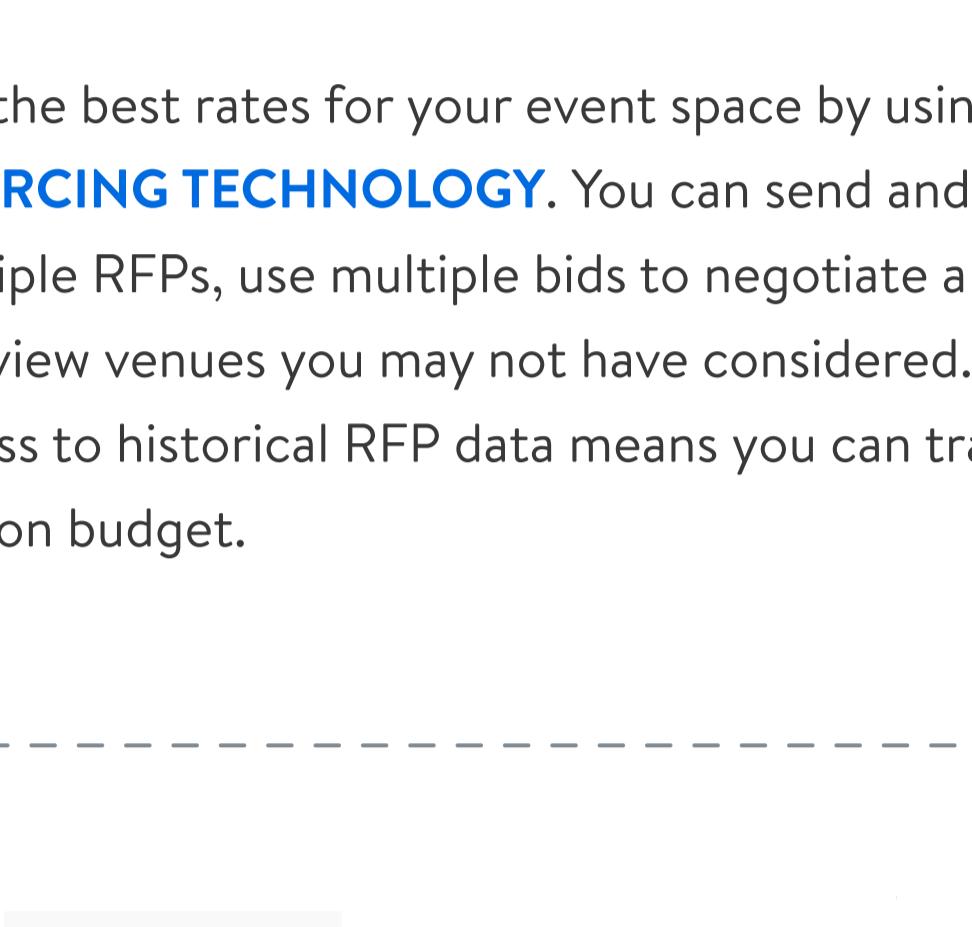


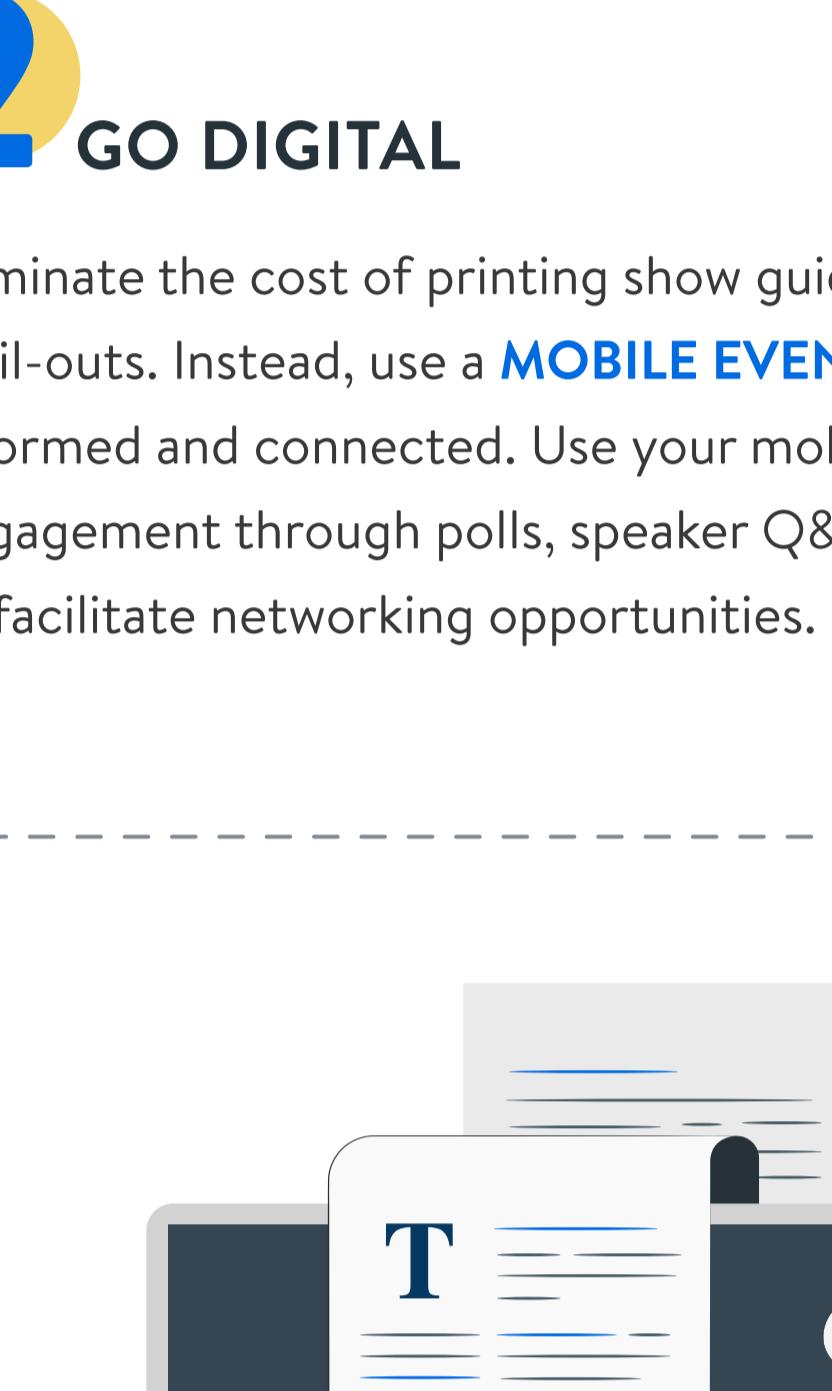
# 10 Actionable Ways to **SAVE ON EVENT COSTS**

With rising costs and inflation, it's more difficult than ever to keep your event budget under control. But while event teams are being asked to do more with less, here's the good news: it **is** possible to reduce your event budget and still deliver engaging event experiences that drive ROI. Here's how.



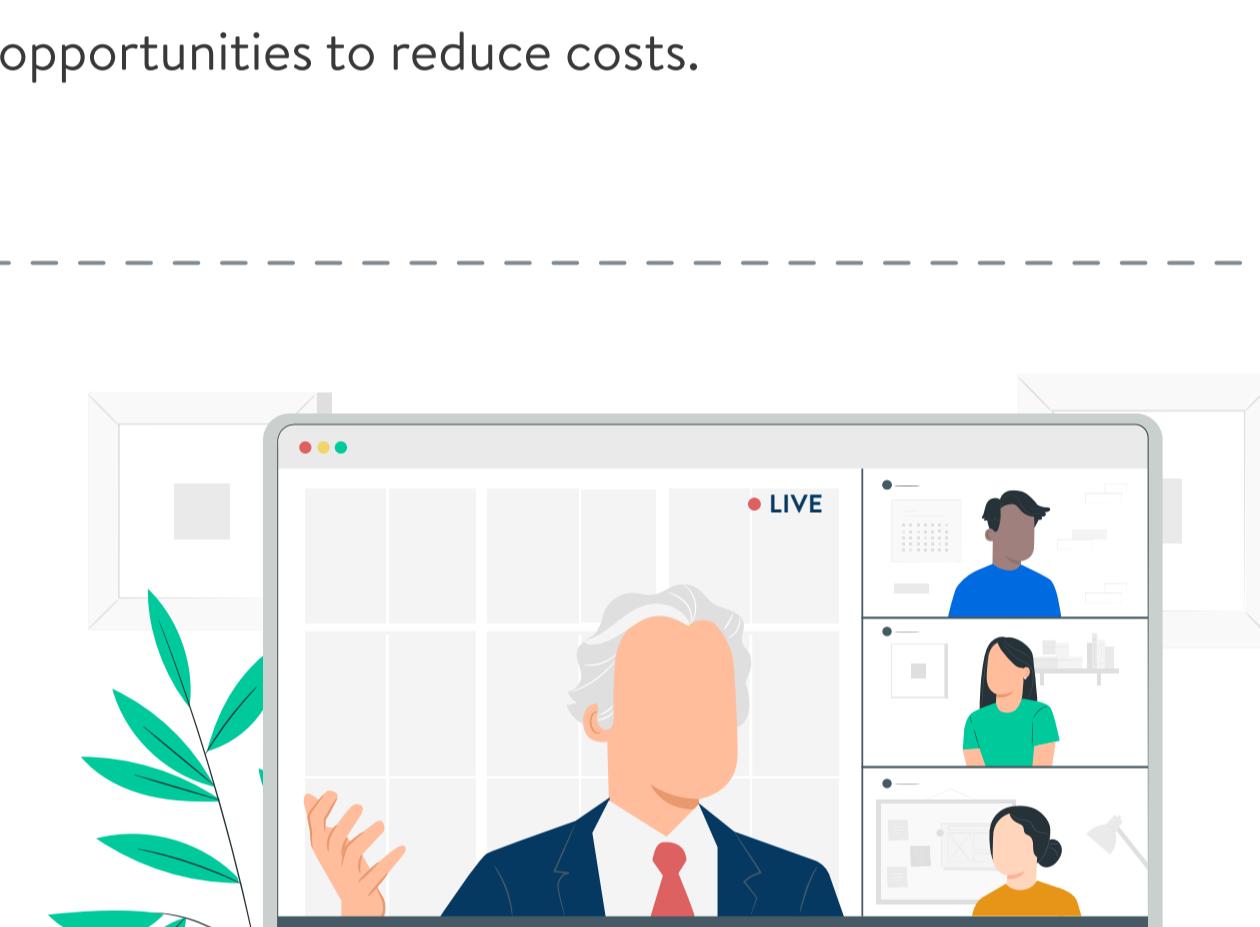
## 1 USE VENUE SOURCING TECHNOLOGY

Get the best rates for your event space by using **VENUE SOURCING TECHNOLOGY**. You can send and track multiple RFPs, use multiple bids to negotiate a better rate, and view venues you may not have considered. Plus, having access to historical RFP data means you can track spend and stay on budget.



## 2 GO DIGITAL

Eliminate the cost of printing show guides, programmes and mail-outs. Instead, use a **MOBILE EVENT APP** to keep attendees informed and connected. Use your mobile app to increase event engagement through polls, speaker Q&As and gamification, and to facilitate networking opportunities.



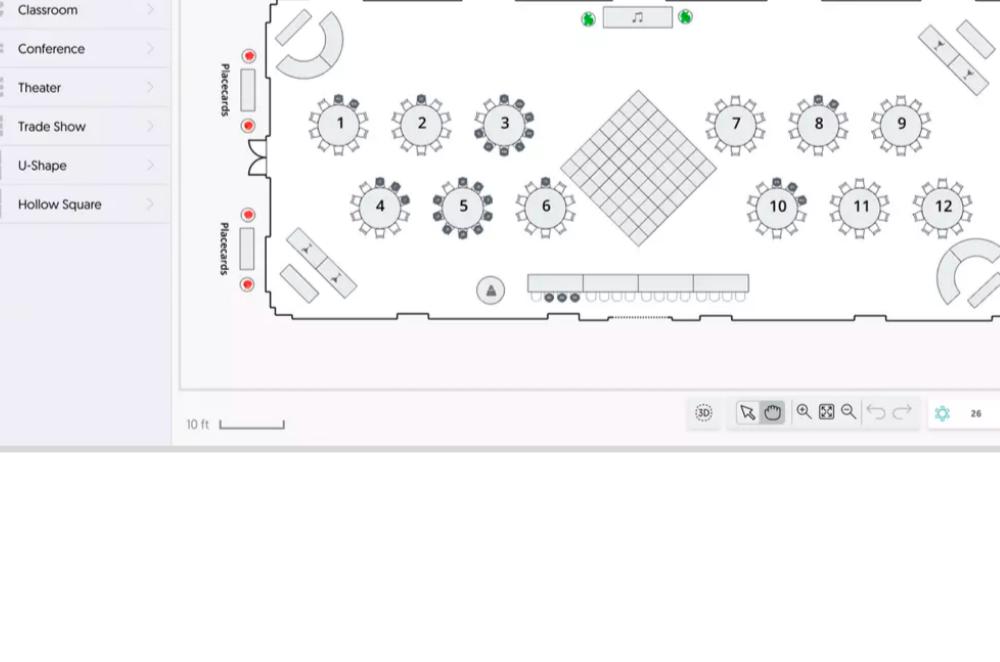
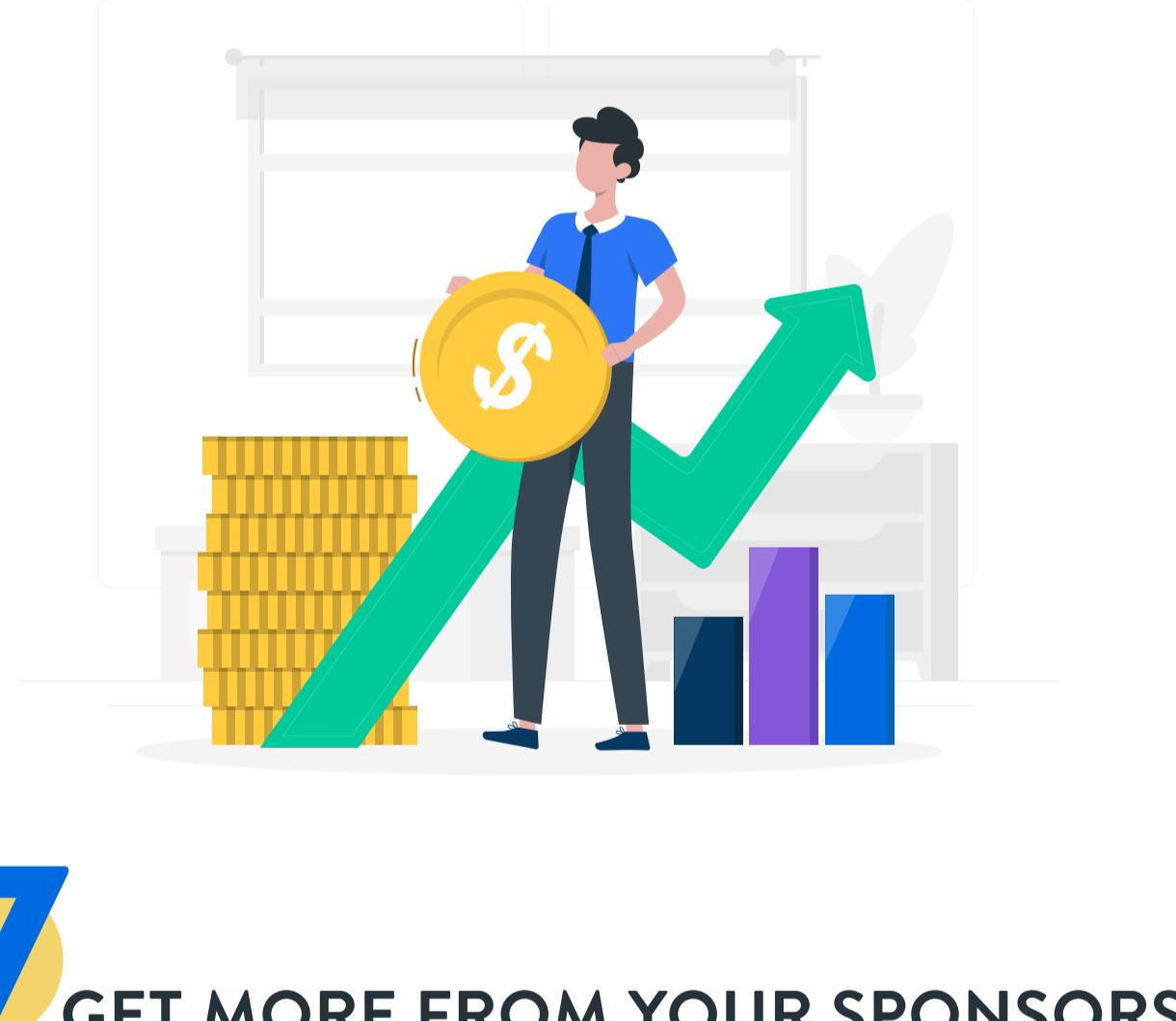
## 3 GET VISIBILITY ACROSS YOUR EVENTS

A lack of visibility makes it impossible to accurately **TRACK YOUR EVENT SPEND**. Use a single event platform to get a complete view of all the meetings and events across your organisation. You'll be able to identify unnecessary programmes, consolidate events where appropriate, and find other opportunities to reduce costs.



## 4 PROMOTE THROUGH ORGANIC CHANNELS

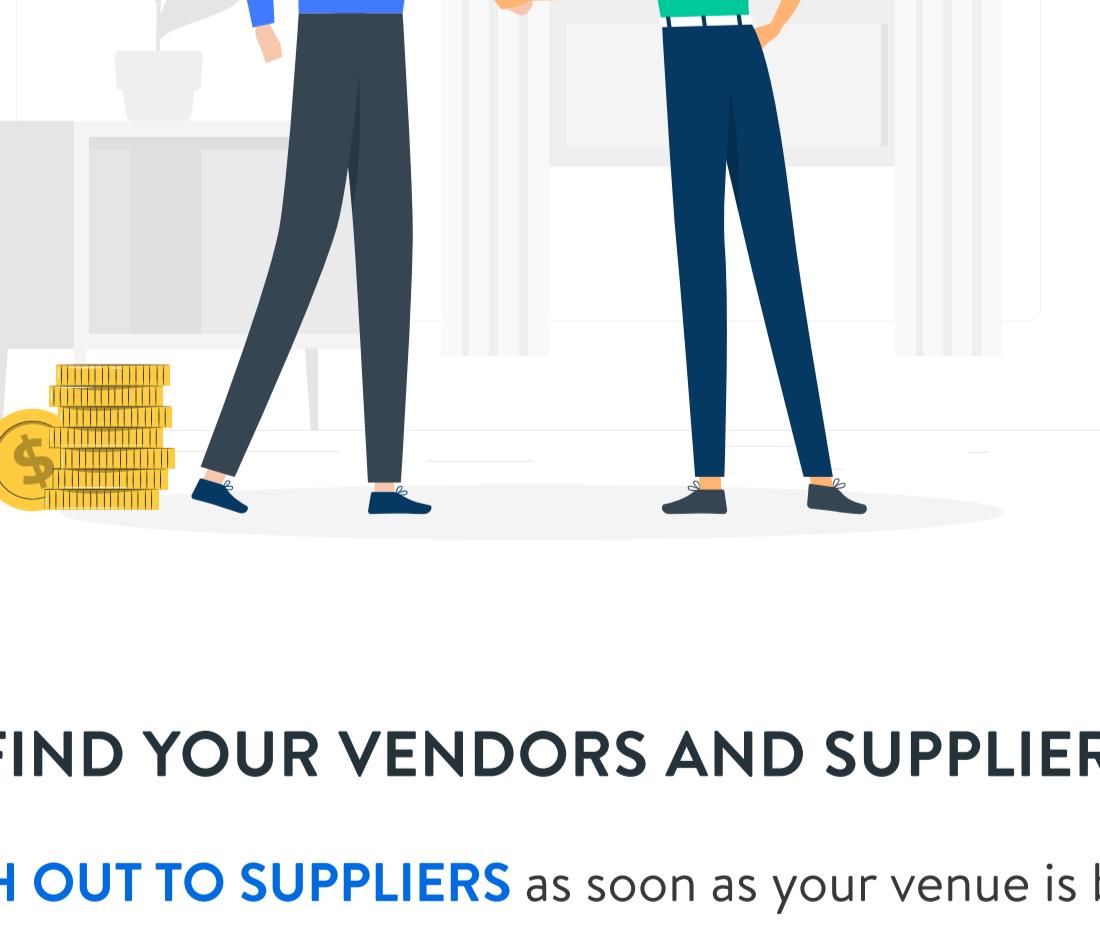
Paid digital can be expensive. Reduce costs by using organic media channels to promote your event. **ENGAGE WITH YOUR AUDIENCE** through channels like TikTok, your newsletter or your blog. Boost awareness by guest posting or partnering with relevant associations to deliver engaging email campaigns.



## 5 USE WEBINARS STRATEGICALLY

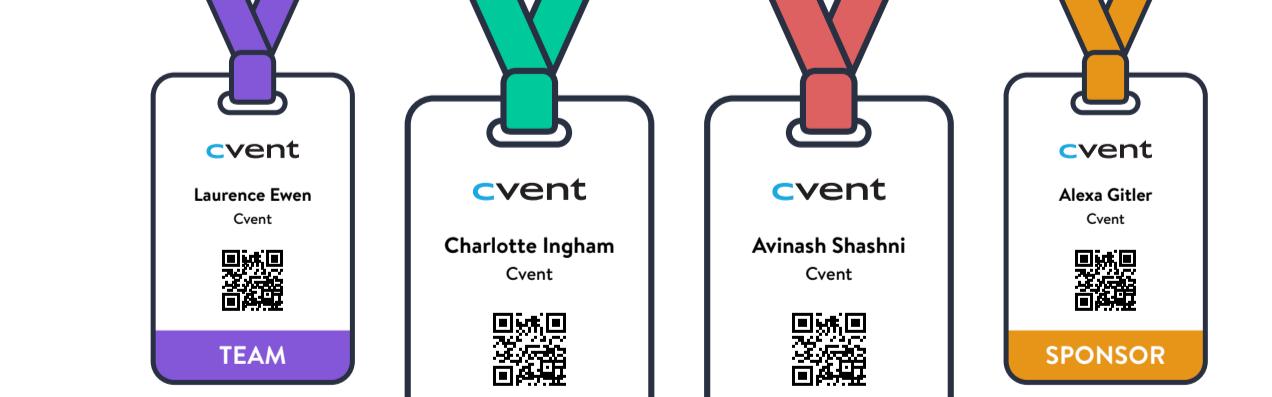
Save money by continuing to **HOST SOME EVENTS VIRTUALLY**. Delivering content through webinars helps you increase the reach, accessibility and sustainability of your event, as well as gather more granular data on attendee interactions.

Consider using a **TIERED PRICING SYSTEM** for your event. Offer packages ranging from free to a 'top-tier' option. Free tickets could offer access to digital plenary session content only, while your top tier of tickets could offer full access to all content on-demand, plus additional exciting extras. Get creative!



## 6 RECOUP COSTS WITH FLEXIBLE PRICING

3D event design tools help you verify that your desired venues can accommodate your event design – without the expense of conducting multiple site visits. A **ROBUST VENUE DIAGRAMMING TOOL** will allow you to 'visit' your venue in photo-realistic 3D and collaborate with the venue and stakeholders in real time.



## 7 GET MORE FROM YOUR SPONSORS

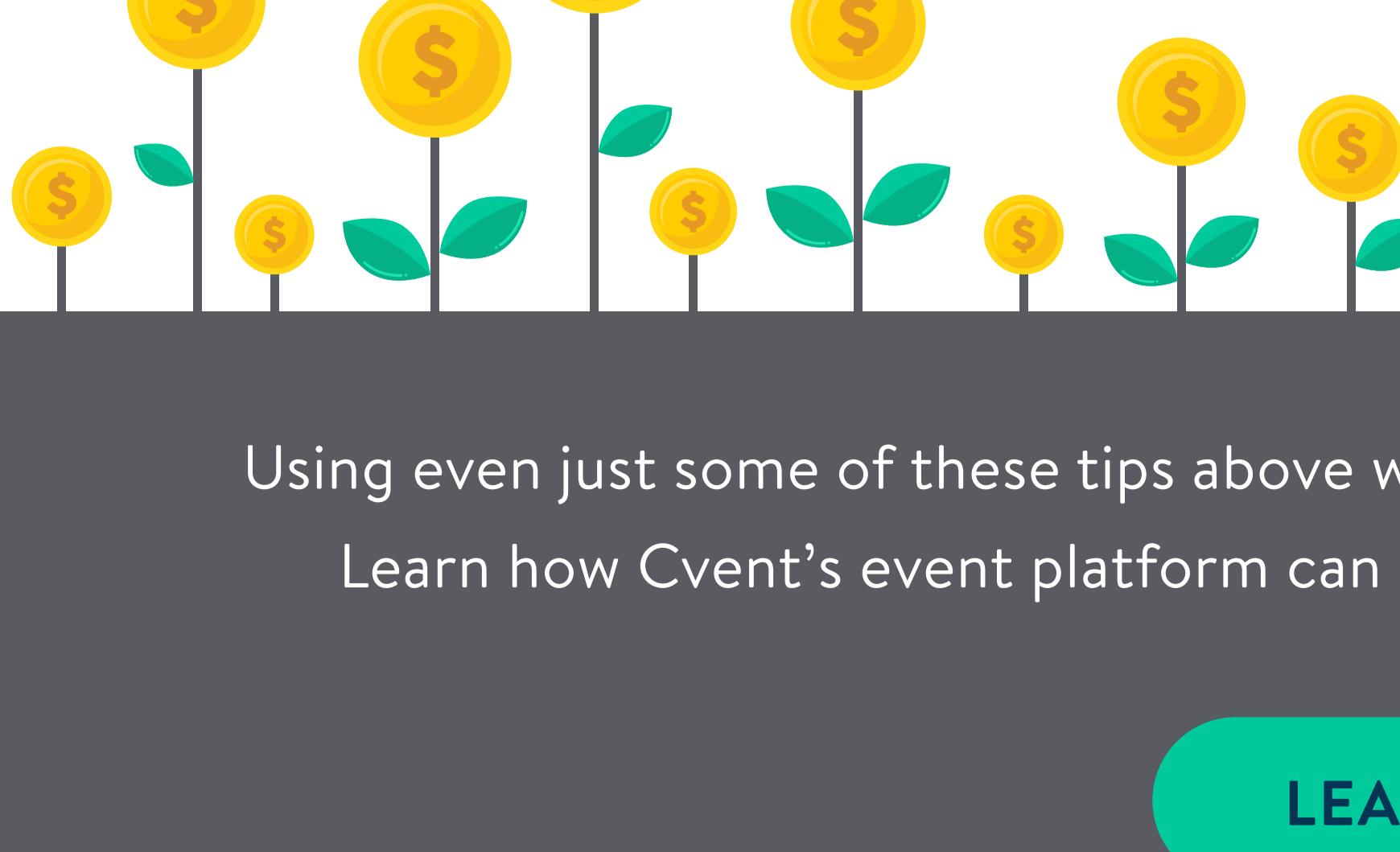
**GENERATE ADDITIONAL REVENUE** from your event with sponsor-branded directories, pre-recorded content, blog posts, downloadable product brochures and more. Ensure sponsor visibility beyond the duration of your event with additional podcasts, webinar series and social media takeovers.

Use event registration tools to save on badge design and printing costs. For example, **ON-DEMAND BADGING** and self-serve registration mean that any no-shows won't have their badges printed unnecessarily.

Using even just some of these tips above will ensure that you save costs on your next event.

Learn how Cvent's event platform can help you manage and reduce your event costs.

LEARN MORE



## 10 STREAMLINE YOUR REGISTRATION PROCESS

Use event registration tools to save on badge design and printing costs. For example, **ON-DEMAND BADGING** and self-serve registration mean that any no-shows won't have their badges printed unnecessarily.

