

A Turn of Events: The Paradigm Shift in Event Intelligence



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*Global Events, Content
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NEAL THOMPSON
*Sr. Director, Strategic
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JOSH VANDE KROL
COO, Hubb



NEAL THOMPSON
500 events per year
800 Sessions and
1,200 meetings



ALLISON CROOKER
5 events per year
900 sessions and
1,000 meetings



ANGIE SMITH
70 events per year
150 sessions



CHUCK THOMPSON
5 events per year
120-200 sessions

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Top 5 Event Data Metrics Measured

Number of attendees



89%

Number of registrants



69%

Event attendance history



65%

Overall event satisfaction



54%

Email opens and clicks



50%

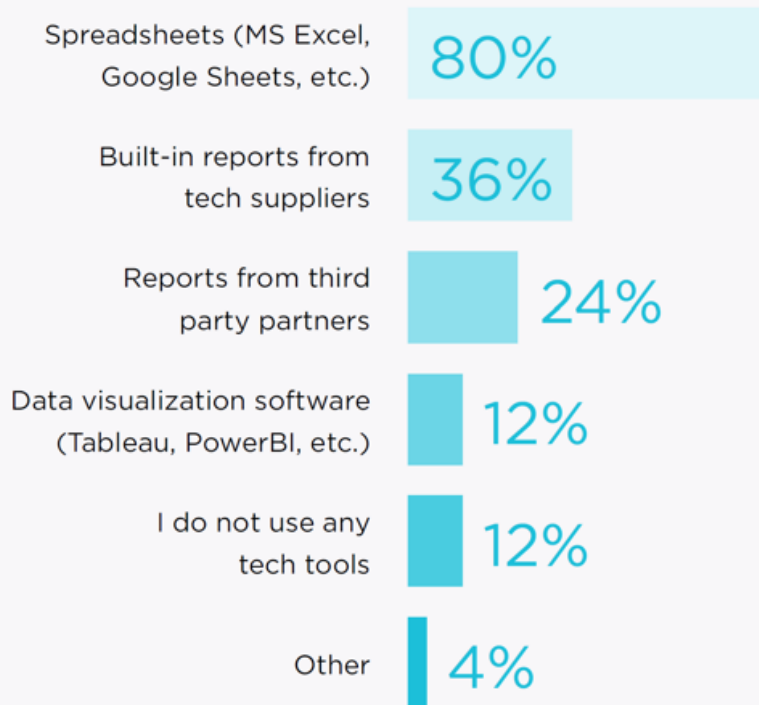


How do you measure
success?

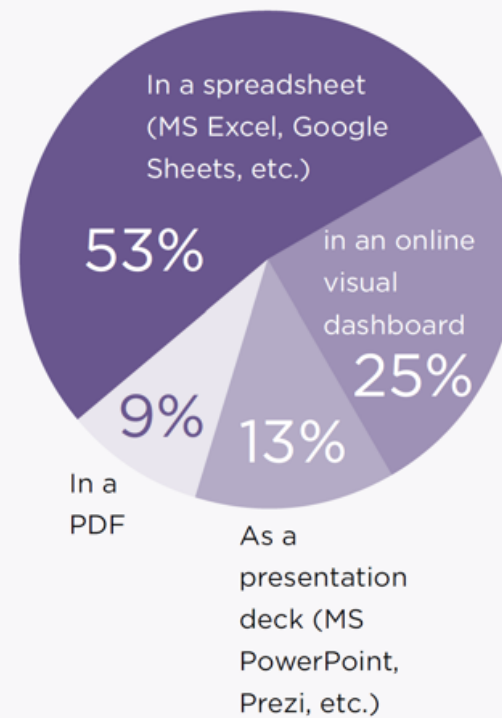
**For annual event programs -
what's your method in
reviewing meaningful
insights?**

Survey says...

What tech tools do you currently use to analyze the effectiveness of your event?



In what format do you like to see your data?



What is the future in event technology for onsite tools? How have you applied the data you have gathered from your onsite tools to determine ROI?

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