

**CEMA
SUMMIT** 2023

ELEVATE YOUR

Analytics

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Ryan Prater & Darcy Gabriele



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Analytics

5 Post-Event Tips for Supercharging Your ROI

Melanie Reid & Lena Stahlschmidt



Lena Stahlschmidt

**Manager, Field Marketing
North America**

www.linkedin.com/in/lena-stahlschmidt/



Melanie Reid

Event Marketing Manager

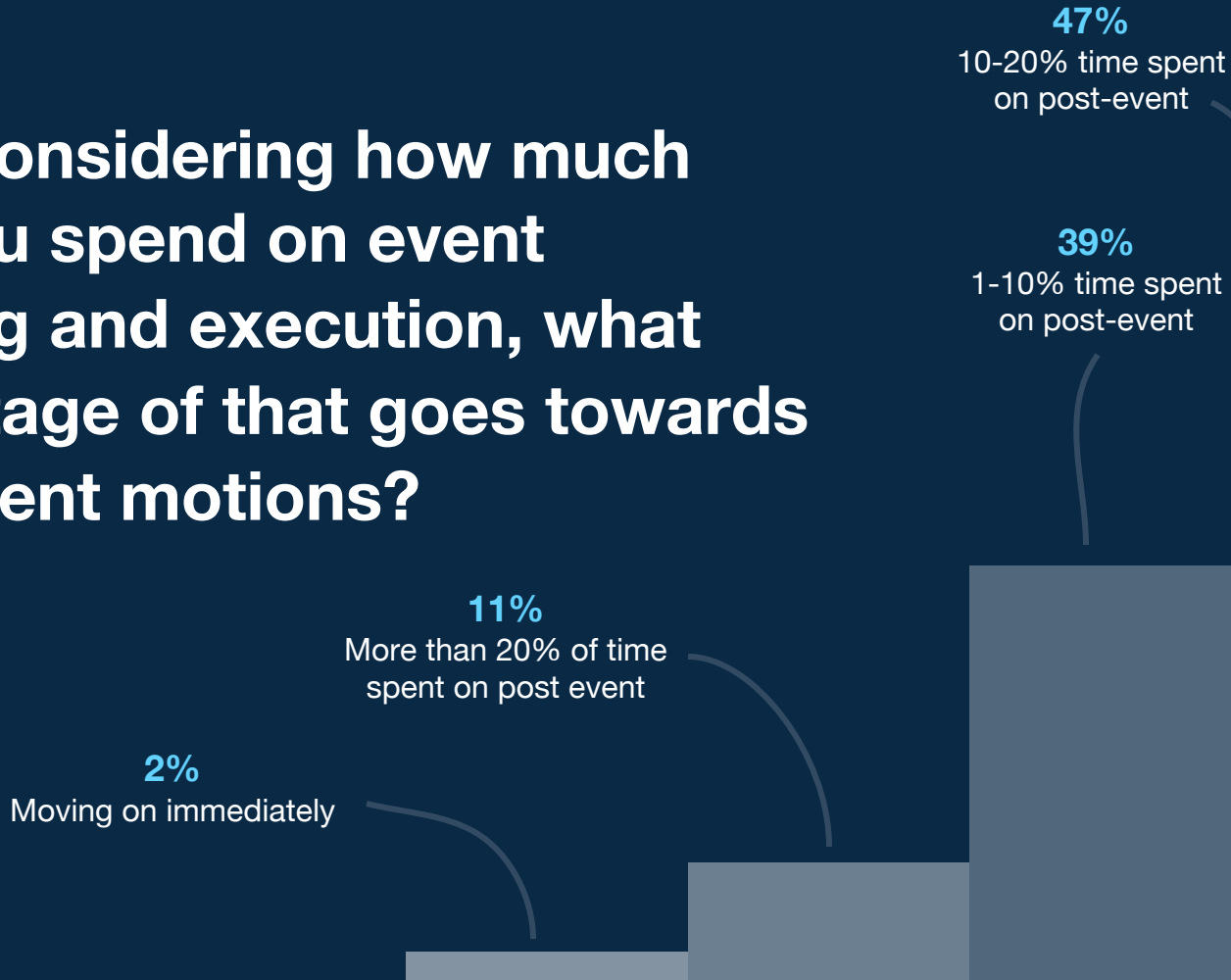
[linkedin.com/melaniereid92](https://www.linkedin.com/melaniereid92)

Why Post-Event ROI Matters

**We tend to be overly focused
on preparation & planning**

SURVEY

When considering how much time you spend on event planning and execution, what percentage of that goes towards post-event motions?



Event Focus Areas



Pre

During

Post

**We often gauge an event's
success on things that occur
before or during the event**

Pre-Event

- Registration numbers
- Ticket sales
- Types of accounts registered
- Revenue from registration
- Pre-booked meetings
- Speaking submissions
- Visits to event page
- Promotion email open and click-through rates
- Credibility of speakers

Day-of

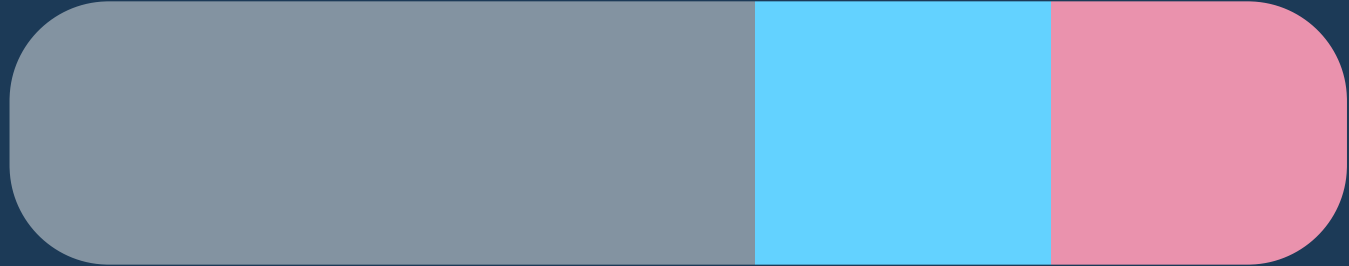
- Attendee numbers
- Poll engagement
- Session popularity and attendance
- Social media posts and tags
- Press interviews
- Onsite meetings
- Booth scans
- Demo requests
- Level of audience participation in sessions

**Post-event success
looks different**

Post-Event

- Survey feedback
- On-demand views
- Leads generated
- MQLs generated
- Funnel progression
- Pipeline generated
- New business won
- Post-event email rates
- ROI- total cost vs revenue generated
- Media coverage
- # of new accounts closed
- Meetings booked post-event

Event Focus Areas



Pre

During

Post

LET US KNOW

**Where are you in your
data driven post-event
ROI reporting journey?**



52% of survey respondents say event marketing drives more business value than other marketing channels, yet only 25% say they can calculate ROI for events.



Harvard Business Review
Event Marketing Revolution Survey

700 senior executive participants • hbr.org/sponsored/2018/09/the-event-marketing-evolution

5 Tips for Supercharging Post-Event ROI

TIP

**Create a plan for
capturing ROI**

1

SHOW ME THE DATA!

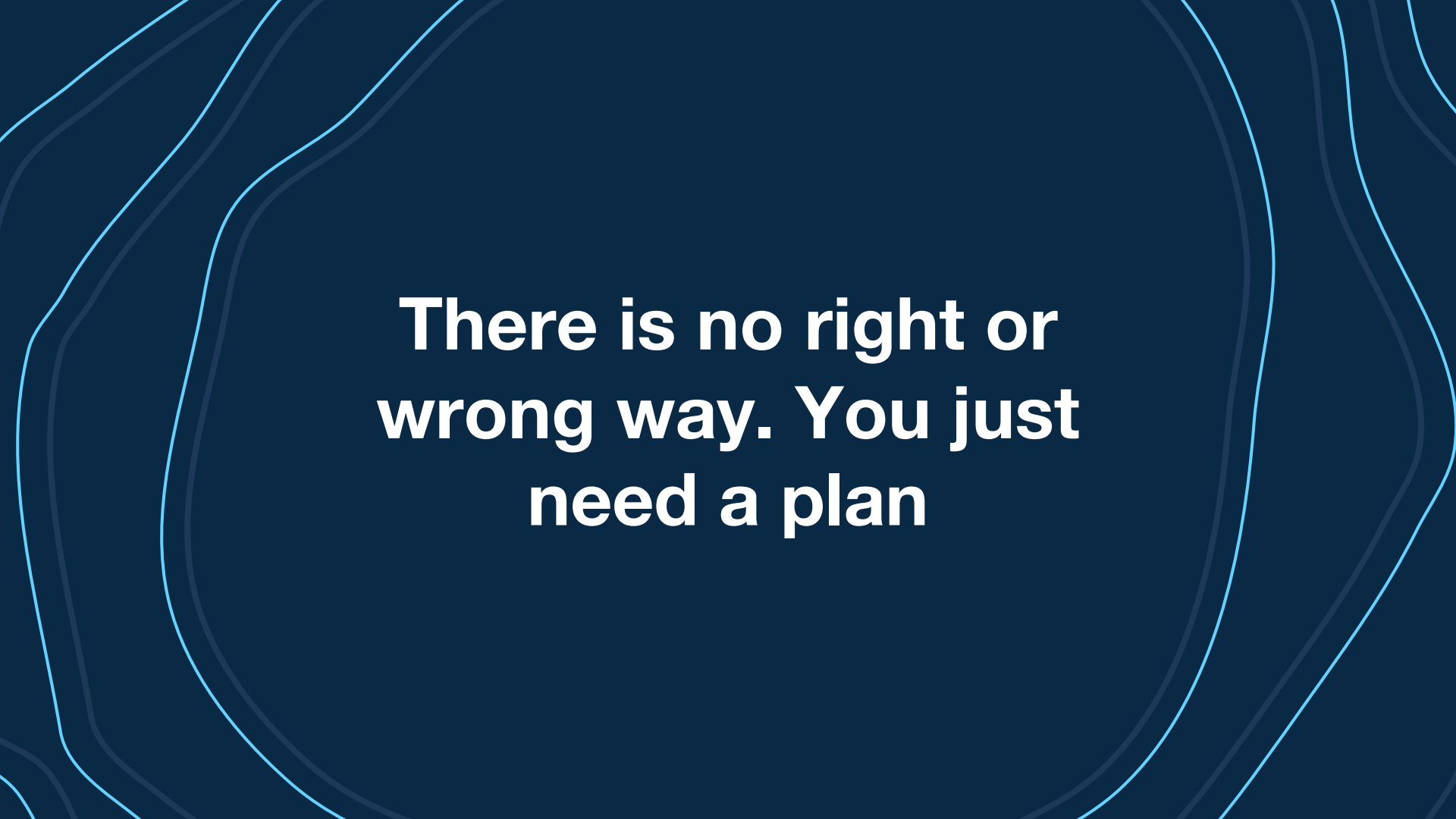


3 steps to creating your plan

1. Identify the goals you want to track
2. Identify the data you need to track your goals
3. Determine how you will capture it

It looks different at each company

- Customer relationship management (CRM)
- Business insights
- Marketing automation
- Spreadsheets
- Event applications
- Analytics platforms
- Attribution models

The background is a dark blue color with several light blue, wavy, concentric lines that create a sense of depth and movement, resembling a topographic map or a stylized abstract pattern.

**There is no right or
wrong way. You just
need a plan**

TAKE
ACTION!



- Educate yourself of larger company sales goals and OKRs
- Create a list (with lots of other people) of the goals that you want to track, that tie back to the larger company goals
- Learn the company tools that track revenue and any current analytics reporting that your company has
- Meet with those that assist in reporting and get aligned on what data you can pull
- Once you know the tools and what is available, start working to put a plan in place to pull this after your events

ACTIVITY TIME

**Break into groups of
two people**

**Consider the question
you're given**

**Discuss amongst
yourselves**

**You'll have 5 minutes
to discuss**

ACTIVITY TIME

Create a list of the data sets you can capture today, and what you would like to capture in the future.

Discuss who/what teams in your company might be able to help you start tracking your 'wish list'.

05 : 00

Examples of data sets

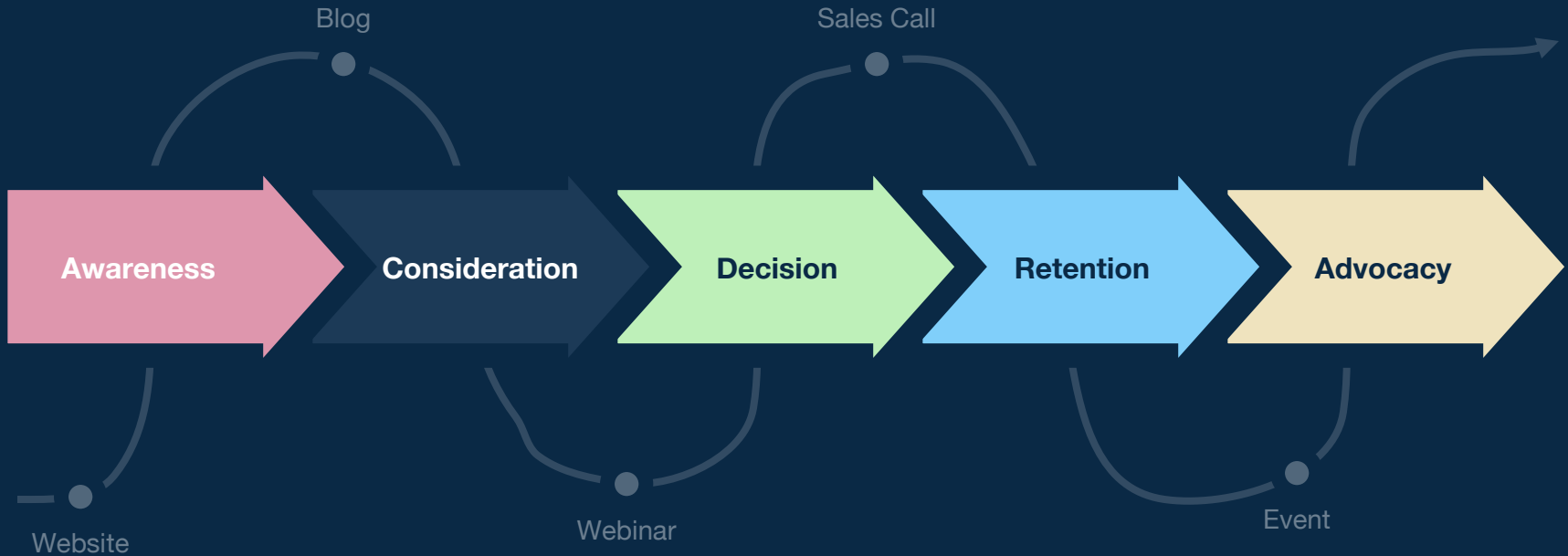
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TIP

**Understand where your
event attendees are in
their buyers journey**

2

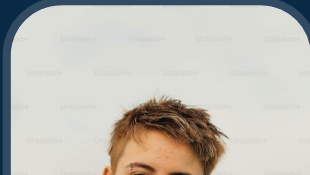
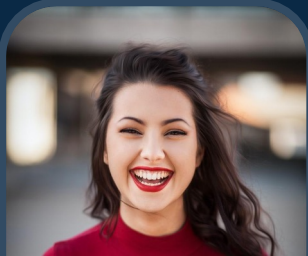
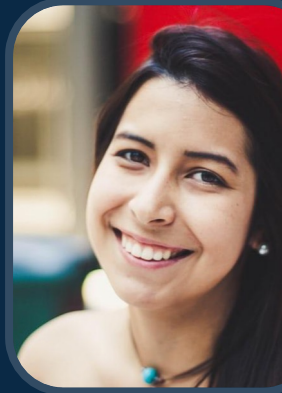
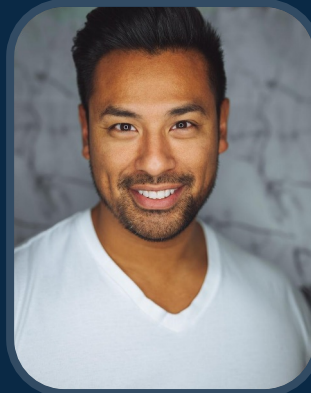
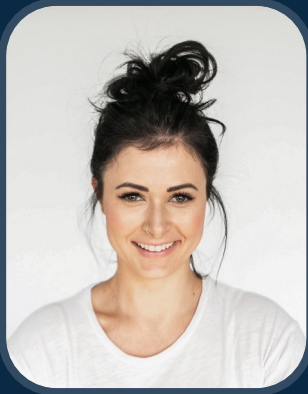
Attendee's journeys vary



Examples of post-event routing



Attendee's personas vary



**The right message at
the right time drives ROI**

TAKE
ACTION!

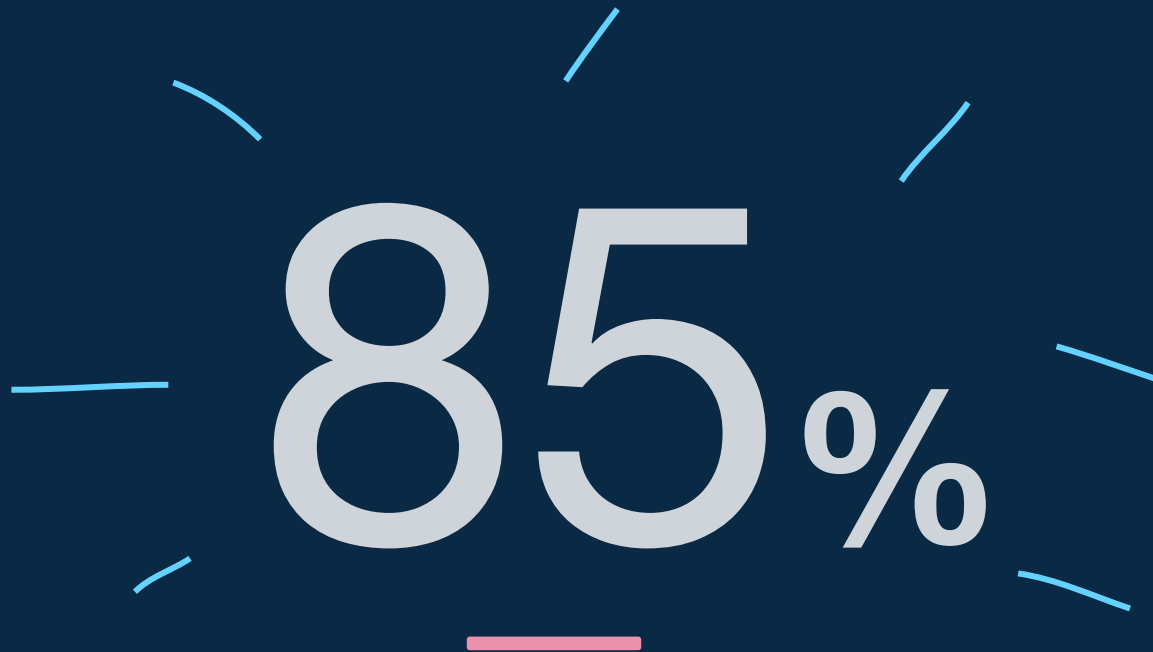


- Learn about your company's customer journey and ICP (ideal customer profile)
- Leverage nurture programs for leads- existing or net new for your experience
- Make sure you know how lead scoring works at your company
- Know where and to who your event leads and MQLs are routed
- Segment post-event resources by demographics data
- Know which content performs at the varying stages

TIP

**Own the handoff from
marketing to sales**

3

A large, light gray '85%' is centered on a dark blue background. The number is surrounded by several short, light blue lines radiating outwards, resembling a clock face or a burst of light. A single, short, light red horizontal line is positioned directly below the '5'.

**Number of leads not followed
up with post-event**

<https://www.integrate.com/blog/follow-trade-show-leads>

Owning the handoff



Personalization
really matters

Personalization impact

Personalized CTAs convert 202% better than default variants

Personalized emails including the recipient's first name in the subject line can boost open rates by 29.3%

Adding personalized marketing strategies earned companies 40% more revenue

TAKE
ACTION!



- There is no such thing as over-communication
- Understand how lead routing works and as a result who is responsible for post-event follow-up: marketing or sales
- Make sure you are segmenting your leads appropriately
- Schedule an event debrief with sales & key stakeholders
- Share event data that can help stakeholders learn more about their prospects and how to properly follow-up
- Leverage sales email tools that automate personal outreach
- Create email templates and other resources for Sales and share widely
- Hold Sales accountable- track event leads that haven't been followed up with

ACTIVITY TIME

**Break into groups of
two people**

**Consider the question
you're given**

**Discuss amongst
yourselves**

**You'll have 5 minutes
to discuss**

TIP 2

Understand where your event attendees are in their journey

Discuss where and to who your event leads and MQLs are routed and any segmentation or custom messaging you do.

TIP 3

Owning the handoff to sales

Discuss how your partnership with sales for event follow-up is working well and areas of improvement. List one thing you will do for your next event to improve your current process and what you hope to achieve from that




05 : 00

TIP

**Get the most out of
your event's content**

4



**Just because the event is
over, doesn't mean the
content stops working**

Reduce

Transform big assets into small ones

- Turn attendee comments into social media posts
- Design an infographic with the best speaker quotes
- Create a short blog of 10 takeaways

Repackage

Combine multiple assets into one

- Combine videos from your event into a gated on-demand virtual event
- Produce a “roundup” podcast packed with the best clips
- Build a mini-email course with lessons from each session

Reposition

Update content to bring it to a new context

- Translate your content in different languages for international markets
- Take a customer presentation and turn it into a case study
- Use speaker quotes and slides to enrich blogs and articles



**Post-event content can
significantly drive ROI**

TAKE
ACTION!



- Meet early with your content or product marketing teams to lay out a content vision that includes post-event plans
- Localize or translate your event content to other markets
- Have a video plan to record sessions
- Use on-demand bonus sessions to re-engage attendees
- Practice the 3 Rs of content recycling
- Work with PR for any post-event press opportunities
- Make sure you are gating things to capture new leads

TIP

**Utilize data to
improve your future
strategies**

5

SHOW ME THE DATA!



**Tracking isn't
enough – you
need to...**



Do something!

The background is a dark blue color with several light blue, wavy, abstract lines that create a sense of movement and depth. The lines are thin and vary in opacity, some appearing as bright cyan while others are more muted.

**Leverage data to evolve
your strategy**

- 1. Confirm or debunk assumptions**
- 2. More accurate ROI forecasting**
- 3. Confidence to test new things**
- 4. Know where to focus your resources**

And so so much more!

TAKE
ACTION!

A white, hand-drawn scribble consisting of several overlapping, curved lines that resemble a stylized arrow or a flourish, positioned below the text 'TAKE ACTION!'.

- Have quarterly event ROI review sessions
- Make sure you are tagging your events in ways that will help with segmentation
- Analyze ROI against event goals and explore any discrepancies and what can be learned
- Educate yourself on industry standards around event ROI
- Share your success with the larger company! Once you have quantitative data to share, share it!

RECAP: 5 TIPS FOR SUPERCHARGING EVENT ROI

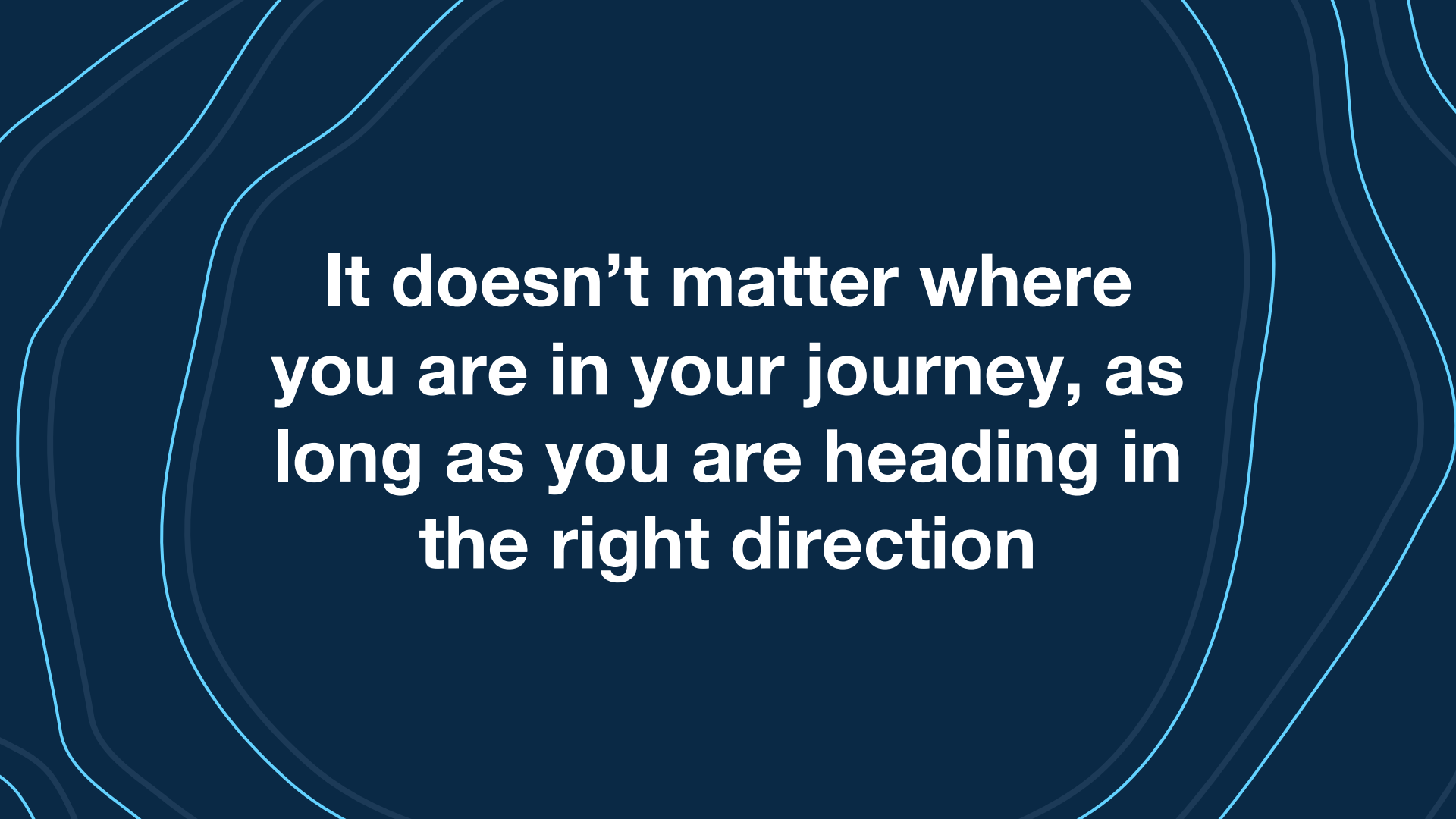
1. **Create a plan to capture ROI**
2. **Understand where your event attendees are in their journey**
3. **Own the handoff from marketing to sales**
4. **Make the most out of your event's content**
5. **Utilize data to improve your future strategy**

Data-driven organizations are 23 times more likely to acquire customers, 6 times as likely to retain those customers, and 19 times as likely to be profitable.



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**It doesn't matter where
you are in your journey, as
long as you are heading in
the right direction**

Thank you!

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