

Where's Your Event ROI?

How to Leverage Event Management Software to Generate More Revenue from Events

80%

According to a recent study, 80% of marketers say **lead generation** is the #1 goal of event marketing.

BUT....

Only 48% of marketers report **having any kind of event ROI metric in place.**

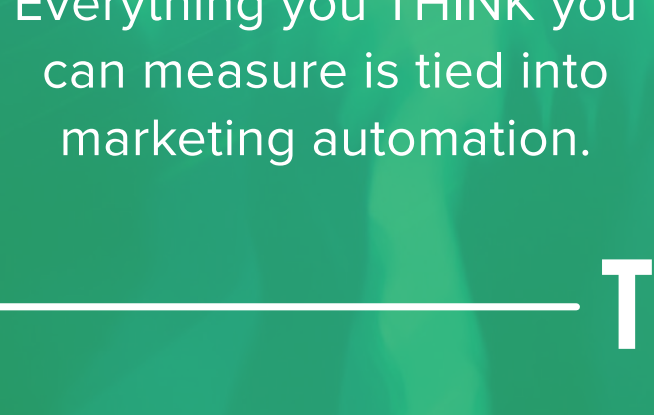
48%

?????

Sources: The State of B2B Event Marketing 2014, Regalix

An Enormous Gap Exists

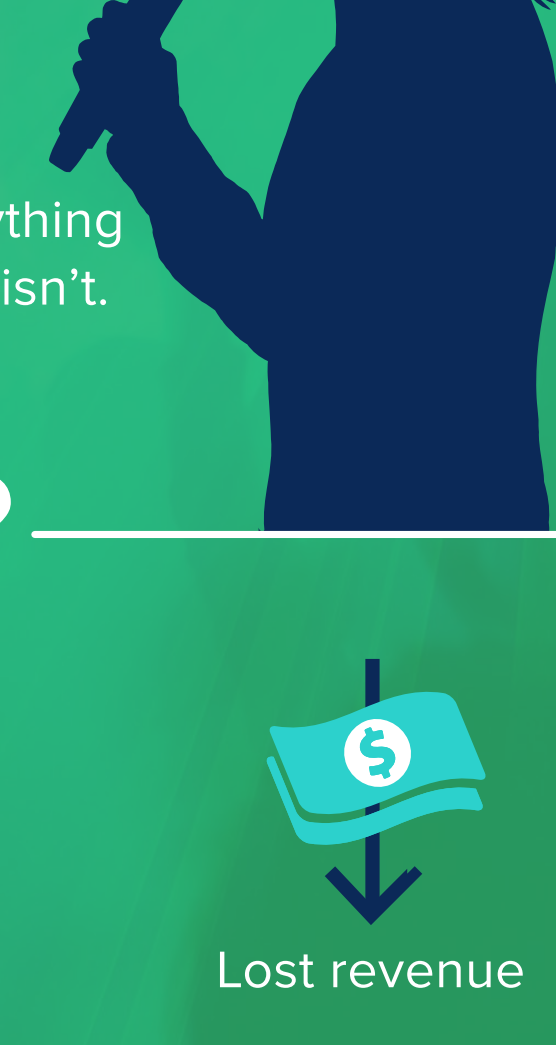
BETWEEN IN-PERSON EVENT MARKETING AND DIGITAL MARKETING



Everything you **THINK** you can measure is tied into marketing automation.



Everything else isn't.



The Result?



Missing data



Wasted opportunities



Lost revenue

Talk About Opportunities!

1.8 million events per year

205 million people attend

28% of marketing budgets for B2B companies are allocated to industry events

Events Help Us:



Get closer to customers and prospects



Improve lead nurturing



Accelerate the sales cycle



Build customer loyalty



Cultivate promoters

Events Can Deliver a Ton of Useful Data!



But Where Does All That Data Go?

EVENTS

MARKETING

And How Can We Prove Our Events are Working?

69%

69% of respondents in a recent survey say that **tracking ROI for events** is their primary challenge.

When We Fail to Capture Data from Events...



- Events remain hard to measure
- Event success remains largely anecdotal
- We miss out on opportunities to convert attendees to customers on the spot
- What happens at the event, stays at the event!

The Answer:

Event Management + Intelligence

THE INTEGRATION YOU NEED TO PROVE AND **IMPROVE** EVENT ROI.

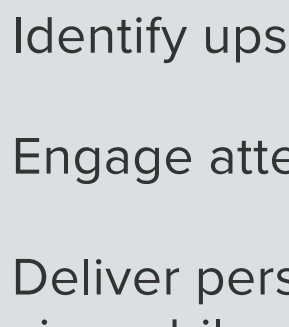


Best-in-class firms are **35% more likely** than others to focus on integrating event management processes with other core marketing functions and systems, such as the marketing automation or CRM platform.

Aberdeen Group, Strategic Meetings Management: A Handbook of Emerging Strategies for the Next Generation of Meetings and Events Management

What It Looks Like

PRE-EVENT



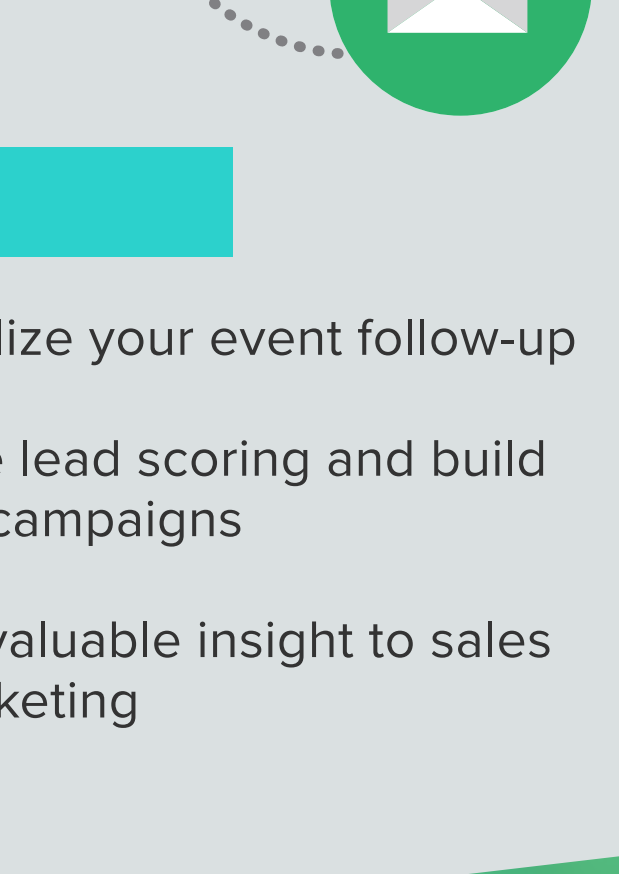
- Smart registration forms enrich your understanding of attendee goals and buying signals.

- Session recommendations are tailored to attendee interests

- Appointment matching helps attendees make the right connections

DURING EVENT

- Track attendee activities and interests
- Identify upsell and cross-sell opportunities
- Engage attendees in real time
- Deliver personalized experiences via mobile, email, and more



POST-EVENT

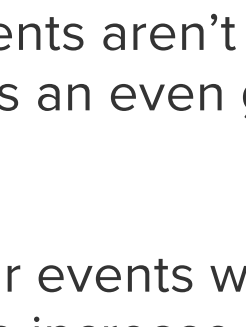


- Personalize your event follow-up
- Enhance lead scoring and build nurture campaigns
- Deliver valuable insight to sales and marketing

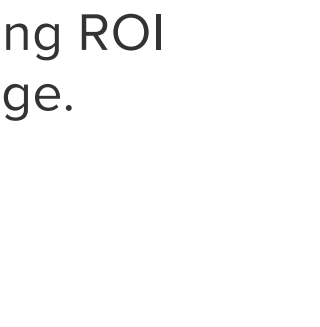
The Result?



Increase and accelerate sales pipeline



Convert more attendees into customers, faster



Generate measurable ROI

Don't Let Your Event Data Go to Waste.



In-person events aren't easy and proving ROI from events is an even greater challenge.



Integrate your events with marketing automation to increase attendee engagement, generate more leads, and drive revenue.

More importantly, (im)prove your event ROI.

CAREFULLY...



plan ahead



select the right tools



develop clear goals that go beyond attendee and registration numbers

LOOK FOR...



impact on lead generation



pipeline acceleration



deepening customer relationships

Learn more about tools that can help transform your events into your most effective B2B marketing tactic so you can finally deliver credible ROI.



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