

Enterprise Guide – Part 3

The Powerful Impact of In-Person Experiences on Event ROI

A C-Level Perspective on Why It's Smart to Invest in Events



It's no secret – enterprise events were one of the most impacted marketing strategies during the Covid-19 pandemic. The good news is events have made a significant resurgence in 2022 and 2023, with expectations of 2024 returning to pre-Covid successes. While many C-level executives are not fully convinced events should be funded and supported like they were back in 2019, there is strong evidence to prove that events are indeed delivering a strong ROI once again.

In this eBook, we take an in-depth look at enterprise events from a C-Suite perspective and answer questions such as: Are events worth it from an ROI perspective? Can they attract and engage people in person like they did in 2019? Can they be counted on as a profitable demand gen strategy?

A Strong Outlook for In-Person Events Today – and in the Future

C-suite executives – especially CEOs, CMOs, and CFOs – have a vested interest in the success of programs like enterprise events and the impact they have ROI. Traditionally, events could be counted on to improve customer relationships through in-person engagements, bring prospects into sales cycles, and deliver a decent profit. The Covid-19 pandemic changed all that as events went virtual, funding was dramatically reduced, and the value of in-person live connections was lost.

Now, not only are more in-person events planned for today and in the future, but attendance is up, and there is keen optimism for strong ROI.

In-Person Event Expectations for 2024 and Beyond



CEOs

More **in-person engagements** with high-level customers



CMOs

Greater pipeline leads and faster closing of sales



CFOs

Increased assurance of **potential ROI**

The Value of In-Person Events Is Clear and Undeniable

For enterprise companies, the value of in-person events has historically been undeniable – and there are indications that events are returning to the level of importance they had before the pandemic.

Since 2022, there has been an increasing rise in the quantity of planned and executed events, with expectations of continued commitments into the future. This clearly presents marketing executives with the confidence that events can deliver exactly what well-attended quality events produced in the past:

- > **Face time** with big value customers
- > **Profitable use** of a company's time
- > **Revenue building opportunities** with new prospects
- > **Brand awareness** and exposure

Events Returning to Pre-Covid Numbers

Recent surveys show that event planners and exhibitors have strong confidence in the future of in-person events today and in the near future.

94%

believe events will return to **pre-Covid exhibiting levels** by the end of 2024.

Source: *Industry Update: New Data on Trade Show and Event Marketing*

74%

planned to participate in **more in-person events** in 2022.

Source: *2023 Economic Outlook Survey*

59%

of meetings and events in 2024 will be **in-person**.

Source: *2024 Global Meetings and Events Forecast*

55%

expected the number of off-site events or meetings to **increase** between 2022-2025.

Source: *2022 Meetings and Events Survey*

80%

of events in the first half of 2023 were **in-person**, according to Certain.



The Benefit of In-Person Events Is Undeniable

With more in-person events planned for today and in the future, C-Level executives can expect increases in attendance.

This is an indication that the value of in-person events is once again a key part of customer engagement and a direct link to the potential of increased ROI.

In-Person Events Are Still a Key Marketing Channel

Industry research confirms there is a resurgence of people wanting to experience the **benefit of meeting vendors face-to-face** once again.



75%

of exhibitors believe that their trade show program was going to achieve **better results** in 2023 than 2022.

Source: 2023 Economic Outlook Survey



60%

of exhibitors believed an increase in trade show attendance was going to **fuel their success** in 2023.

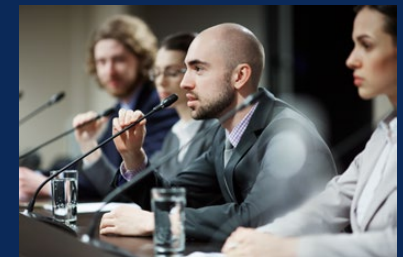
Source: 2023 Economic Outlook Survey



60%

of B2B marketers state that in-person events are the **most popular** marketing channel in 2023.

Source: Statista



56%

of marketers believe in-person events **perform the best**.

Source: 14th Annual B2B Content Marketing Outlook for 2024

Trust in Event ROI on the Rise

With the renewed perception in the success of trade shows that has been evolving since 2022, C-level executives can also begin to expect ROI to return as well.

According to the 2022 report, [Industry Update: New Data on Trade Show and Event Marketing](#), “the majority of exhibitors who track ROI say their returns from post-pandemic trade shows are the same or higher than their pre-COVID returns, indicating that despite lower attendance rates, face-to-face marketing is still a solid investment.”

Other research echoes this expectation, as the [Exhibit Leader Insights 2023](#) report notes that, “Trade shows continue to provide value...both as marketing and sales channels, and their worth is generally recognized by senior leadership teams – perhaps more so than before the pandemic.” The report also indicates that 70% of the respondents felt that their organization’s leadership sees exhibits as a valuable, irreplaceable part of the marketing mix.



71%

believe in the value of trade shows as a **marketing channel**



67%

believe in the value of trade shows as a **sales channel**

Source: Industry Update: New Data on Trade Show and Event Marketing



The Key to ROI Success: Effective Event Management and Intelligence

No matter how optimistic a picture industry data paints, **events can only achieve maximum ROI success if they are effectively managed and supported by trusted, data-driven intelligence.**

When customers work with Certain, they can use the latest intelligence-powered, data-driven technology to bring people together through the medium of events. Our offerings can give C-level executives the control, confidence, and certainty to predict, take important actions, and improve their event outcomes through effective engagement and reduced time to convert prospects into customers.

With proper event management offered by Certain, C-level executives can see how their events can increase ROI through accelerated sales pipelines, greater conversion of attendees into customers, and measurable and actionable event intelligence. With rich event attendee data, there are even more opportunities to capture and measure lead flow and revenue directly attributed to their global events.

Contact Certain today to learn how we can help you create and deliver events — held anywhere and at any scale — that foster engagement, energize sales pipelines, and drive greater business value.



[Contact us](#) for a free consultation with one of our event experts.

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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