Event Marketing Best Practices that Drive ROI

Brian Ludwig
September 9, 2014
Agenda

• The Importance of Events
• Event Marketing Best Practices
• Ensuring Event Effectiveness and ROI
• Case Study: Moody’s Analytics
• Who We Are
• Almost two-thirds of CMOs believe ROI will be the primary measure of their effectiveness in the future
  - IBM Global CMO Study

• CMOs will spend more on IT than counterpart CIOs by 2017
  - Gartner

• 59% of chief marketers list “digital marketing makeover” (involving platforms, programs, and people) as the number one transformational project in 2014
  - MarketingProfs
30% of the average B2B marketing budget is spent on events

Source: Forrester Research, Inc.

1-3% of a corporation’s total revenue is spent on meetings and events

Source: Aberdeen Group, 2012

- webinars & live events: 30%
- print: 12%
- website: 19%
- data sources: 10%
- telemarketing: 6%
- PPC: 8%
- Syndication: 6%
- display ads: 9%
- other: 1%
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After a company’s website, *tradeshows & events* are the most effective B2B marketing tactic.

Source: Forrester Research, Inc.
Reasons to Host Events

Event Program Goals

- Generate leads: 83%
- Customer engagement: 72%
- Build brand: 72%
- Product education and training: 57%
- Drive demand: 46%
- Customer upsell: 32%

Source: BtoB Magazine: State of Event Marketing, July 2011
Events Accelerate Sales

Sales Funnel

Awareness
All Names
Engaged
Prospect
Marketing Qualified Lead
Sales Qualified Lead
Opportunity
Customers

Events

Marketing
Event Marketing
Attendee Registration
Engage with Content
Event Leads
Follow up Campaigns
Events Create Touch Points

Touch points

Onsite
- Kiosks
- Check-in
- Portals
- Smart Phones
- Event Guide
- Personal Agenda
- Messaging
- Keynote
- Sessions
- Receptions
- Meals
- Expo Visits
- Lead Scans
- Qualification Survey
- Product Visits
- Product Requests

Social
- LinkedIn Connections
- Meetings
- Crowd Sourcing
- Tweets

Registration
- Personal Agenda
- Demographics
- Registration Info

Mobile
- Portals
- Tablets

Attendance
- Break-outs

Expo
- Sponsor
- Conference Eval
- Session Surveys
- Speaker Surveys

Feedback
Perception Changes After Events

Source: EventTrack 2014, Event Marketing Institute
Return on Events: A Critical Success Factor

- Event technology can help increase attendance by 20%.
- Companies can save 20-30% through the use of meetings management technology.

Events are important, so how do you get the most out of them?

- Increase attendance
- Increase engagement
- Increase leads for sales

= Higher Event ROI

Sources: Frost & Sullivan and Aberdeen Group, 2012, respectively
ROE is Improving

Brands that saw a 2 to 1 return or higher.

<table>
<thead>
<tr>
<th>Year</th>
<th>ROE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>55%</td>
</tr>
<tr>
<td>2014</td>
<td>63%</td>
</tr>
</tbody>
</table>

Brands that saw a 5 to 1 return or higher doubled.

Source: EventTrack 2014, Event Marketing Institute
80% of event processes are managed manually.

Source: Frost & Sullivan, 2013
Event Marketing
Event Marketing Dilemma

1. Quantifying the ROI of events
2. Developing a differentiated experience
3. How can I incorporate innovation in outbound, web, and mobile marketing into events?
4. Getting more productivity at events and tradeshows
Develop Persuasive Outreach Initiatives
Develop an Event Marketing Plan

1. Use multiple channels
2. Use what you know about them to promote
3. Include PR components
4. Get help from partners
Email Features

• Customizable “From” name
• Apply your branding
• Personalize with merge fields
• Highlight event information
• Clear call to action
• Showcase key sponsors

From: Amanda Katz
Subject: Invitation - You’re Invited! Join us at this year’s event
To: Adam Newmaker

Networking Luncheon
Join us this December!

It was great to see you at {{C-EVENT PARTICIPATED}} back in {{C-EVENT PARTICIPATED MONTH}}.

I hope things are going well at {{C-COMPANY}}. We are having our networking lunch at {{E-LOCATION}} from {{E-START TIME}} through {{E-END TIME}}. This year promises to be one of the best ever. We have gathered experts in various fields to discuss the latest trends in eMarketing, technology, and managing customer relationships in the digital age.

I know you’re based in {{C-CITY}}, which is within driving distance from {{E-LOCATION}} - the venue this year. We have many fabulous sessions specifically for professionals in your industry. Additionally, given that you have been a loyal patron, we are further reducing the fee to just $100.
Brand Consistency Across Event Marketing, Registration, and Onsite Experience
• Carry event brand through website

• Extension of existing brand
Calendar

- Always updated searchable view of your public events
Event Website

- Embed video, flash, tweets, map, etc.
Event Website

- Embed video, flash, tweets, map, etc.
- Built-in social sharing
Embed video, flash, tweets, map, etc.

Built-in social sharing
Event Website

- Embed video, flash, tweets, map, etc.
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Sponsors of this year’s event:

3M
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Cisco Systems
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Use Social Media to Amplify Your Event Reach
Expand Your Event Audience

Maximize reach by making it easy for registrants to promote your event for you.
Further encourage engagement

Bring in content from Twitter, Instagram, etc.

Sponsor Advertising
Leverage Mobile Apps to Increase Attendee Engagement
Mobile is Here to Stay

Billion+ smartphones/tablets will be sold in 2014

That's the number of PCs expected to be sold that year

The average smartphone user...

How many times do you check your phone?

150 times per day

127 minutes per day using apps

Source: Gartner
Mobile Event Apps

Ultimate apps for conferences and business events

powered by cvent
Mobile Experience

- Access personal schedules
Mobile Experience

- Access personal schedules
- Navigate sessions
Mobile Experience

• Access personal schedules
• Navigate sessions
• Feature sponsors
Mobile Experience

- Access personal schedules
- Navigate sessions
- Feature sponsors
- Spotlight speakers
The Event Compass

Interact with the app
See personalized content
Get curated social posts
Marketing Your Mobile App

Mobile App Marketing Playbook
A Guide to Increasing Mobile Event App Adoption
Ensure Event Effectiveness and ROI
Automated Reports
For Your Management Team

Enter Your Login Information to View Reports

Email Address
Password

Senior Management: Below is a list of the most commonly requested reports. Please review at your convenience. Please call Amanda at ext. 1279 with any questions.

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webinar Registrations by week</td>
<td>Number of registrations received per week</td>
</tr>
<tr>
<td>Webinar Registrations by state</td>
<td>Number of registrations received by U.S. state</td>
</tr>
<tr>
<td>Survey Completion Analysis</td>
<td>Data on completed vs. incomplete surveys</td>
</tr>
<tr>
<td>Industry Conference Email Analysis</td>
<td>Email open and undeliverable rates</td>
</tr>
<tr>
<td>Return on Event Report</td>
<td>Analysis including response rates for all events in the past 12 months</td>
</tr>
<tr>
<td>Answer Summary by Question</td>
<td>Summary of responses for each survey question</td>
</tr>
</tbody>
</table>
Integrate with Existing Marketing Solutions

• What is wrong with managing registration through Excel spreadsheets?
  ➢ *It doesn’t tie into marketing automation or CRM solutions at your company.*
Power of Integration

- Develop a 360 degree profile of attendees
- Align marketing even more closely with sales
- Incorporate rich event data into existing systems
- Tie event investments to the revenue cycle
Build Customer Profiles

Build more complete customer profiles to create campaigns, increase conversions, and enhance existing customer relationships
By providing leading-edge software, advisory services, and research, Moody’s Analytics advances best practices for measuring and managing risk.
Maximize value of leads

- **Event team’s goal:** find, win and retain business in new and established markets
- But losing value on leads processed manually, with sluggish follow up
- How to measure event value, long-term sales conversions of leads?
Solution:
Integrate systems

- cvent
- Marketo
- Salesforce
“Understanding the value delivered from leads is one good strategy to get at ROI—and ROI is playing a big role in our go/no-go decisions for events.”

Marianne Steckert
Sr. Director of Americas Events & Outreach, Moody’s Analytics
Who We Are
200,000+ worldwide users

1,450+ worldwide employees

750,000+ events managed

40 million+ registrations

3 billion+ emails sent

$1.5 billion market capitalization

Usage metrics calculated through 12/31/2013
Key Takeaways

• Events generate leads and accelerate the sales process

• Successful events *engage* attendees and incorporate innovative tools

• Measuring and proving event ROI is critical to your organization’s success
Thank you!

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