Certain

eBook

From Attendee to Advocate

Mastering Buyer Engagement at Events with AI & Event Intelligence

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Overview

Imagine being able to read the minds of your event attendees. Today, organizations can track every moment of the attendee journey and turn that engagement data into a treasure trove of buying signals—revealing intent and driving smarter decisions. With this level of visibility, event engagement data becomes a powerful asset, unlocking actionable insights that fuel growth. Nearly 60% of event professionals agree that data is critical in shaping event strategies and outcomes, providing insights that go far beyond attendance numbers. By harnessing technology to capture participation, engagement, and conversion metrics, event professionals can now understand the full impact of their efforts with unprecedented clarity.

With the rise of artificial intelligence (AI), event professionals have an even greater opportunity to enhance attendee engagement. AI and event intelligence (EI) are revolutionizing how event data is interpreted and used to deliver personalized, impactful attendee experiences. Advanced event platforms like Touchpoint Ignite leverage AI to transform engagement data into actionable buyer insights, allowing event professionals to streamline processes and focus on creating meaningful and memorable event experiences for each individual attendee.

This eBook explores how AI and EI are reshaping the world of events. We'll discuss best practices for leveraging these tools to foster engagement at every stage of the attendee journey – from capturing initial interest to nurturing brand advocacy. Whether you're looking to boost attendee satisfaction or enhance your marketing ROI, this guide will offer actionable strategies to help transform your attendees into long-term advocates for your brand.

> "Certain has helped raise the bar on what we track, and we can now use event intelligence in a much broader way to improve both the marketing of events as well as the quality of event content."
>
> *– Lauren Hull, Global Marketing Technology Manager, Red Hat*

Making Every Event Moment Count:

Strategies for Maximizing Event Engagement and Impact

There's a reason why 80% of marketers report that live events play a major role in their overall business success: events are an exceptional way to get to know your audience, with endless ways to drive and capture valuable engagement data and buyer intent. The trick is knowing what data matters in advance so that you can plan an effective event data strategy that both engages your attendees and facilitates a better understanding of their own needs and motivations.

Before the Event
Build an effective attendee engagement data strategy to guide your sales & marketing efforts.

During the Event
Capture & foster greater attendee engagement using an insight-driven, AI-powered event app.

After the Event
Leverage conversational AI to transform your event data into insights.

But collecting the data is only the beginning. It's what you do with the data that will determine its value long after your event has ended – and having the right technology to interpret that data is vital for taking informed, effective action.

Create an Engagement Data Strategy

89% of B2B marketers say that capturing and leveraging event data has positively impacted their overall marketing strategy. To successfully drive, capture and transform event data, it's important that – well ahead of your event – you identify and involve key stakeholders to define the following objectives:

What do you want to learn about/from your attendees?

What are your attendee engagement goals and what metrics will you use to measure success?

How does this feed into the overall marketing and company goals?

Strategize Engagement Data Capture

When it comes to marketing and event strategy, data is the new gold. Tracking engagement metrics empowers you to measure the true impact of your event and refine your strategy for maximized ROI.

By leveraging a dynamic event app that is uniquely designed to strengthen connections, you offer a variety of ways to boost meaningful engagement throughout your event, including:

Surveys and Live Polling

Gamification

Content Viewing and Downloads

Discussion Boards

Q&A

Social Feeds

Team Alignment

Getting your teams aligned around your event and data strategy greatly improves your ability to effectively measure and prove ROI. From marketing to sales to customer success, you need all team members and departments that have any involvement with an event to be fully informed about your event goals.

Marketing should work closely with teams to ensure that the right data is collected, stored, and acted upon throughout the event cycle. This level of cross-functional collaboration allows for tighter team alignment around campaign launches, real-time event data collection, and personalized follow up. It also aids in utilizing event intelligence insights to optimize future campaign strategies and build stronger relationships with your buyers.

Transform Event Data into Actionable Insights

Your event has ended, and you now have an abundance of engagement data to work with, such as attendee information, registration data, session details, engagement metrics, and post-event feedback. But this raw data can take days, or even weeks to navigate without the right resources to transform it into a complete picture of your attendees' interests, preferences, and motivations. By centralizing and harmonizing event data, organizations can derive valuable insights, identify trends, and make data-driven decisions to enhance event planning, attendee experience, and overall event success.

With 80% of event professionals stating that AI offers value for personalized mobile apps and personal assistants, it's time to utilize an intelligent, AI-powered event management solution that can:

- Centralize event data for a 360 view of buyer engagement patterns, trends and sentiment.

- Provide comprehensive insight dashboards to identify what resonates with your participants and buyers.

- Offer conversational AI to access custom insights and generate meaningful insights, reports and charts in minutes – not hours or days.

- Measure the impact of every element of your events to see which speakers, sessions, and formats drive the most engagement and ROI across your events.

The Event Data Orchestration Journey

STEP 01
EVENT DATA CAPTURE

STEP 02
DATA CLEANUP

STEP 03
DATA TRANSFORMATION
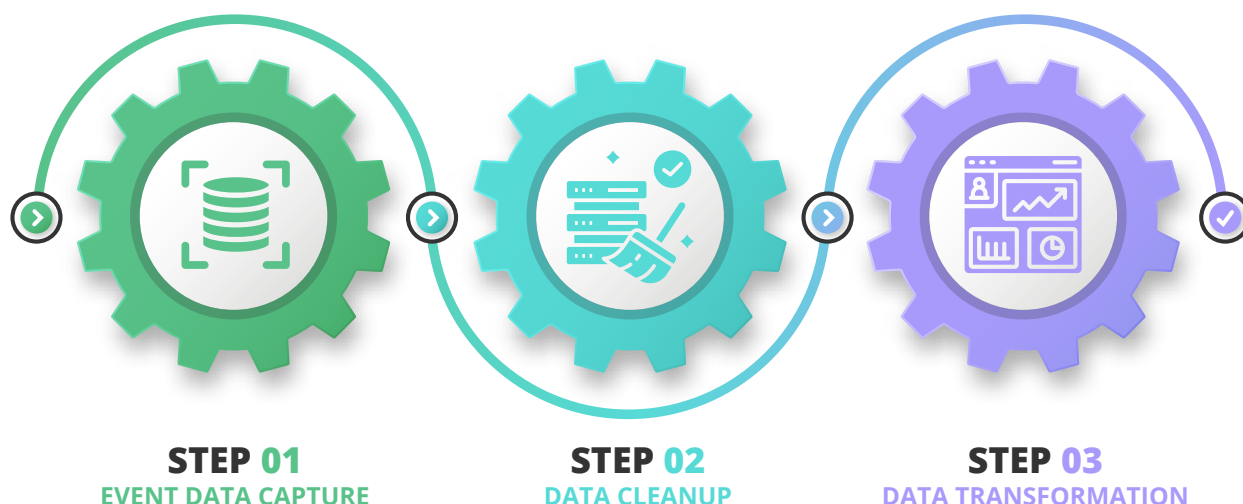
Take Action

Now that you have this wealth of insights on your hands, how do you plan to use it?

When **63%** of marketers admit that they fail to maximize the value of event content, and large enterprises facing an even higher figure of 72%, having the technology to translate your engagement data into actionable insights is a game-changer.

By taking informed, tailored action in both how you interact with your audience and how you manage future events, you can create an events program that deeply resonates with your audience. Here's how:

- Identify buyer engagement patterns, trends and sentiment to understand what resonates with your participants and buyers.

- Personalize interactions with attendees and create meaningful connections based on a deeper understanding of their needs, interests, and motivations.

- Optimize and continuously refine future events; from budgets to promotion to content, take what you've learned and apply it.

- Stay ahead of the curve with performance comparison across various events and sessions.

- Use what you've learned to create events that profoundly connect with your audiences through captivating, engaging and relevant experiences, and ultimately drive business results.
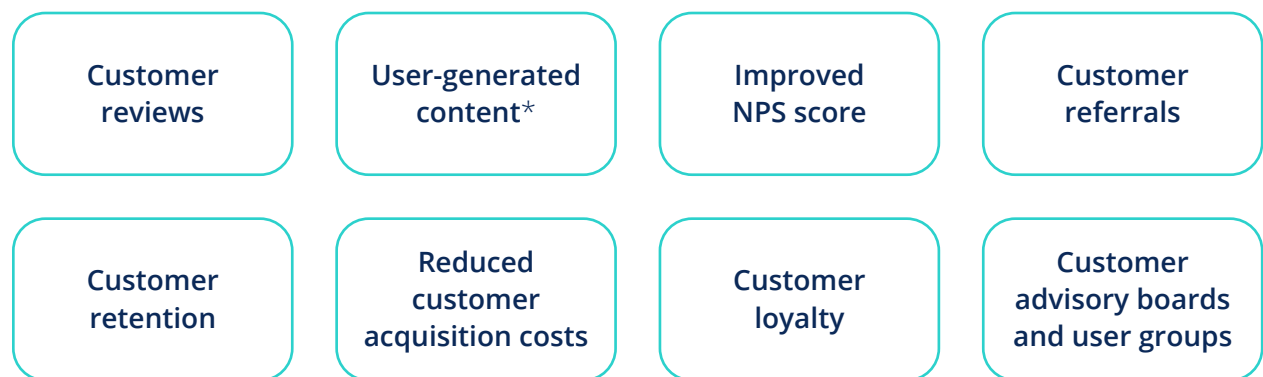
From Attendee to Advocate:
Mastering Buyer Engagement at Events with AI & Event Intelligence

The Shared Value of Transforming Your Attendees into Advocates

The importance of fostering customer advocacy cannot be overstated, with recent studies finding that just a 12% increase in customer advocacy can bring 200% growth in revenue.

The benefits of bridging the gap from attendee to advocate are many, both for you and your advocates. The relationship that you build with your champions impacts immediate wins as well as long-term collaborations, including:

Customer reviews	User-generated content*	Improved NPS score	Customer referrals
Customer retention	Reduced customer acquisition costs	Customer loyalty	Customer advisory boards and user groups

case studies, testimonials, social media posts, photos, and videos

Customers with great experiences are 75% more likely to become advocates. By utilizing event engagement data to improve your attendee experience, you not only show them how important their needs and motivations are to your business, but you also provide them with a reason to want more — and spread the word.

Optimizing the Buyer Experience with AI & Event Intelligence

One of the most powerful benefits of an AI and EI-powered event app is the ability to offer insights that help marketers optimize future event experiences. By analyzing historical data and current engagement trends, Touchpoint Ignite's event intelligence engine can forecast attendee preferences, allowing organizers to proactively adjust their strategies to align with audience expectations. Below is an example of what that looks like in action.

Individual Attendee Level

Let's say you're a global cybersecurity company hosting a series of events. Jane, a security architect and super-user of your product often registers for your events, but only attends the hands-on workshops. She is competing in badge games and has indicated through polls and surveys that she would prefer to participate in sessions where she can learn-by-doing, rather than listening to a presentation.

Across a Series of Events

Leveraging Touchpoint Ignite's engagement dashboards to analyze your last few regional events, you see a number of attendees including Jane, favored workshops over presentations, and badge game competitions had 93% participation.

Using conversational AI, you ask:

- *What's the most popular topic that attendees are downloading content on?*
- *What were the top 3 most viewed videos at my last event?*
- *What sessions had the most attendance amongst security architects?*

You find that most of your buyers are viewing videos and downloading assets specifically on cloud security, and attendance amongst your target audience is highest for workshops.

Taking Action

With this level of insight, it becomes clear that hands-on workshops on cloud security with a competitive spin would resonate not only with Jane, but with her peers as well. You offer Jane an early bird discount code to register for your upcoming capture-the-flag event on cloud security, showing her that not only do you understand her needs and interests, but you are willing to apply that to creating an exceptional experience for her.

Jane and the various buyers who showed interest in this type of event and content are now spreading the word through social media and word-of-mouth about your event, and Jane has even offered to do a video case study about the benefits of using your products to prevent cloud-based cyber-attacks.
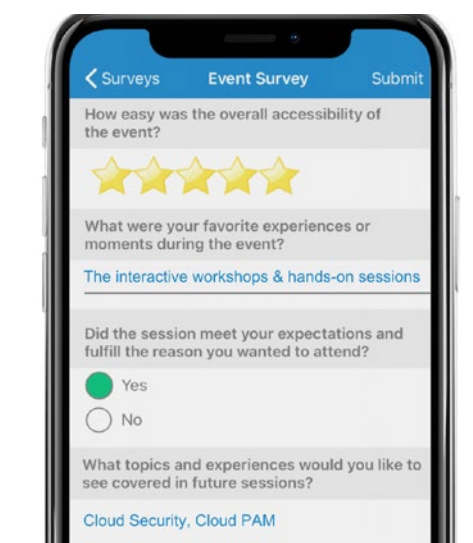
Continuing Excellence: A Journey Worth Championing

The insights gleaned from event engagement are the key to fostering long-term relationships, driving customer advocacy, and ultimately accelerating business growth. As the data shows, 75% of customers with great experiences are more likely to become advocates—underscoring the value of refining your event strategy to deliver exceptional experiences that turn attendees into lifelong champions of your brand.

Beyond providing an exceptional experience, offering attendees-turned-advocates opportunities to contribute to your product or service through customer advisory boards and user groups fosters a mutually beneficial relationship that drives them to advocate for your brand.

It's important to keep in mind that customer advocacy is not just a one-off effort, but a continuous process of nurturing and engaging your buyers. Leveraging Touchpoint Ignite allows you to continuously assess how your buyers are engaging, providing your marketing, sales, and customer success teams with an ongoing flow of insights to refine interactions and experiences for each individual advocate.

Conclusion

The journey from attendee to advocate is a powerful one, with the potential to transform not just individual events, but your entire marketing strategy. By harnessing the power of AI and event intelligence, you can go beyond data collection to truly understand your audience, tailoring interactions to meet their needs and motivations.

Touchpoint Ignite remains a trusted partner, providing innovative solutions to unlock attendee insights and drive success. With an AI-powered conversational interface and real-time actionable insights, event professionals can tap into the full potential of their events, creating meaningful experiences that resonate with attendees and drive tangible results.

Transform your attendees to advocates with the power of AI and event intelligence combined.

"Touchpoint Ignite is a game changer for the event industry. We're excited to bring the benefits of AI to our customers and help them learn from engagement at their events to deliver better outcomes for attendees, sponsors and exhibitors alike."

– Christina Rasco, CEO of Attendee Management

To support your future in-person and hybrid events, Certain Event Management offers a unified, branded, and scalable attendee experience throughout your event planning, registration, and execution cycle. Certain's AI-powered event intelligence capabilities enable marketing professionals to seamlessly capture insights and buying signals from all types of attendees, be they in-person or virtual -- and share them across their enterprise technology stack to drive revenue and customer success.

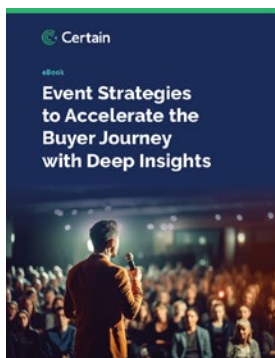## Learn More

Whitepaper

What's Next in Event Intelligence

> DOWNLOAD WHITEPAPER

Video

Turning Event Data into Gold – 7 Ways to Measure the Business Impact of Your Events

> VIEW VIDEO

Guide

Event Strategies to Accelerate the Buyer Journey with Deep Insights

> DOWNLOAD GUIDE

How can we help with your next event?

Schedule a demo to find out!

SCHEDULE A DEMO

Certain provides the leading intelligent enterprise event management solution that powers personalized event experiences and meaningful connections that deliver greater business outcomes and revenue. By seamlessly capturing and transforming event data into actionable insights at scale, Certain enables event professionals to integrate buying signals into other technologies in real-time. With Certain's proven SaaS-based technology, cross-functional event teams collaborate, streamline processes, and reduce costs while executing flawless events with operational excellence. Our digital event solution allows event marketers and planners to better capture insights and buying signals from all attendees-in-person or virtual- and share them across the enterprise technology stack to drive revenue and customer success.

Certain

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