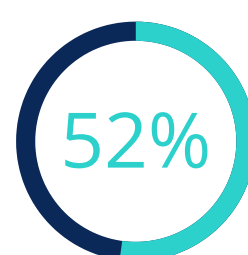


# HOW CAN I STILL DELIVER ON MY BUSINESS OBJECTIVES THROUGH DIGITAL EVENTS?

While in-person events are often a large investment, they've also been one of the best channels for delivering on your business objectives. So it's a very difficult decision in figuring out what to do to digitally replicate the success of an in-person event.

Digital events are still an excellent way to gain valuable insights into your attendees interests and intentions. Making the switch from in-person to digital events still allows you the opportunity to both share your message, deliver content, and engage with your attendees.



52% of business leaders agree that events drive greater ROI than any other marketing channel.

Here are some recommendations for how you can still deliver on your business and marketing objectives through digital events:

## COMPLIMENT YOUR EVENT WITH A MOBILE EVENT APP

An event mobile app will allow you to capture greater engagement data on your attendees even if they are attending virtually. It will allow you to offer relevant, personalized content and notifications to them before, during and after the event.



Additionally, you can capture greater attendee engagement data from polls, surveys, messages.

## CAPTURE VALUABLE INSIGHTS

Use technology that allows you to capture greater insights from your attendees as they register for your digital event. Gaining valuable insights on what your attendee would like to see and what content is most interesting to them allows you to create a more tailored experience for them when attending your digital event.

If your in-person event is now a multi-day series of webinars, use technology that allows you to track the attendee as they enter or 'check-in' to different webinar sessions across multiple days.

## USE WHAT YOU ALREADY HAVE

Repurpose content already created for your in-person event. The registration form, website, event mobile app content as well as speaker portal and call for papers can be reused (so you don't have to recreate everything).



### EVENT WEBSITE

This is still your primary source of information for your attendees, including your agenda, and session catalog, so make sure that information and links are clear and available to anyone visiting your site.



### SESSIONS & CONTENT

Turn each session - and the valuable content that comes with them - into digital content that can be shared both live and after your event (think webinars, videos, podcasts).



### 1:1 MEETINGS

There's no reason that 1:1 meetings can't take place virtually. You already have the time on your calendar, and with web conferencing tools you can still replicate the face-to-face communication of in-person.



## FULLY BRAND THE EXPERIENCE

When promoting your event, use technology that allows you to fully brand the experience. The way an attendee engages with you pre-event should be the same if the event is digital or in-person.

Ensure you have a custom URL for your event landing page that is tied to your brand. The look and feel of the event website and form should be consistent with your company brand guidelines.



## SEAMLESS INTEGRATIONS

Whatever technology, or mix of technology you use, should be seamlessly integrated with your other sales and marketing technologies.

Enable your sales and marketing teams to follow up intelligently from the digital event with relevant and timely content and offers using a technology that syncs attendee data (such as sessions viewed, content downloaded, poll responses, etc) in real-time.

As you transition your events from in-person to digital, revisit your objectives and ensure you have a data strategy and well integrated solution that allows you to still deliver successful outcomes from your event. With these solutions in place, you can still deliver a fantastic program for your attendees, while still capturing valuable insights to help drive business results.

Have questions about your digital event strategy? Talk to one of our event experts to help determine the best way forward for your events.

[CONTACT US](#)