Continuing the Discussion: Proven Steps to Acquiring the Right Audience for Your Event

Dell Technologies & Opus Agency

Dan Preiss
Dell Technologies

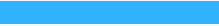**Senior Director, Global Experiential Marketing**

Kim Kopetz
Opus Agency

EVP, Event Strategy

What You'll Take Away from this Session

- Deep dive on four key areas of audience acquisition
- Leveraging data & insights
- Sales enablement tactics – a key acquisition channel
- Unique challenges – free vs. comp and life after an acquisition
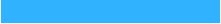- Learning from each other!

A CLOSER LOOK AT 4 KEY AREAS OF AUDIENCE ACQUISITION

- *Audience Segmentation and Messaging*
- *Channels*
- *Frequency and Timing*
- *Optimization and Follow-up*

1

Audience Segmentation & Messaging

Some Common Audience Segmentations

- **By experience level**
  (e.g., C-suite, management, contributor)

- **By event attendance status**
  (e.g., alumni, first-time attendee)

- **By relationship**
  (e.g., customer, prospect, partner)

- **By product interest or usage**

Identify Key (or Micro) Segments

These microsegments may be:

- Audience(s) who align with your business/content goals

- Audience(s) who align with your target sponsors

- Audience(s) who are easiest to acquire (e.g., alumni, partner contacts)

Create Event-Based Personas

- Brand/product-based personas are sometimes created

- Event-based personas are rarely (if ever) created

- Event-based personas are different in that they are specific to your event

Value of Event-Based Personas

- How prospects learn about your event

- Why they want to attend your event

- What other events they might be considering

- What would drive them to register for your event

- What would keep them from registering for/attending your event

- What they hope to gain from attending your event

- The path from event to lead conversion

Build Messaging By Audience

- **Technical audience:**
  "Register now for free certification training worth $200."

- **Director audience:**
  "Register now to hear the latest trends in retail technology."

- **C-level audience:**
  "Register now to join our VIP roundtable on using Cloud services to maximize operational efficiency."

Plan Messaging by Status

- Create a dual-path in your email plan for prospects and registrants:

  1. Use nurture messaging to drive registrations

  2. Use engagement messaging to drive excitement and attendance

Sample Dual-Path Email Plan
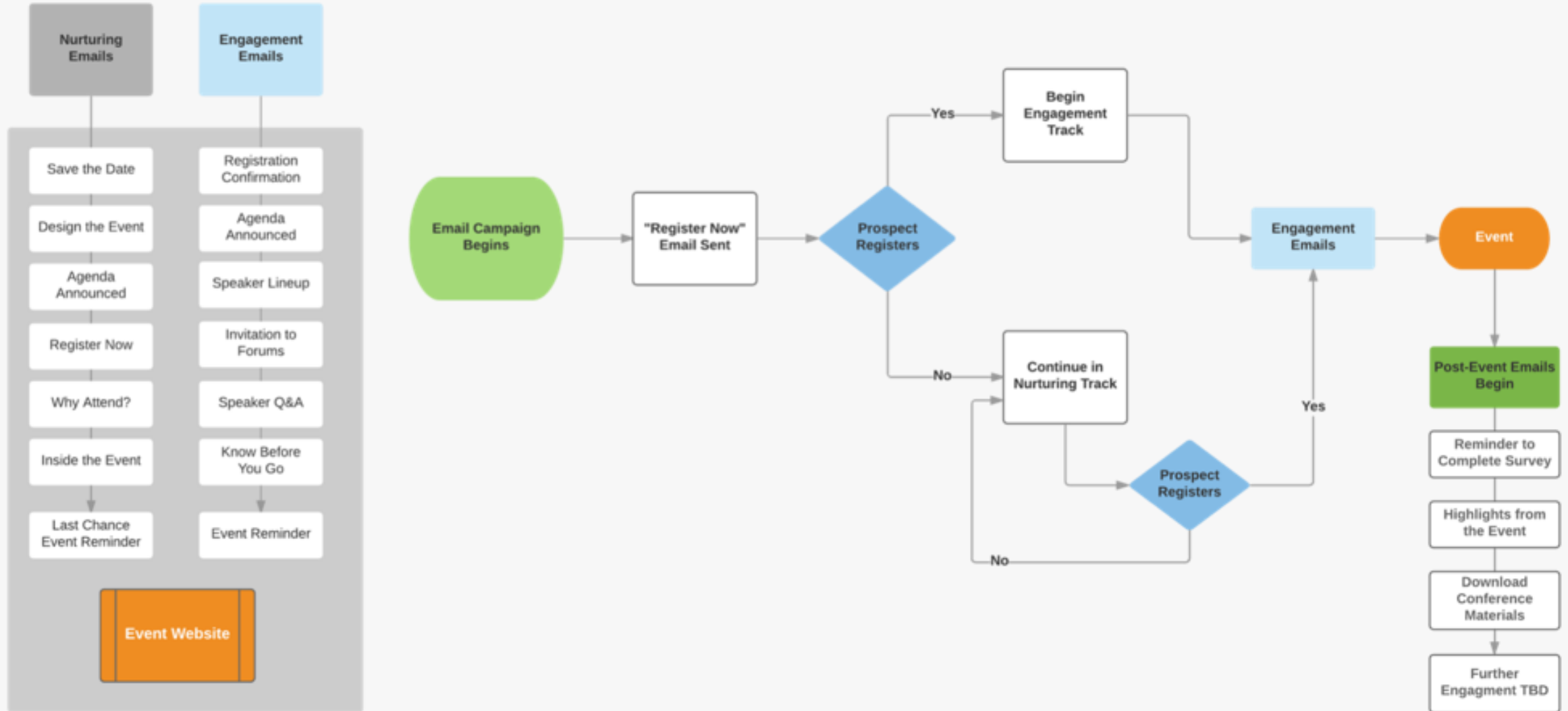
Know What Drives Attendees

According to the 2018 Decision to Attend Study, top three drivers are:

1. Education (92%)

2. Destination (72%)

3. Networking (76%)

A NEW METRIC: VALUE

Attendee prospects set expectations on what they will get out of your event, and will form post-event value opinions accordingly.

Entertainment/Reward
Relationships/network, recognition, gifts, exclusivity, business development, access, fun

Education/Training
Productivity, compliance, risk management, vendor/partner acumen, advancement, skills, certification, market research, product/awareness

2

Channels

Channel Consideration Set

EMAIL
Targeted messages to key audiences; easy to track

SOCIAL MEDIA
Low cost but not targeted

SEO
Low cost; target to intent; can reach new audiences

OWNED SITES
Leverage your brand; internal competition

SALES /FIELD TEAM
Personalized, trusted outreach; requires buy-in

PARTNERS/SPONSORS
ability to expand your audience; difficult to track

PAID MEDIA
Offers targeting and tracking; can A/B test; use to protect brand; can be costly

RE-TARGETING
Capitalize on interest; may be seen as creepy depending on implementation

TELECOM OUTREACH
Highly targeted and personal; may not answer

3

Frequency and Timing

Event Type Plays a Part

- For paid multi-day events, you need more touches/longer lead time

- Content for complex events is developed over time, drip-campaign

- Acquisition campaigns that start further out require more touches/content to keep the lead warm

- Manager approval of the travel/conference fee can take time and justification

Shorter Events Need Shorter Lead Times

If your event is **multi-day** requiring travel, your acquisition efforts should begin **6-9 months out**

If your event is just a **few hours**, you can begin **6–8 weeks out**

Less than 1 month is too little

# Combine Tactics & Timing in One Calendar

TACTIC		TIMING							
	Mid Nov 2017	12-Jan	16-Feb	16-Mar	13-Apr	4-May	11-May	24-
EMAIL ALL								
"Save the date"								
Register Now/Call for Papers								
EMAIL: NURTURING (PROSPECTS)								
Agenda Update: Program Tracks Announced								
Registration Promotion								
"Full Agenda Now Available" Announcement								
Keynote Speakers Announced								
"Why Attend" Infographic/Video								
Entertainment Highlights								
"Inside the Event" CEO Video								
Event Reminder								
Last Chance Event Reminder								
EMAL: ENGAGEMENT (REGISTRANTS)								
Registration Confirmation								
Design the Event								
Agenda Update: Program Tracks Announced								
Video Content								
Keynote Speakers Announced								
Entertainment Highlights								
Speaker Q&A								
"Know Before You Go"								
Event Reminder								
SALES/PARTNERS								
Account Execs Conduct Personal Outreach								
Partner Register Now								
Partner "Why Attend" Infographic/Video								
Partner Event Reminder								
SOCIAL MEDIA								
Account Execs Conduct Personal Outreach								

56%

OF RESPONDENTS NORMALLY MAKE THE DECISION TO ATTEND 3-6 MONTHS BEFORE THE EVENT.

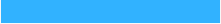THE AVERAGE B2B BUYER ATTENDS ONLY 2-4 CONFERENCES A YEAR.

Source: ASAE Decision to Attend Study
Source: IDC IT Buyers Benchmark Study 2016

4

Optimization and Follow-Up
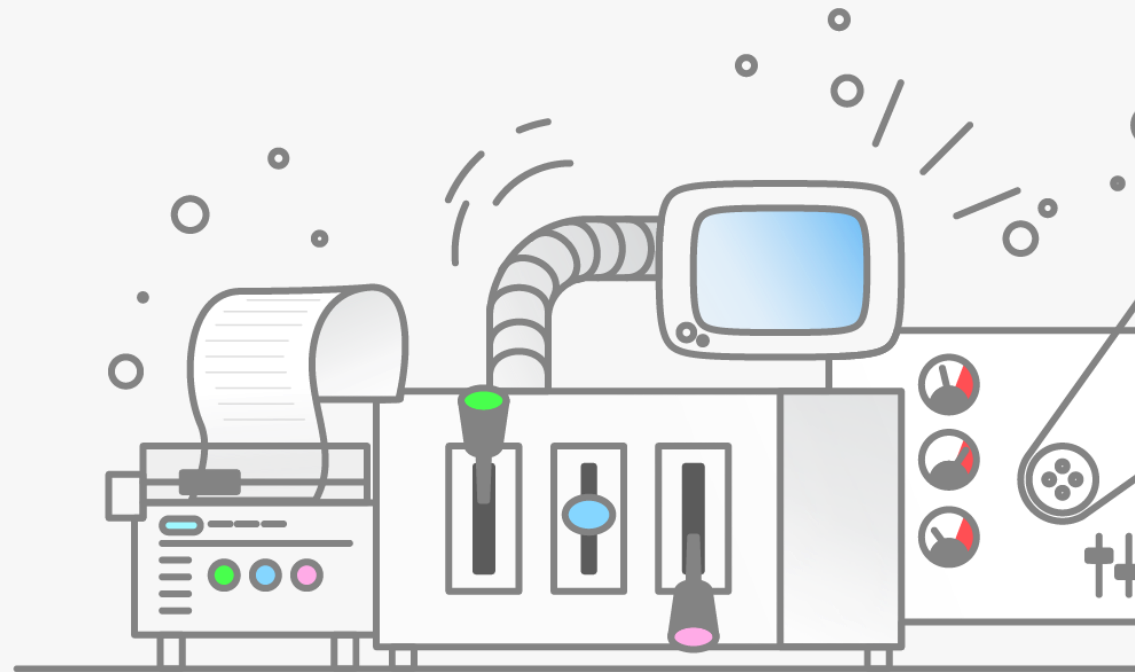
47%

OF EMAIL RECIPIENTS OPEN EMAIL BASED ON THE SUBJECT LINE ALONE

Test and Optimize Email Subject Lines

- Personalized subject lines generate 50% higher open rates, and almost 2.5x the unique click rates

- A/B testing uncovers insights into what resonates

Compare Your Performance to Averages (Industry and Yours)

- Average email open rate = 28%

- Average click-through rate (CTR) = 4.95%

- Although email opens are critical to success, CTR is the more important measurement, and conversions (registrations) are the most important

- Benchmark your own events for YoY improvement

Source: EventBrite 2017 Event Email Benchmark Report

2%

FOLLOW-UP SAME DAY OF EVENT; AVERAGE IS 4 DAYS.

52% FOLLOW-UP BY EMAIL, 23% BY PHONE

Source: Certain Event Follow-Up Survey 2018

Biggest Gaps

Three primary gaps in closing the loop:

1. No integrated plan to close the loop with event-generated leads

2. No alignment on what constitutes a "lead" or direct ownership

3. Inability to track attendee engagement to understand their interests/needs

Closing the Loop:
The Basics

- Assign an owner

- Build SLA agreements between marketing, sales, partners, sponsors

- Capture data everywhere – then use it!

- Not only about sales… audience acquisition for next year!

AUDIENCE ACQUISITION

AUDIENCE ENGAGEMENT

ONGOING NURTURING
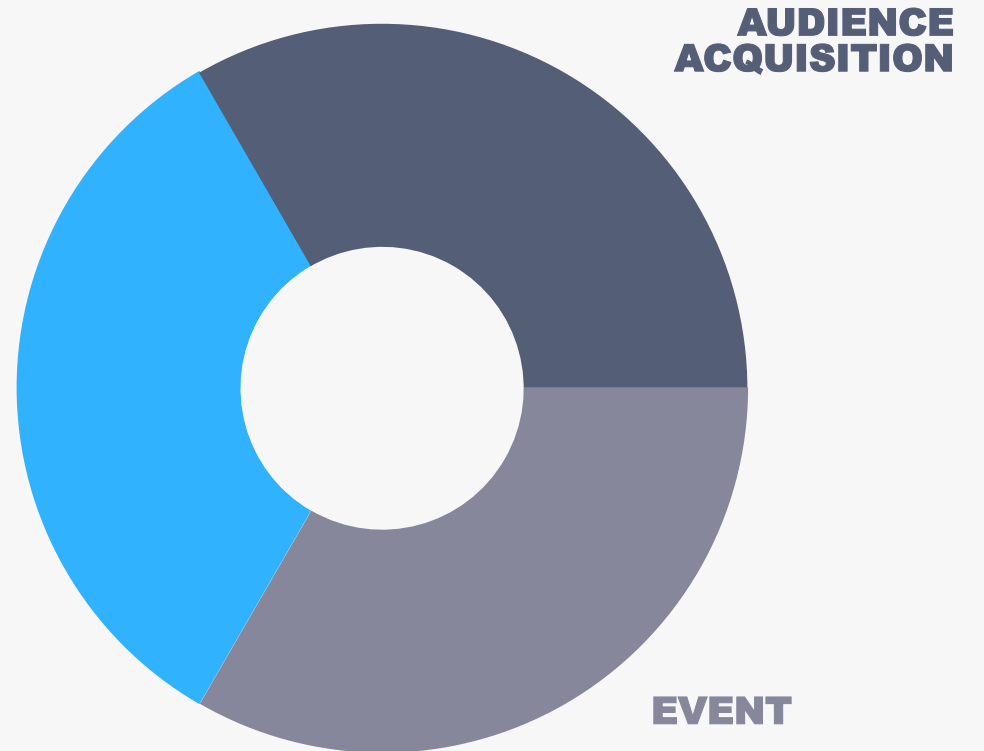
EVENT

DIGGING DEEP WITH DELL TECHNOLOGIES

A Comprehensive and Integrated Approach to Audience Acquisition

Three Unique Focus Areas for AA

1. Tapping into Sales/Field teams and Account-Based Marketing

2. Testing, Testing…123

3. Evolving Your Event When It's No Longer "Business as Usual"

1

Tapping into Your Sales Team
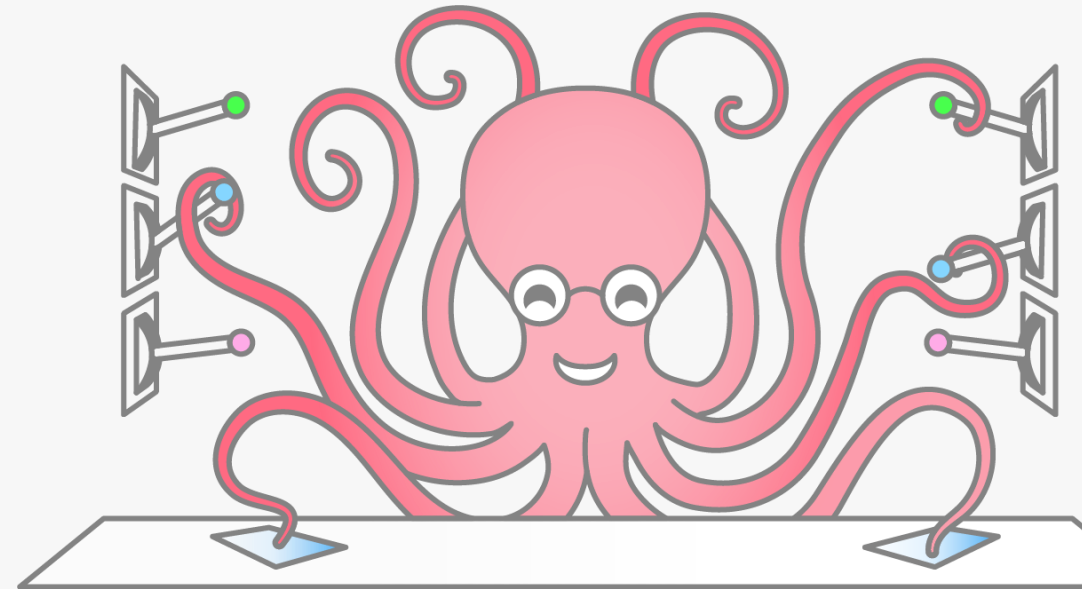
It Starts with Sales Enablement

- Build the right tools

  - "Ask First, Deliver Second"

- Tap into geos to customize

- Communicate plans across teams

Making ABM Work for Audience Acquisition

- Partner with strategic accounts organization

- Understand account engagement across all brands

- Find relevant intersections of persona needs and interests and event content
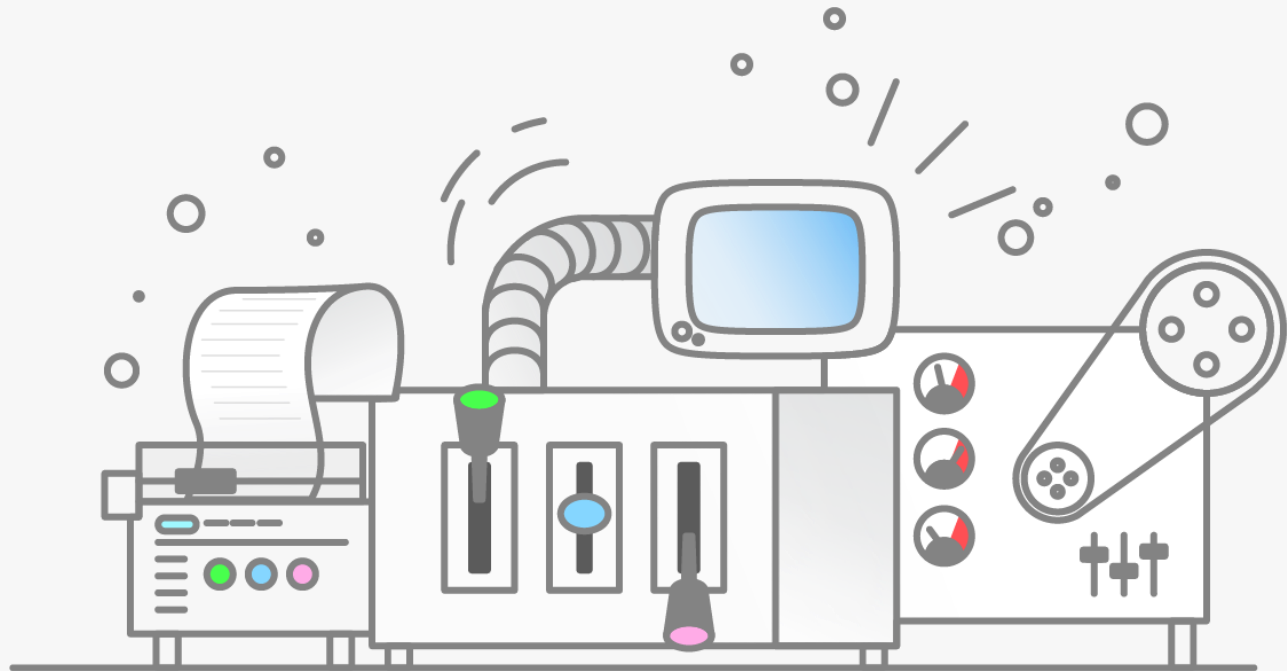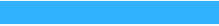
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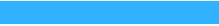
Testing,
Testing...
1 2 3

Why Test?

- Discover new tactics that are successful for audience acquisition and engagement

- Find new ways to provide attendee value

- Demonstrate that you are innovative by using future-forward acquisition tactics (walk the walk)

Test
What?

- New messaging (subject lines, ads, banners, etc.)

- Paid search ads (a great way to "own" your event brand)

- Social ads

- Re-targeting (use it as way to enhance customer experience)

- Promotional offers (gifts, referrals, passes to local attractions)

Gifts & savings outperform announcements.

6.5% Breakout catalog, speakers and session tracks are now live!

7.9% Dell EMC World is now Dell Technologies World! Make it real in four epic days.

8.4% Get a gift before they're gone. Time is running out and supplies are limited! Register now.

Breakout catalog is now live

Build your agenda now! Find topics at all levels of technical competency, from application development to infrastructure modernization; from innovation strategy to cloud and security. Follow a breakout track to help find the content that matters to you most.

Technology track   IT Leadership track   Code and Modern Ops track

Build Your Agenda ›

7%

DELL Technologies/World
Make It Real
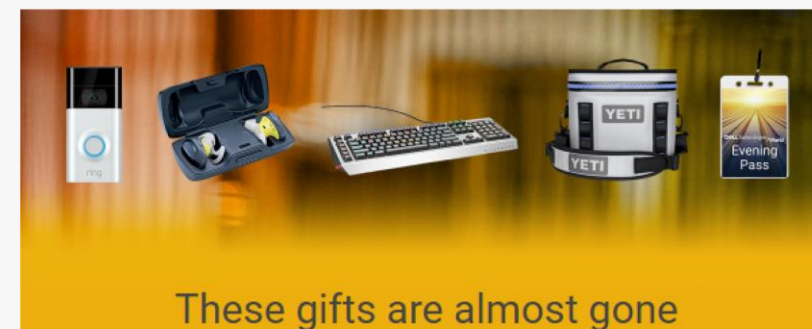April 30–May 3, 2018 | The Venetian, Las Vegas

Dell EMC World is now Dell Technologies World

Our premier technology conference is now bigger and better than ever. Come see, touch and discover the Dell Technologies connected ecosystem of IT infrastructure, applications, devices and security that enable real transformation.

Register Now ›

23%

These gifts are almost gone

s running out! Register before February 28 to receive one of these: Ring video doorbell, Bose wireless headphones, Alienware gaming keyboard, YETI cooler or guest pass to the evening event.

Select Your Gift ›

32%

The speaker subject.

SUBJECT LINES	

6.1% — New speakers & special guests revealed: Ashton Kutcher, Jeffrey Wright, Skip Rizzo and more.

6.6% — The full lineup is here! Dell Technologies World is waiting.

1.27%

General Session lineup is live.

April 30, 10:00 AM – 11:15 AM
0.91%
1.19%
The engines of human progress.
Michael Dell, Chairman & CEO, Dell Technologies

April 30, 4:30 PM – 5:30 PM
0.87%
Innovate in everything and any thing: any device, any
0.94%
app, any cloud.
Pat Gelsinger, CEO, VMware

May 1, 10:00 AM – 11:15 AM
0.78%
Power up to make it real.
0.84%
Jeff Clarke, Vice-Chairman, Operations and President, Client Solutions, Dell

May 2, 10:00 AM – 11:15 AM
0.74%
Make it real.
0.89%
Jeremy Burton, Chief Marketing Officer, Dell

8.43%

New speakers announced!

4.67%   3.94%   1.01%

We're excited to add Ashton Kutcher, Jeffrey Wright and Albert "Skip" Rizzo, Ph.D. to the roster.

See The Full Lineup ›
7.58%

17.2%

Newsletters are the conduit, not the destination.

SUBJECT LINES	7.2%	Entertainment announced. PLUS new speakers and more topics!
	7.8%	Entertainment announced!

See an iconic performance.

We're thrilled to announce Sting is headlining Dell Technologies World! It's all part of our blockbuster customer appreciation party — the perfect mix of content, networking and celebration.

Be Entertained ›

11.24%

Opening act announced!

Dell Technologies World is the perfect mix of networking, content and celebration. We're excited to release the full lineup for our blockbuster Customer Appreciation Event.

See The Full Lineup ›
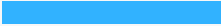
30%

3

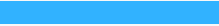# Evolving Your Event When It's No Longer "Business as Usual"
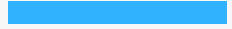
Marketing Your Event After Acquisition

- Audit and evaluate

- Develop the new value proposition

- Identify how multiple brands within the organization will be handled

- Create messaging and a communications plan by audience and event

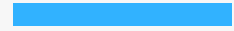- Determine the follow-up plan (e.g., who gets the lead?)

Moving from Discounted/Free to Paid
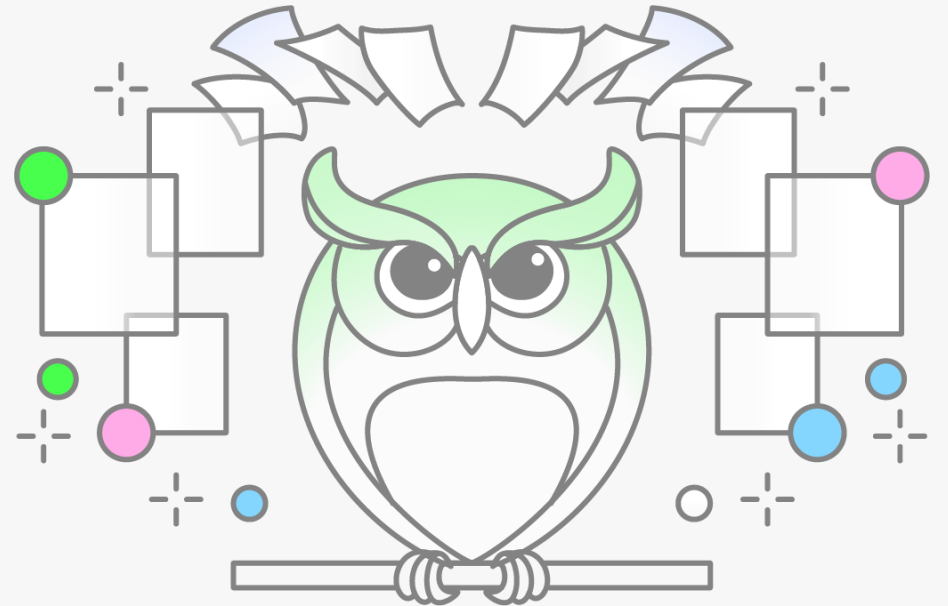
- Make a plan for dealing with "loss aversion"

- Communicate what attendees will get, not just what you'll give them

- Give them advance notice that free doesn't last forever

Q&A

Thank You