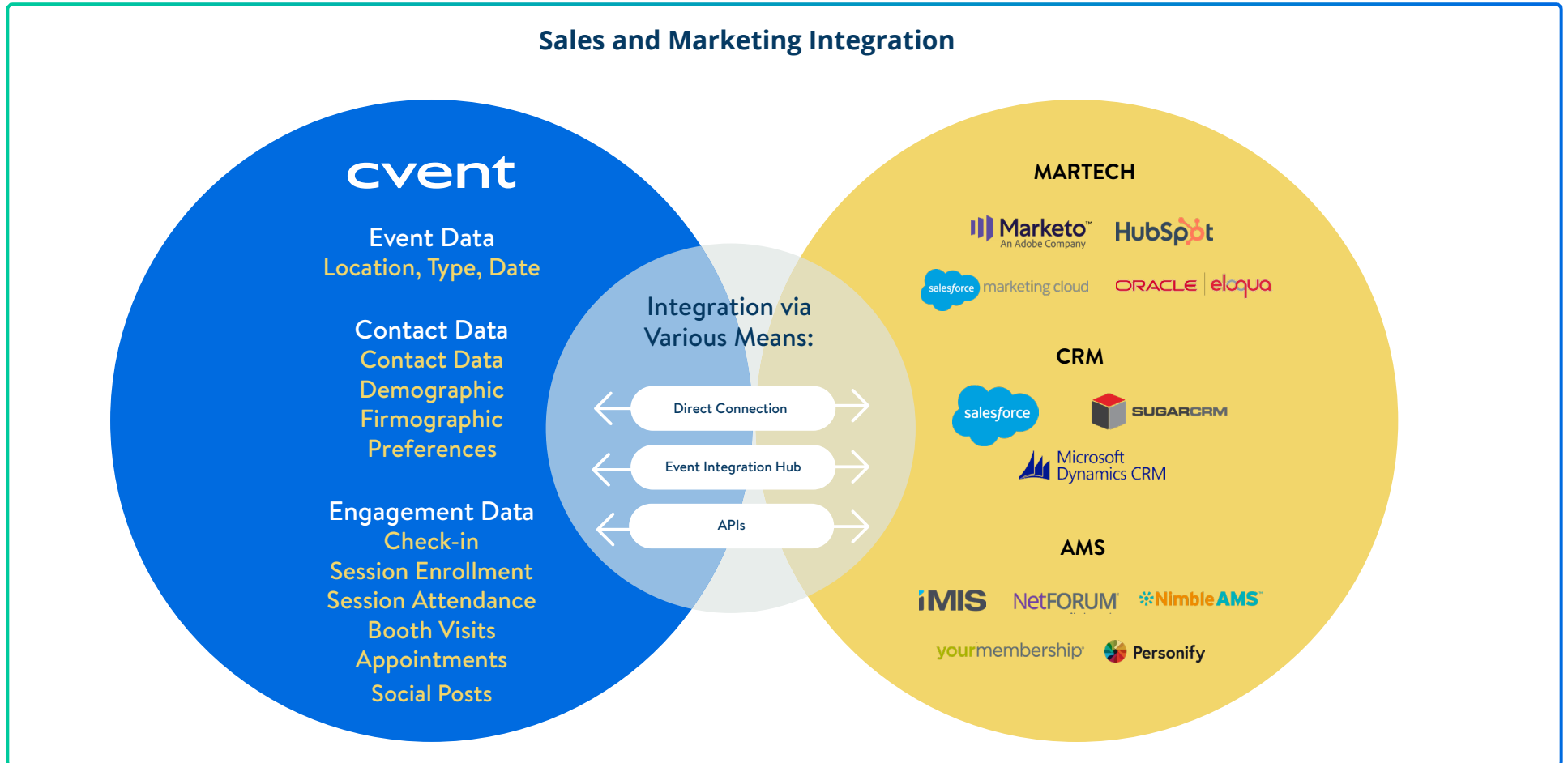
A successful strategy will mean having the right integrations to ensure data can flow between your different MarTech systems. A robust event tech platform should be able to seamlessly integrate with the rest of your MarTech to provide you with an accurate and complete picture of your attendees.

Once you have the data from all your event touchpoints, you can assess the engagement of your attendees by building an engagement score.

You can then prioritize leads based on their engagement, getting hot leads quickly to your sales team for follow-up and getting warm leads to marketing with enough qualification data to enable relevant nurturing. And, now, you've accessed the holy grail of attributing pipeline and revenue to your events.



You can achieve all of this with a single event platform – Cvent’s event marketing and management platform is a one-stop shop for engagement measurement, integration, and analysis.



### A Clear Path to Maximising ROI

Events are a data-rich channel for marketers, but finding the right data is critical. By identifying the data you want to capture at each event stage, standardizing (and automating) the data capture, and integrating your CRM and technologies, you can gain a true, complete picture of your attendees and measure the ROI of your events.



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# MAXIMIZING ENGAGEMENT ACROSS ALL YOUR EVENTS (AND CHANNELS)

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Getting your audience to be more engaged with your event is one thing. But how can you use this to fuel your entire event strategy and all your other marketing channels?

Because maximizing event engagement isn't just for a single event. It's about creating a cohesive strategy that uses a range of events to boost brand experience and, as a result, engagement with your brand as a whole.

This means viewing events as a core channel within your marketing mix so that each event contributes to your marketing objectives and nurtures prospects at every stage of the buyer (and customer) journey.

To achieve this, you'll want to choose the right event type and format to keep your audiences engaged with your brand. With so many options out there, this can feel overwhelming. But fear not! Here's a step-by-step breakdown to help you make the best decisions for your brand.

## 1. KNOW YOUR AUDIENCE

First things first: you must know your audience inside out. What are their interests? How do they prefer to interact? Are they into face-to-face meetings, or do they enjoy the convenience of virtual events?



Maybe they're eager for hands-on workshops, crave the buzz and networking of a conference, or enjoy the flexibility of webinars.

Understanding their preferences will help you decide whether to go for in-person or virtual and which type of event is the right fit.

## 2. SET YOUR OBJECTIVES

Before jumping into event planning, be clear about your objectives. What do you want to achieve with your events?

Your objectives may include lead generation, nurturing relationships, educating prospects, or increasing brand awareness.

Once you've set your objectives, it's time to decide on the format. In-person events provide excellent networking opportunities and immersive experiences, while virtual events offer a broader reach and can be more cost-effective.

You'll also want to choose your event type based on your objectives. For example, conferences and trade shows can help you increase brand awareness and generate revenue, while workshops are effective for onboarding, product adoption, and customer retention.

Knowing your goals will help you choose the formats that align with your overall marketing strategy.

### 3. FOLLOW THE EVENT JOURNEY

Like your other marketing channels, events serve different purposes at different stages of the buyer and customer journey.

By strategically incorporating different types of events in your planning, you can create a consistent and engaging brand experience for your attendees.

For example, micro events are excellent for lead generation and relationship building, while macro events create a buzz around your brand.

But don't forget about events between your flagship events too! Hosting webinars, workshops, and virtual events help to keep your audience engaged with and excited about your brand.

### 4. EMBRACE MULTI-CHANNEL MAGIC

In today's digital age, a multi-channel approach is critical. Instead of viewing events in a silo, explore how they can enhance your other marketing channels (and vice versa).

By integrating your events with other marketing channels, you'll expand the reach of your event, generate valuable content to distribute, and ultimately maximize engagement across your audiences.



### Some examples:

- Pair virtual events with enticing pre-event email campaigns and promote them on social media.
- Create bite-sized videos from webinars and event sessions to use on social media platforms – or transform them into on-demand content.
- Repurpose speaker sessions as blog posts, infographics, or even podcast episodes to distribute across your email, social media, and other channels.

The possibilities are endless!

## 5. LEARN FROM EXPERIENCE

Finally, take a moment to reflect on your past events. What worked? What didn't? Dive into attendee feedback, engagement metrics, and conversion rates to uncover valuable insights.

Analyzing past performance will help you refine your event strategy and discover new attendee insights that can inform your content and messaging.

Use the data to make informed decisions and optimize your event channel to match your audience's preferences and your marketing goals.

Selecting the right event types and formats doesn't have to be daunting. By finding the right mix of event types and formats, you can create a powerful event strategy that drives results and keeps your audience connected and invested with your brand.





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## CONCLUSION

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When it comes to getting your audience to engage with your brand, there's no other marketing channel as effective as events.

Events are, at their core, about human connections. And as a marketing channel, they allow you to better understand and deepen your relationships with prospects and customers.

As events become more digital, you also have more tools to engage with your audiences across all your events and other marketing channels.

So, as you plan your event strategy for maximum engagement, consider how they can enhance your other tactics. And don't forget about the valuable engagement data events provide: more insights on attendee interests can help you optimize your events and shape the messaging and content on your other channels.

Ultimately, providing great event experiences will get your audience to engage more with your events and help ensure you provide a consistent and engaging brand experience.



### **See how Cvent can help you maximize engagement**

Cvent helps marketing teams reach, engage, and convert their audiences to accelerate sales pipeline, generate revenue, and maintain loyalty.

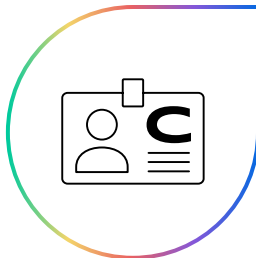
**See why marketers choose Cvent**



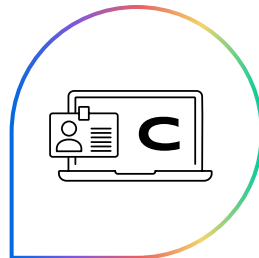
## Cvent is a global meeting, event, travel, and hospitality technology leader.

Cvent provides easy-to-use, integrated technology solutions to maximize the impact of meetings and events of all sizes.

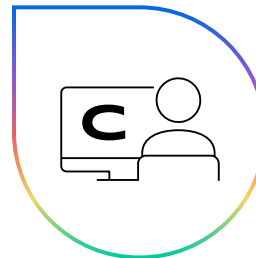
We help organizations plan and market events, execute onsite, engage audiences, and measure and analyze results.



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