

# How Marketing Events Are Changing



## Event Marketing Roles Are Evolving

**The traditional role of the event professional to generate leads for sales is changing.** As events become more strategic, so too must the event marketer. In the past, event professionals had a narrow focus and a small group of collaborators. Following today's corporate event trends, event professionals will operate across the entire customer journey. They'll see the bigger picture, unite different functions, and turn every event into an experience.

OLD WORLD		NEW WORLD
Plan and execute <b>in-person events</b>		Plan and execute <b>in-person and virtual events</b>
Calendar predominantly comprises <b>Industry event</b>		Calendar peppered with <b>Industry, Partner, and Owned events</b>
Focus on <b>brand awareness and lead generation</b>		Focus on <b>full-funnel metrics and outcomes</b>
Primary collaborators are <b>Sales and Demand Generation</b>		Primary collaborators are <b>Brand, Product Marketing, Customer Success, and Content</b>
Primary event types are <b>conferences and trade shows</b>		<b>Everything from a webinar to a community meetup</b> qualifies as an "Event"



## B2B Events Have Undergone Profound Change



**63%**

plan to conduct the same number of or more **virtual events** during the next 12 months



**74%**

are planning an **in-person event** in 2022



**58%**

agree that all flagship B2B marketing events will be **hybrid** in two years

Source: Forrester Research



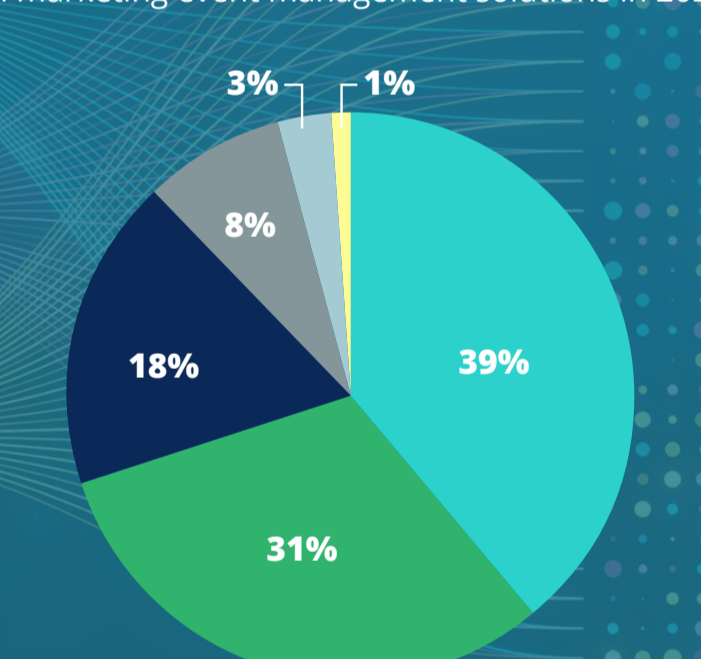
## Marketers are Increasing Spend on Event Technology



**57%**

of marketers are increasing their spend on **event tech** this year

Do you plan to increase, decrease, or maintain spend on marketing event management solutions in 2022?



Source: Forrester's Marketing Survey, 2022 - B2B



## What to Focus On?



Bridge the gap between your virtual and in-person audiences by incorporating **more digital interactions** into your events



Take an **audience-centric approach** to event planning and execution



**Prioritize your Attendees** above ROI, pipeline, and leads



Consider how you can make your events **more inclusive**



Use an **AI event content tool** to create and reuse content



**Invest an event technology software** that makes your event data work for you



Certain provides a complete enterprise event management platform that powers personalized event experiences and enables meaningful connections to accelerate business. Used by the largest corporations, meeting management companies and event producers worldwide, the Certain platform enables event branding and white-labeling, personalization, social and mobile participation, virtual and in-person meetings that engage audiences and maximize event value for all participants. With Certain's proven SaaS-based technology, cross-functional event teams collaborate, streamline processes, and reduce costs to execute flawless events with operational excellence. To maximize the business impact, the Certain platform integrates easily with marketing automation and enterprise systems to deliver rich customer insights as well as event intelligence.