ENHANCING THE ATTENDEE JOURNEY

Successful event design is created by intentionally addressing every element of the attendee journey and tapping into the key motivators for your attendees to shape desired behavior. When you create value for your guests and create emotional connections with your brand, you drive change. But how? Let’s look at what levers are available to you and your event.
BUILD IT AND THEY WILL COME.
Launch your registration site early to engage with your attendees. The sooner the attendee journey begins, the more time there is to build anticipation for your event.

EVERY INTERACTION COUNTS.
Track what your attendees look at, linger upon and bookmark during their registration process. Tease agenda highlights and provide snapshots into content to pique interest and get both your prospects and legacy customers coming back for more.

CULTIVATE BRAND LOVE.
Don’t let your event start at the door. Design an attendee journey that starts with the event website, connecting your attendees to brand culture, thought leadership and dynamic business. Create an experience that is streamlined, engaging and full of content that is leading-edge and thought-provoking.
To capture mindshare at your event, a unique approach is more important than ever. Predictable is out, and creative experiences that motivate and excite are in. Design unique experiences one element at a time. Start by considering which elements will make the biggest impact on your guests and aim to create talking points that will get people raving about, sharing and promoting your event before, during and after.

**GENERAL SESSION**

Although the opening General Session is traditionally not long, it is one of the few times your attendees are in one space at the same time. The challenge – how can we make an audience of thousands of people feel intimate?

- Bring the presenter closer to the audience by re-thinking your stage design.
- Create a balanced mash-up of short sections dedicated to official announcements, brief panel discussions and thought-provoking keynotes.
- Find a blend that is simultaneously entertaining, educating and encouraging of mindfulness.
- The general session space can also be used as a party space, with a band or entertainment in the round and standing floor space surrounding it.
SPACE DESIGN

Use the physical space as a conduit. Help your floorplan and design create buzz and movement around critical content. Think:

- Entrance tunnels and walkways that immerse attendees in your brand while encouraging movement between spaces.
- Interactive touchscreens that work as guideposts.
- Intentionally created, flexible social formats that encourage interaction (e.g. lounges with soft seating and charging stations that can be used for impromptu meetings).

“Events are powerful mechanisms that change behavior of its participants. You know they are, if you had the opportunity to participate in a properly designed event.”

- The Event Design Handbook

BREAKOUTS

Breakouts are one of the most powerful vehicles for engaging participants at business meetings and conferences. Give attendees options for how they engage with the content in each session. A common pitfall is turning them into mini-keynotes, missing out on the opportunity to provide targeted and truly interactive attendee content.
LEVERAGE TECHNOLOGY

Use technology to enhance the attendee experience. Smart use of technology and the data you gather will keep your attendees engaged and helps you understand their experience.

- Develop a collection of talks, videos, article links and make them accessible pre, during and post event.
- Create networking spaces built for interaction. Employ technology that allow steams to connect, schedule and adjust meetings in real time.
- Use your event app’s gamification features to gauge interest, guide traffic, and encourage interaction.
- Offer interactive Q&A to make answering questions easier for speakers and more comfortable for attendees.

SAY THAT AGAIN?

GAMIFICATION

gam-i-fi-ca-tion

noun
the application of typical elements of game playing (e.g., point scoring, competition with others, rules of play) to other areas of activity, typically as an online marketing technique to encourage engagement with a product or service.
ATTENDEE TRACKING

Use both passive and active RFID tracking to improve guest experience. By tracking every attendee’s journey through the show, you take out session guesswork and make your events more intelligent onsite. Use this information to learn about them and:

- Monitor event traffic and flow.
- Target push notifications and information to specific attendees.
- Gather heat mapping and direct traffic which allows you to course correct activities in real time if needed.
- Monitor attendance and gauge interest in program content.
- Provide valuable insights into content development and areas of focus for future events.

SOCIAL MEDIA

Turbo charge your event’s power during the event using social media. Expand your social media strategy, creating energy and excitement.

- Build intrigue with content teasers – get speakers involved and promote ideas in real time.
- Create a unifying, personal space within the larger event.
- Use small bursts of live-streaming to share experiences and content.
- Geotarget attendees to offer special prizes.
- Create a live storyboard of event micro-moments.
With the right combination of information, interaction and follow-up, the power of a program can extend well past the event itself. Ensure your attendees remember and act on the key messages your event.

POST PROGRAM SURVEYS
A post program survey gives access to messages for those who could not attend and will tell you what you need to know. Conduct multiple surveys:

- Short general survey about event logistics.
- Targeted surveys to specific personas to gauge what they learned and how they plan to apply it.
- Debrief with your team to capture feedback and sparks of ideas.

Cascade select content to those who did not attend, promoting your brand and important ideas they missed. This gives them access to your key messages and encourages them to put your next event on their radar.
It is important to showcase to attendees that this can be more than just an event – it can be a year-round experience delivering knowledge and ideas.

Promote active conversations 365 days a year:

- Year-round thought leadership portals.
- Opportunities for networking virtually.
- Continue to reinforce the Brand Ambassador relationship.
- Event microsites that foster deeper dives, new ideas and innovating thinking.
- Ongoing surveys, attendee polling and Q&A.