

Turning Event Insight into Revenue

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How associations can use customer insight to improve exhibitor retention, reduce attendee acquisition costs and de-risk long-term event revenues with enhanced engagement.

Building an event program your members want to attend.

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In a post-covid world, attendees and exhibitors are being more selective about the events they choose to attend. With the lion share of association revenue historically magnetized to their annual event, it's never been more important to deeply understand the experience that association event planners are delivering for attendees and sponsors through customer feedback and event data.

In this underutilized resource holds the key to unlocking your event's financial potential, and the best thing about it; this strategy improves satisfaction, loyalty and advocacy for your audience at the same time.



Three ways to improve revenue and event experience using data



It's more than just about collecting statistics. Your event insights have the power to help you shape your event programs to create experiences that drive revenue and service your community.



IMPROVING SPONSOR/EXHIBITOR RETENTION

What has the greatest impact on your exhibitor sentiment? By collecting smart feedback data, geared at understanding expectations and objectives (both sentimental and behavioral); insight into how this audience can best be influenced is revealed, allowing you the opportunity to 'move the needle' in regards to loyalty, NPS & overall satisfaction.

REDUCING ATTENDEE ACQUISITION COSTS

With the needs, objectives and constraints of your audience constantly evolving, how are you continuing to develop your event to match? Plotting, visualizing and truly understanding these variables is fundamental to delivering a sustainable, long-term financially attractive event program. The better your event delivers on attendee objectives, the more organic attendee growth you'll see, thus reducing acquisition costs and improving ROI.



IMPROVED EXPERIENCE = LONG-TERM GROWTH

The better your show is rated by your customers, the more likely you will experience financial growth. A meta data study of Explori's international benchmarking data (+4,000 events) told a clear story. On average, events scoring in the top 50% via our proprietary overall customer experience metric see a minimum of 11% year on year spike in attendee numbers vs. those under the benchmark.

The power of feedback



Engaging members, growing membership and generating revenue are three major objectives of any association which are frequently addressed by hosting events.

To effectively measure the impact of your events and create long-term, financially viable programs; closing the attendee feedback loop will be vital. Without doing so, there's no way to truly understand the evolving expectations & objectives of your audience or how well you're delivering on them.

Conducting post-show surveys, in isolation, is a good start but doesn't close the loop. To generate concrete, actionable insight that drives the future of the event; feedback data must be aggregated, plotted and analyzed contextually with other relevant event data.



The #1 survey tool and research partner for the events industry

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At Explori we are committed to helping associations extract every inch of value out of their event data to create data insights that offer actionable evidence on how to improve event programmes.

Partnering with over 4,000 events globally, Explori has developed event industry benchmarks that allow for true comparison of customer feedback for event planners.

Explori's proprietary feedback platform, made specifically for the events industry, makes reporting on event performance efficient and insightful, but it's our in-house event research specialists that really help support a strategic leap for associations. With hundreds of fully managed post-show customer insight projects per year, no one has a better hold on customer data analytics. Going deeper into data has never been easier, or more affordable, and on the backdrop of the pandemic - it's never been more essential either.

Get in touch with a member of the association events team today.



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