Enterprise Guide – Part 1

Redefining the Event Landscape in the Enterprise World

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As businesses expand, their marketing needs grow in tandem. Events have become central to enterprise strategies, serving a multitude of purposes, from brand building to lead generation. To drive success from marketing events, it's important that corporations develop a comprehensive event strategy, leverage event data to maximize impact and invest in the right event technology to help them drive greater business outcomes.

In this eBook, we will delve into the evolving role of events as strategic tools that drive business growth, foster innovation, and enhance brand value.

We examine the challenges and opportunities faced by enterprises in leveraging events effectively and provide insights into redefining the event landscape for maximum impact.

Exploring Traditional and Emerging Event Strategies

In the world of marketing events, enterprises have long embraced a diverse array of in-person gatherings, including conferences, tradeshows, and seminars. These traditional events have served as invaluable platforms for networking, showcasing products, and fostering industry knowledge exchange. Sales meetings, product demos, workshops, and networking events have also been staples, facilitating client engagement and sales opportunities.

Moreover, online trainings and webinars have offered an efficient means of knowledge dissemination. However, recent trends have ushered in a dynamic shift. **Enterprises are increasingly adapting to the digital landscape, leveraging webinars and online trainings as accessible, cost-effective alternatives.**

Furthermore, **hybrid models blending virtual and in-person components are gaining traction**, ensuring global reach and heightened engagement. With these evolving marketing event paradigms, enterprises are navigating a landscape that demands flexibility, innovation, and a balanced mix of traditional and contemporary approaches to captivate and engage their audience effectively.

The key to effective marketing event strategies in the current landscape lies in adaptability and a balanced approach. Enterprises must recognize that the formula for success may vary depending on their specific goals, audience, and industry. Traditional marketing events offer invaluable opportunities for face-to-face connections and hands-on experiences, which cannot be entirely replicated in the digital realm. However, the cost-efficiency and accessibility of webinars and online trainings are hard to ignore, particularly when reaching a global audience.

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82% of marketers believe that **in-person events** generate the most leads.

Source: The Event Marketing Institute

Unlocking High Impact Interactions

Events, whether in-person or virtual, serve as dynamic platforms where enterprise companies can forge high-impact interactions with their target audience. These interactions are not mere opportunities for surface-level engagement but transformative moments that foster brand loyalty, drive conversions, and fuel business growth.

Data-driven insights validate the significance of events in this context. According to a study by the Event Marketing Institute, **82% of marketers believe that in-person events generate the most leads**, making it a top choice for high-impact lead generation. The Center for Exhibition Industry Research (CEIR) reports that **81% of trade show attendees have buying authority**, emphasizing the potential for high-impact interactions that can directly lead to revenue growth.

Customer surveys reveal that **a significant percentage of attendees attribute their brand loyalty to memorable event experiences**. According to Certain, 63% of marketers view events as the most effective tactic for collecting attendee data, enabling personalized interactions and follow-ups that drive impact. Event analytics consistently demonstrate a correlation between event participation and improved customer retention rates. As such, events emerge as a strategic cornerstone for enterprises seeking to create lasting impressions, gather invaluable data, and drive bottom-line results through impactful interactions.

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The Importance of Event Technology for Enterprise Growth

The role of events in fostering enterprise growth is multifaceted and increasingly pivotal in today's business landscape.

Below, we've highlighted a few ways events can help enterprises:

1. Amplify Audience Engagement

Event technology empowers marketing executives to create captivating and interactive experiences that resonate with attendees, fostering stronger connections between the brand and its customers.

2. Utilize Data-Driven Insights

With event technology, enterprise marketers gain valuable data on attendee behavior and preferences, enabling them to make informed decisions, fine-tune marketing strategies, and optimize future events for maximum impact.

3. Personalized Experiences

Event technology allows enterprise marketers to tailor event experiences to individual attendees, offering personalized agendas, content recommendations, and engagement opportunities that leave a lasting impression.

4. Boost Lead Generation and Conversion

Events serve as excellent lead generation platforms. With the right event technology, enterprises can harness their buyer intent data to initiate timely, revenue-boosting actions in real-time.

5. Enhance Brand Visibility

Leveraging event technology, enterprise marketers can showcase their brand and offerings to a targeted audience, while social media integration helps extend brand visibility beyond the event itself.

6. Stay Ahead of the Competition

By embracing event technology, enterprise marketers demonstrate their commitment to innovation, giving their brand a competitive edge through cutting-edge event experiences.

85% of marketers believe that **events are essential** for their company's success.*

* Source: Eventbrite

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The Importance of Event Technology for Enterprise Growth (continued)

7. Adapt to Changing Market Trends

Event technology allows marketing executives to be agile and responsive to evolving consumer preferences, accommodating virtual and hybrid events to meet the changing demands of their audience.

8. Access Global Audiences

Virtual events enabled by event technology eliminate geographical barriers, granting marketing executives access to a global audience without the constraints of physical travel.

9. Measure ROI Effectively

Event technology provides robust analytics and reporting capabilities, enabling marketing executives to gauge the success of their events accurately and justify event budgets with tangible ROI data.

10. Foster Creativity and Innovation

Event technology encourages marketing executives to think creatively, pushing the boundaries of event design by incorporating gamification, augmented reality, and other innovative elements.

11. Experience a Unified Platform

A crucial component of your event technology solution is the integration of a unified platform for all your event needs, whether it's event creation, fostering engagement, or tracking performance.

12. Advanced Analytics and Reporting

Essential for monitoring campaign efficiency & event ROI across all event types and the entire event portfolio, globally. Additionally, analytics customization ensures clear and consistent communication of the corporate brand, performance indicators, and reporting needs, etc.

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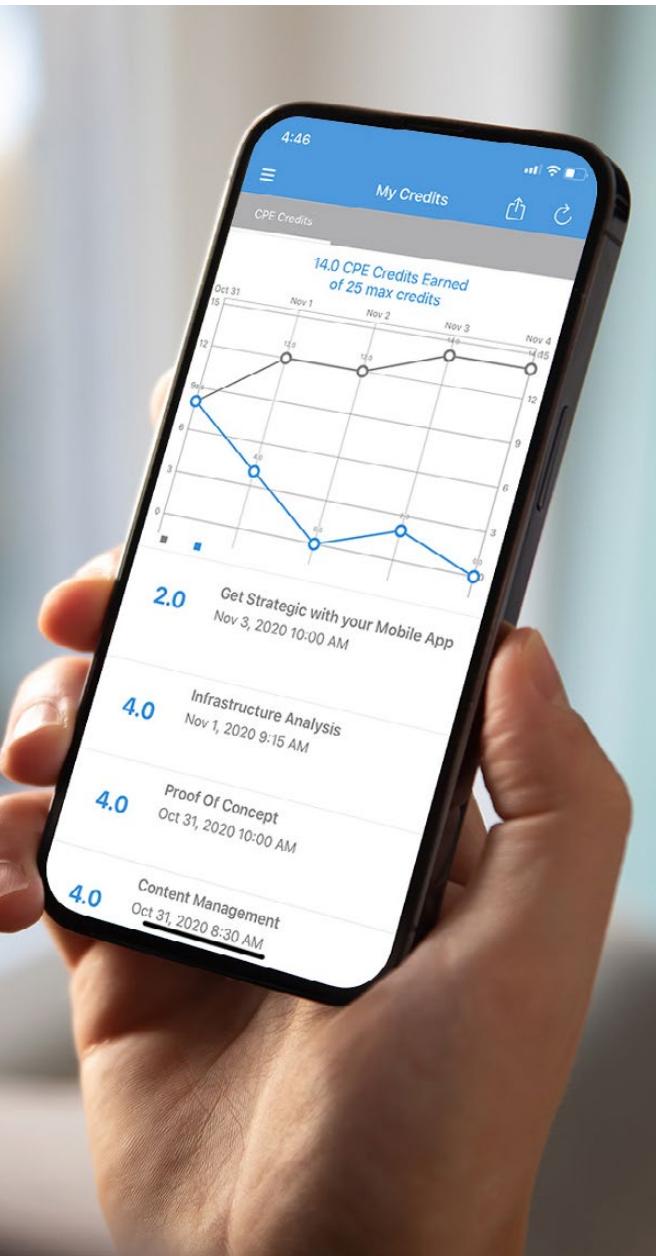
How Modern Enterprises Stay Agile

In the fast-paced world of modern business, staying agile is paramount for enterprise marketers when it comes to orchestrating successful marketing events. Navigating the challenge within enterprises, where long timeframes are the norm for executing marketing events, can be further complicated by the prevalent issue of data silos in large companies. "I've largely retreated to mass marketing instead of data-driven marketing because customer behavior is changing so fast I can't trust my historical data and models," a CMO recently told McKinsey. This intersection between timeframes and data accessibility underscores the need for innovative approaches to streamline event strategies and leverage the wealth of data available for more agile and effective marketing event execution.

Agility entails adaptability and the ability to pivot swiftly in response to shifting market dynamics and evolving customer preferences. Modern enterprises leverage data-driven insights and cutting-edge event technology to not only anticipate these changes but also to proactively shape event strategies. Real-time analytics and AI-powered tools allow for on-the-fly adjustments, optimizing event content

and engagement strategies. Moreover, the integration of virtual and hybrid event components ensures that enterprises can seamlessly reach wider audiences around the world while maintaining the flexibility to cater to diverse preferences. The result?

Enterprises are not just hosting events; they're orchestrating dynamic, responsive experiences that drive customer engagement, boost brand loyalty, and yield measurable results. Agility is the linchpin that empowers these marketing executives to stay ahead of the curve and thrive in today's competitive landscape.

The potential of event data extends beyond the apparent advantages. Precision-marketing models are trained to recognize and draw inferences from behavioral patterns. An algorithm might learn, for instance, that customers who make more than two visits to a store's website within a two-week period are 30 percent more likely to make a purchase. Such indicators can trigger tailored offers to convert browsers into buyers, allowing marketers to direct their acquisition efforts and spend toward the most profitable segments.

Shifting Perceptions: From Cost Centers to Revenue Generators

Events offer your team a front-row seat to your prospects' discussions, reactions and perspectives.

It's important to understand that great marketing events start with data and the right tools. Marketers need insight into global events so that they can take action in real-time to boost revenue.

Virtual events produce even more data points to understand your prospects' points of view, pain points and outlook. Use this data to inform the development of sales strategies, attendee follow-up and future event content. You can use events to fuel new leads and contacts for a marketing team's CRM. The data you use to personalize attendee experiences also has a lot of potential to accelerate your sales pipeline. Attendee activity data—from the sessions attended to the polls responded—enables

sales teams to segment participants based on engagement levels and customized post-event outreach.

During outreach, you can determine whether high engagement levels translate into a sales-qualified lead, maximizing conversion success and informing future sales strategies. The technology you use should allow your sales team to seamlessly act on data so they can focus their time and efforts on highly engaged leads.

How to Maximize ROI with Event Intelligence

Capture & Analyze your Attendee Data Across your Entire Event Portfolio

Visualize, Track and Optimize your Global Events in Real-time

Offer **Highly Engaging & Personalized** Attendee Experiences at Scale

Gain Insights into All your Events (Virtual, Hybrid & In-person) in One Platform

Take Intelligent Actions to Help Increase ROI & Drive Better Business Outcomes

Data Security, Privacy and Compliance

A survey by Eventsforce found that 87% of event professionals consider data security a top concern in event planning. **The technology that an enterprise level organization depends on needs to rise to the occasion.** Without a platform's security, compliance, and availability, your event may not be a success. The event platform must take care of the behind-the-scenes aspects of the events – ones that keep your event data safe. Security, privacy, scalability, and availability must be at the heart of what an event technology provider supports. It should enable an enterprise to launch successful events with the confidence of having the highest levels of security and compliance.

Enterprise grade platforms support security and regulation compliance so you don't have to worry about it. They incorporate specialists from around the globe to ensure those pragmatics are addressed within the platform. GDPR, state privacy laws, cybersecurity laws and StateRAMP are a few of U.S. security and compliance regulations impacting events. The US regulations constantly keep changing due to a number of factors.

An enterprise-grade platform allows you to stay on top of changes and handles all of this, reducing the regulatory risks for your organization. When choosing event management software, look for certifications that ensure an organization has a baseline security program that aligns with industry standards, such as PCI DSS, GDPR and ISO 27001.

87%

of event professionals consider **data security** a top concern in event planning.

Source: Eventsforce

The Importance of Scalability for Enterprise Events

Enterprise organizations, in particular, should look for a platform that's feature-rich and highly configurable. However, often that means more complexity. That comes with a level of technological risk. **The larger the events, the more likely you are to run into scalability issues.** The availability and scalability of your solution is limited to its least scalable component. Think of it as that old chain analogy: a chain is only as strong as its weakest link. The same applies here.

Failure to design for scale can lead to attendees not being able to join or participate. Network latency issues can make an online event unbearable. Worst-case scenario: The platform drops every time it exceeds the user threshold. An enterprise system identifies scalability problems before they occur. Your technology provider should have a playbook for how they'll handle those situations before they affect your event.

In the enterprise world, events have undergone a profound transformation. They are no longer mere gatherings but have emerged as strategic initiatives that drive business growth, foster innovation, and enhance brand value. Enterprises can redefine their event landscape to harness the full potential of events as powerful tools for achieving their objectives. Certain is the leading enterprise event management and intelligence platform that helps marketers create highly effective and engaging events that generate and convert leads with rich buying signals and attendee insights to improve sales and marketing outcomes. To learn more, contact us for a free consultation with one of our event experts.

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About Certain

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.

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