



Proven Steps to Acquiring the Right Audience for Your Event

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7 STEPS TO ACQUIRE THE RIGHT AUDIENCE

1

DIG FOR INSIGHTS

- *Attendee surveys & polls*
- *Registration YOY and cadence*
- *Registration to attendance rate*
- *Repeat attendees*
- *Email opens and click-through rates*
- *Mobile app analytics*
- *Event website analytics and heatmaps*



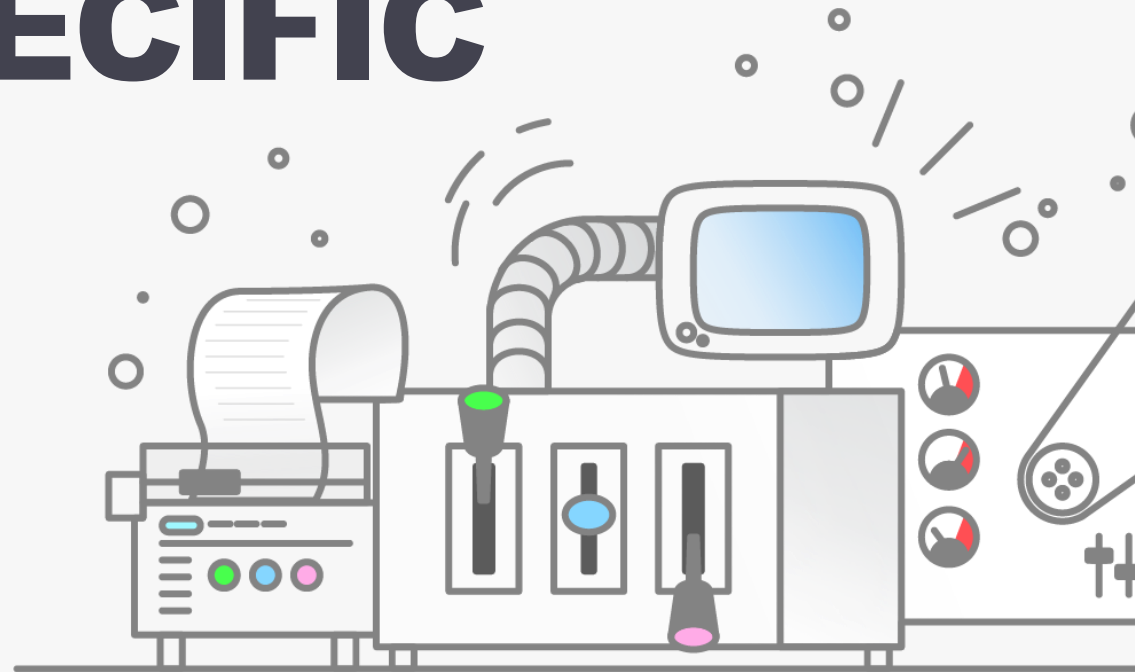
2

IDENTIFY AND SEGMENT YOUR AUDIENCE



3

DEVELOP AUDIENCE-SPECIFIC MESSAGING



4

CHOOSE YOUR CHANNELS WISELY

- *Email*
- *Social Media*
- *Sales/Field Team*
- *Partners/Sponsors*
- *Tele-Outreach*
- *Paid Media*
- *Owned Sites*



5

DETERMINE FREQUENCY AND TIMING



6

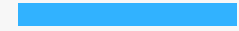
IMPLEMENT AND OPTIMIZE



7

FOLLOW UP AND CLOSE THE LOOP





AUDIENCE ACQUISITION

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DELL Technologies / **World**

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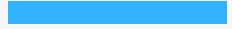
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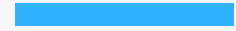
5 Years
8,000+ Attendees
Held in the Fall



16 Years
11,000+ Attendees
Held in the Spring



Q&A



Thank You

Join us at the next session to continue the discussion!