

THE STATE OF EVENT MARKETING 2024

11 TRENDS IMPACTING EVENT MARKETING
AND WHAT TO DO ABOUT THEM

Boldpush

zuddl



Julius Solaris
Founder, Boldpush

Thank you for downloading The State of Event Marketing 2024.

As more CMOs and marketing teams use events to create meaningful connections, Boldpush and Zuddl teamed up to deliver a critical update on the key trends influencing decisions.

We focused on four key areas: macro trends, experience design, event marketing tactics, and technology decisions.

We begin with the industry's macro trends, exploring the economic pressures facing event organizers and innovative approaches to mitigate rising costs without compromising quality.

We then move to manage the experience, touching on moment planning and how event professionals engage attendees at every touchpoint of the journey.

The event marketing tactics section addresses the growing challenge of late registrations and the increasing significance of content repurposing in extending event lifecycles.

Finally, the technology will provide an overview of investigations into the use of AI in events and the evolving role of virtual events in a post-pandemic world.



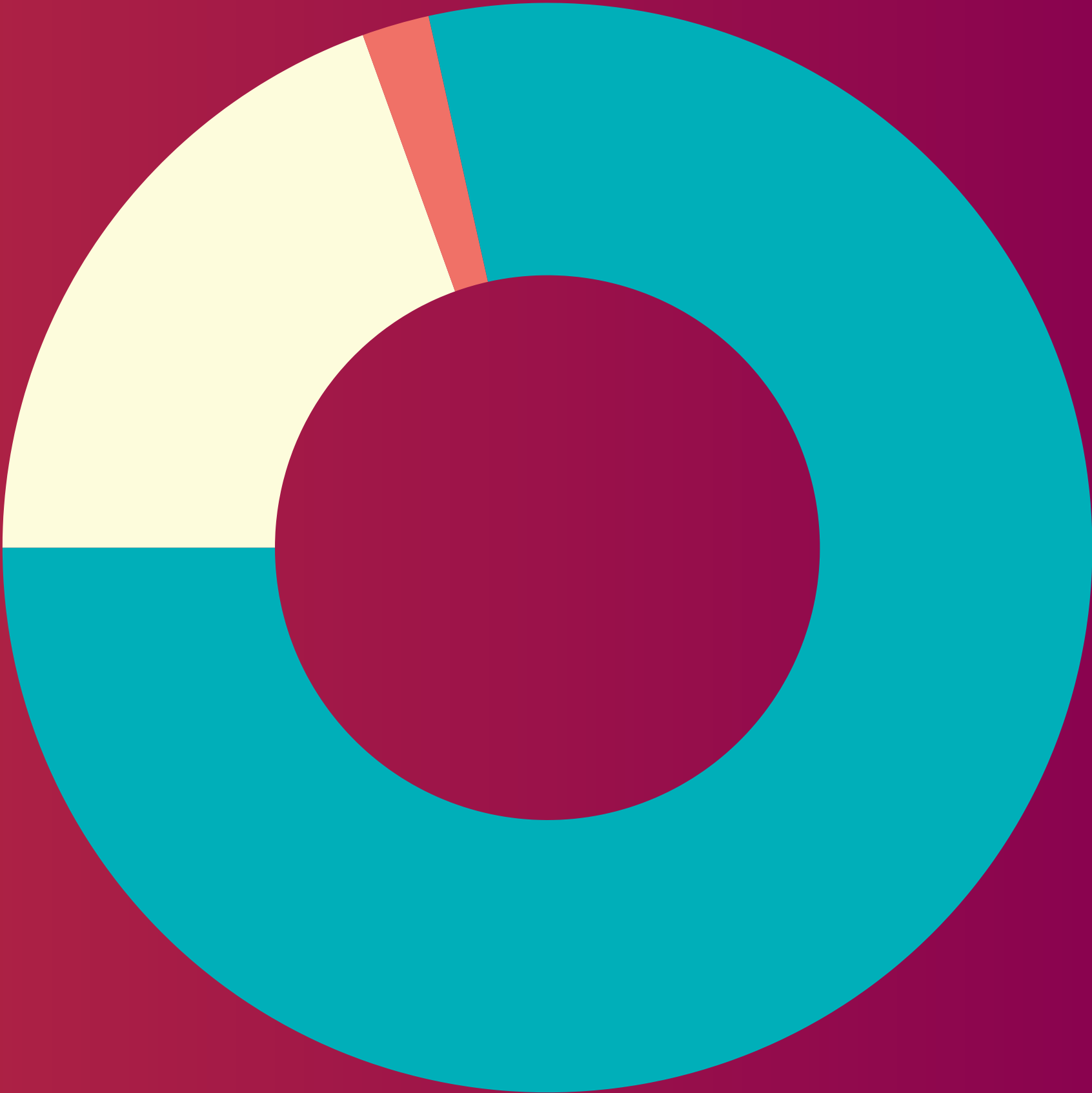
Bharath Varma
CEO at Zuddl

"I'm really excited to partner with Julius and Boldpush to bring to the industry an analysis on current trends in event marketing. Event marketing has changed rapidly in the post Covid years due to macro changes in attendee behaviour, costs, budgets, expectations, etc. and I want to make sure I'm doing my part in helping event marketers stay on top of these evolving strategies and prepare and plan for the challenges of this new normal. As the CEO of Zuddl it's personally important for me to understand these trends to make sure that as a product we're staying at the forefront and constantly pushing the boundaries of helping B2B event marketers with their event programs."

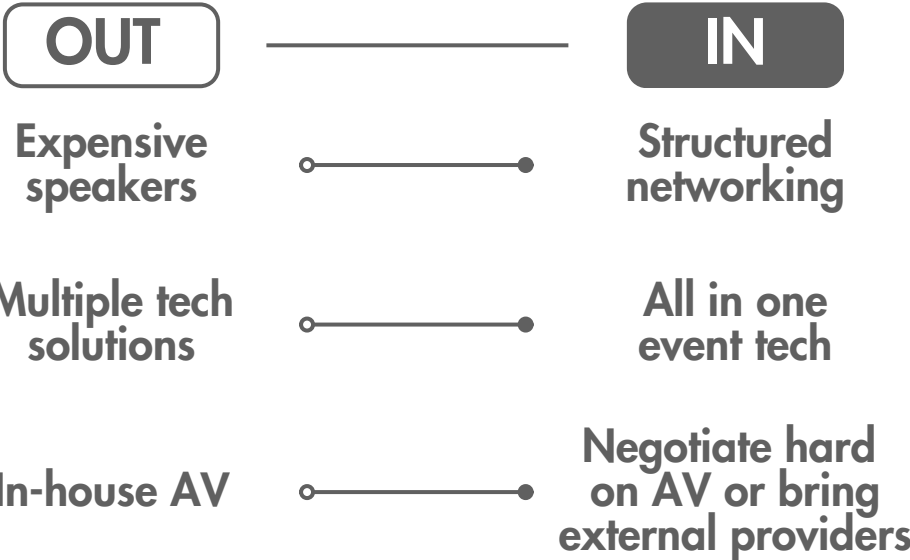
2024 COSTS ARE UP AND CALL FOR CREATIVITY

Events are not affordable but the explosion in event demand has made them even more expensive.

ARE YOUR EVENT SPECIFIC COSTS COMPARED TO 2023

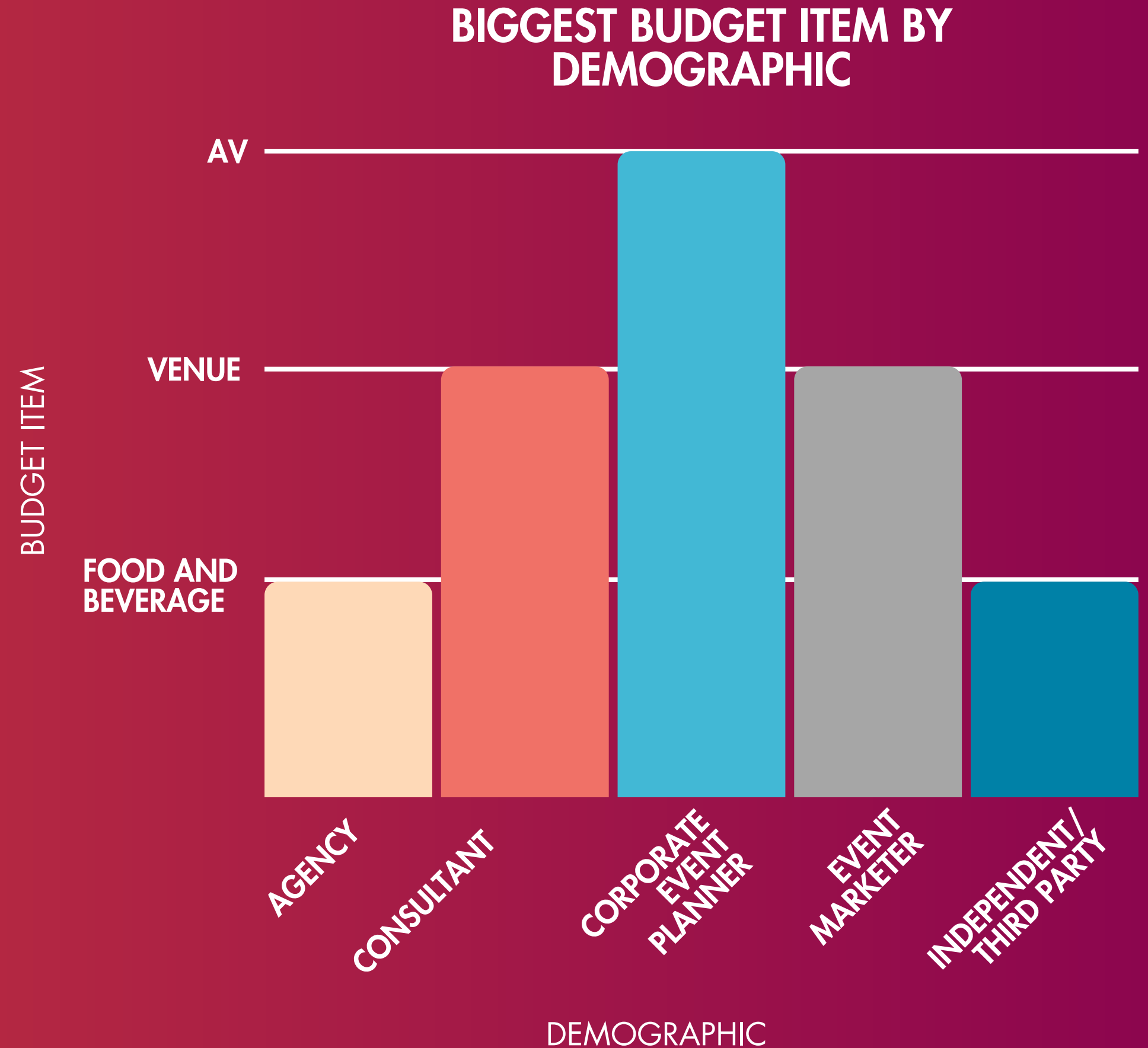


HOW TO TACKLE RISING COSTS



EVENT MARKETERS STILL SPEND MOST OF THEIR BUDGET ON VENUES

- Choose independent venues
- Avoid Tier 1 destinations
- Choose large cities with strong customer base
- Create community with virtual, then go intimate and roadshow-style for in-person
- Work with third party venue bookers



The background features a smooth gradient from a vibrant red on the left to a deep purple on the right. Overlaid on this are several thin, white, wavy lines that create a sense of motion and depth, resembling stylized waves or a complex interference pattern.

EXPERIENCE

zuddl

Switch Event Platforms For The Last Time

Zuddl consolidates all of the event technology you need into a single, unified platform designed for in-person conferences, virtual events/webinars, field events and sponsored conferences.

See it in action at Zuddl.com



MOMENT PLANNING

ENGAGEMENT AT ALL EVENT TOUCHPOINTS



Add an element of **surprise, delight, and value** at every step of the attendee journey.

- What is moment planning?
- Every event can be broken down into moments.
- Every moment is an interaction your attendees will have with your (or your sponsors) brand.

EVENT EXPERIENCE TOUCHPOINTS

Why is moment planning gaining traction?

- **Short attention spans.** Short moments add up to an overall experience evaluation.
- **Social media pervasiveness.** We use social media to share our moments, and adding delight or social media opportunities at each event step leads to higher sharing.
- **Event industry growth.** The past three years brought unprecedented growth to the event industry. With more events, differentiation is a game played at every moment.



EVENT EXPERIENCE TOUCHPOINTS



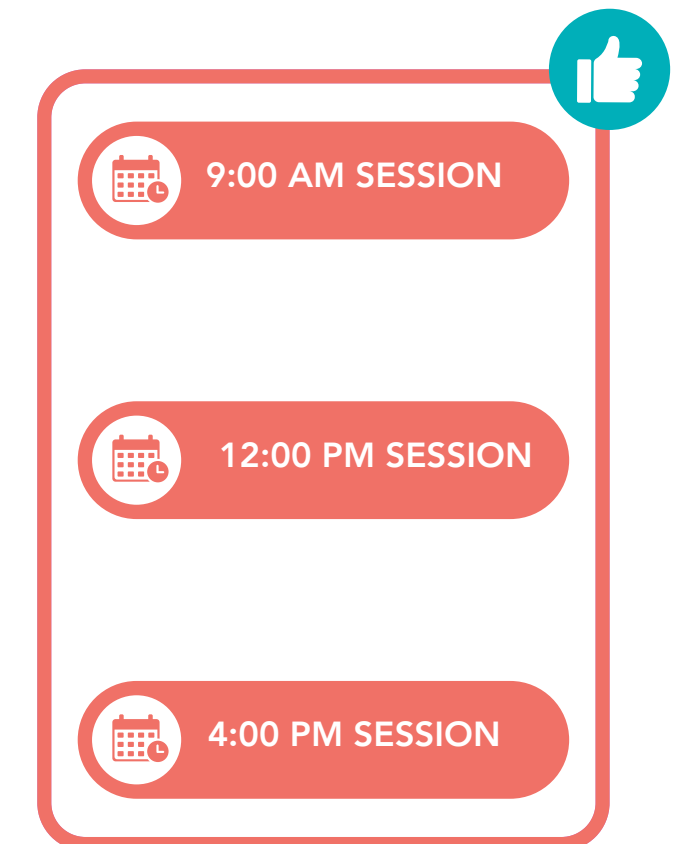
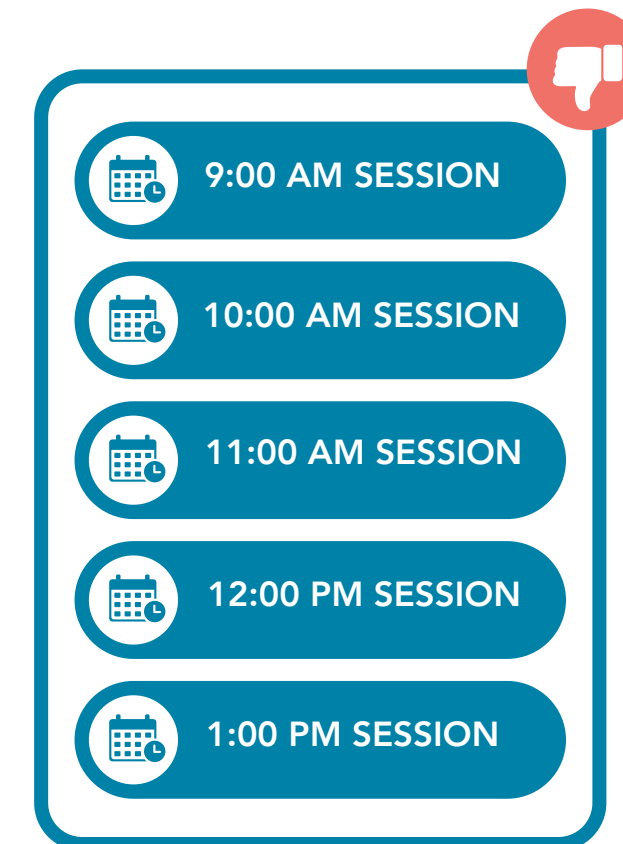
DROPPING FOMO DURING EVENTS

The overstuffing of event programs with too many sessions, activations and entertainment creates in-event FOMO.

Younger generations report the inability to fully experience an event and anxiety associated with 'too much going on'.

- Build white space
- Repeat sessions
- Offer content and activations in the same room

What to do about it:



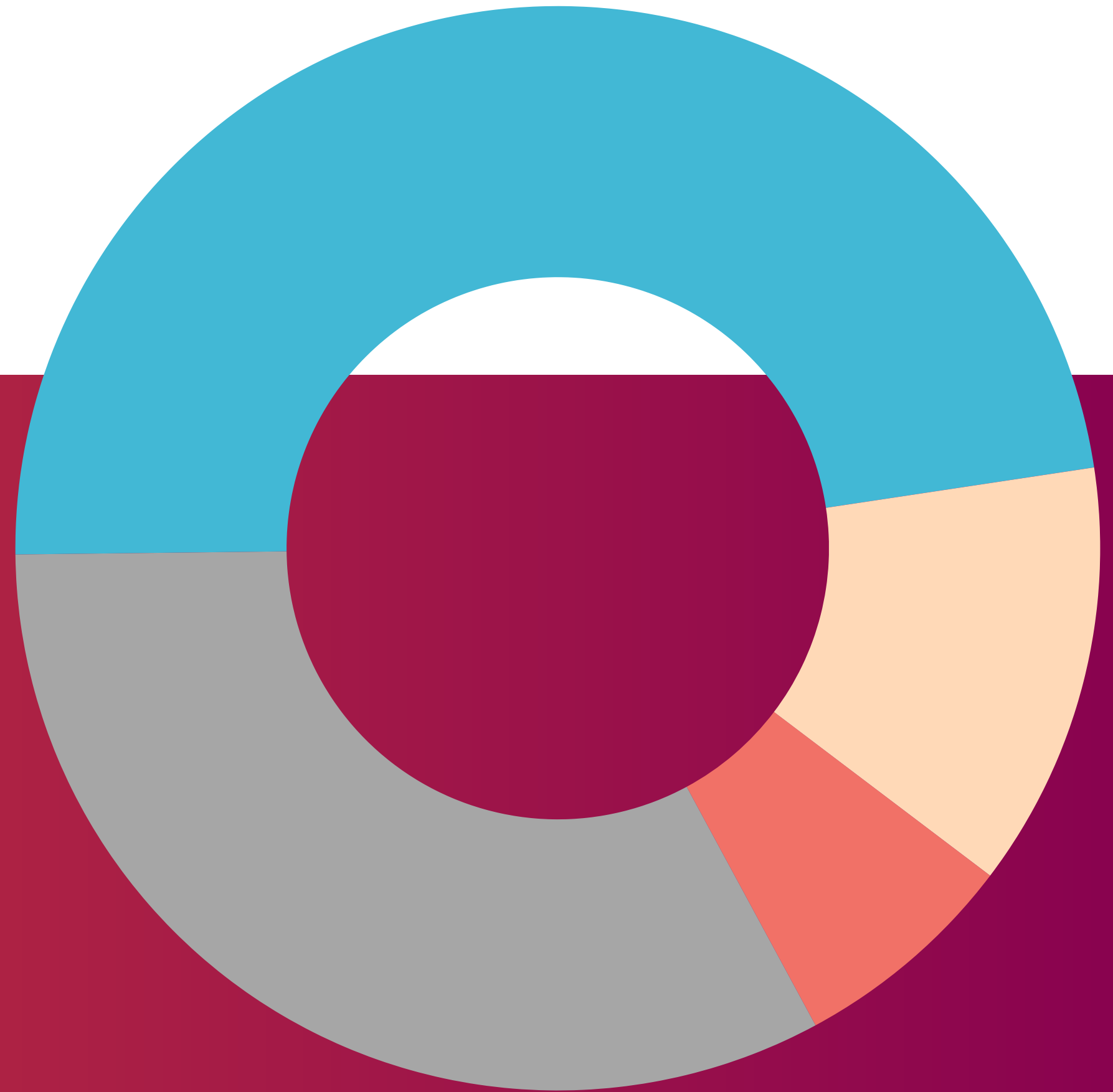
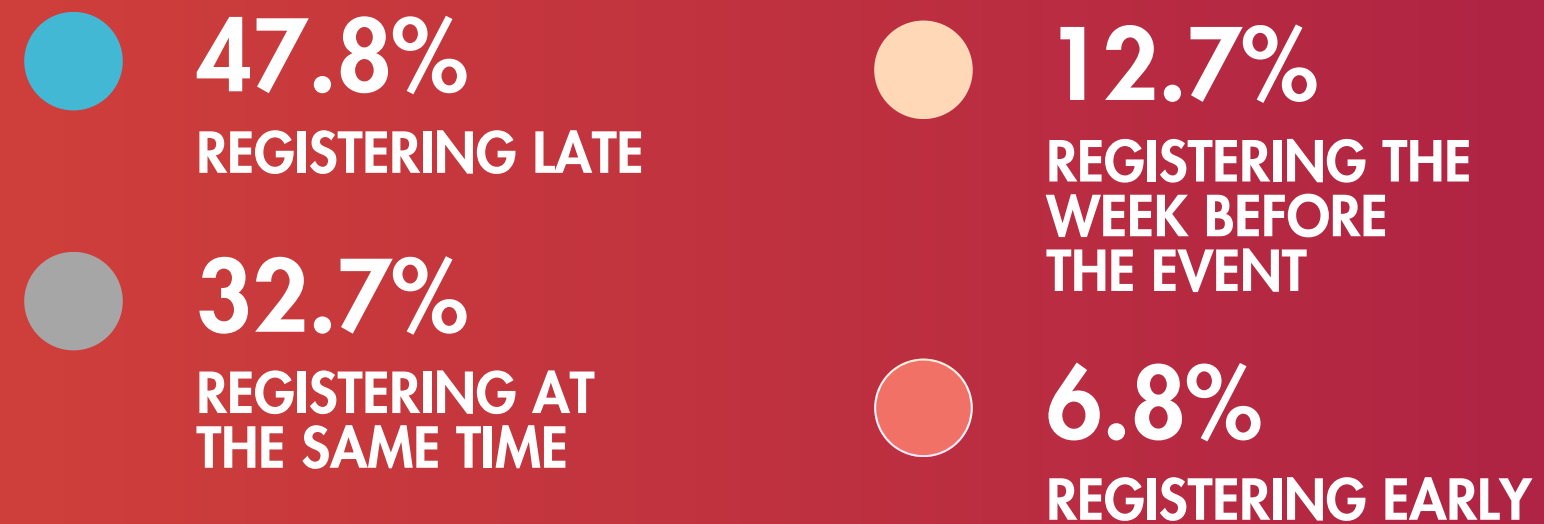
Streamline
schedules and
repeat popular
sessions



EVENT MARKETING TACTICS

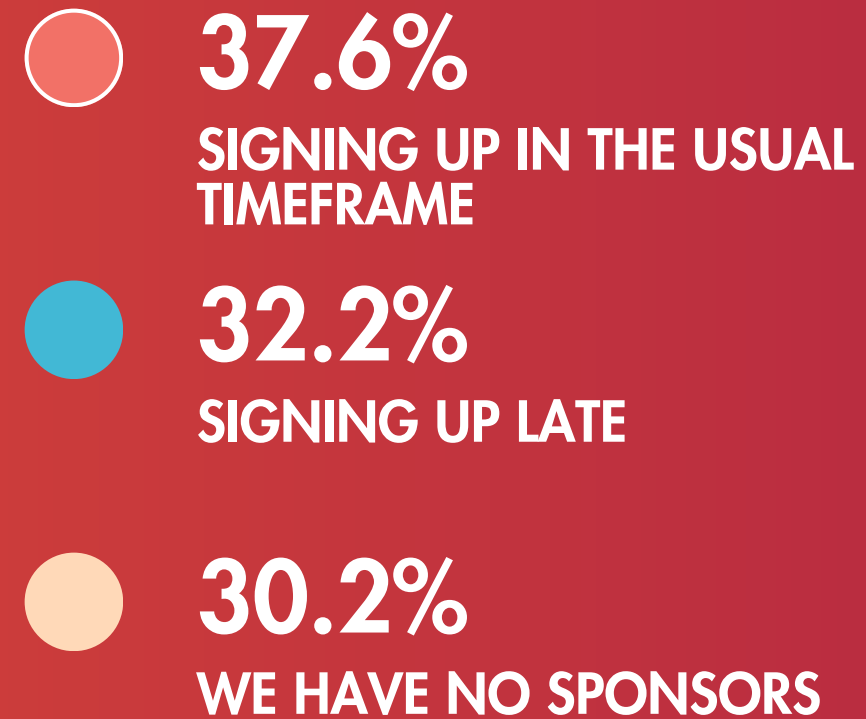
ATTENDEES ARE REGISTERING LATE

ARE ATTENDEES FOR YOUR MAIN EVENT



AND SO ARE SPONSORS

ARE SPONSORS FOR YOUR MAIN EVENT



FIGHTING LATE BEHAVIOR PATTERNS

This research shows data as of February 2024.

Anticipating commitment will remain key in 2025. With uncertainty rising, it is safe to assume that this behavior will continue.



Leverage FOMO, Scarcity and Authority:

- Implement a "remaining tickets" progress bar.
- Consider increasing late ticket prices strategically.
- Spotlight companies attending your event



Early Bird Incentives:

- Offer significant early bird discounts.
- Provide flexible payment options.
- Consider a money-back guarantee for early registrants.
- Bundle early registration with access to communities or groups.
- Use 'Convince your Boss Templates to ease decision-making.



Streamline Registration Process:

- Minimize friction during signup and payment.
- Implement auto-fill forms and guest checkout options.
- Offer mobile payment methods like Apple Pay or Google Pay.
- Prioritize collecting additional data later, perhaps through post-event surveys.



Sponsor Tactics

- Constantly update inventory availability.
- Front-load early commitment with more perks.
- Create a visual tracker showing how many spots are available.
- Create sponsors early birds. Reward early commitment.
- Offer incentives and discounts for referrals.
- Prefer multi-year deals.

REGISTRATION: SEPARATING MARKETING FROM LOGISTICS

THE NEW REGISTRATION FORM

NAME

EMAIL

PAYMENT



◀ Short and beautiful looking registration forms are the new normal to quickly close attendee registration and decrease abandonment rates.

What to do about it

- Close the registration quickly.
- Offer mobile payment for impulse purchases.
- Ask planning questions later.

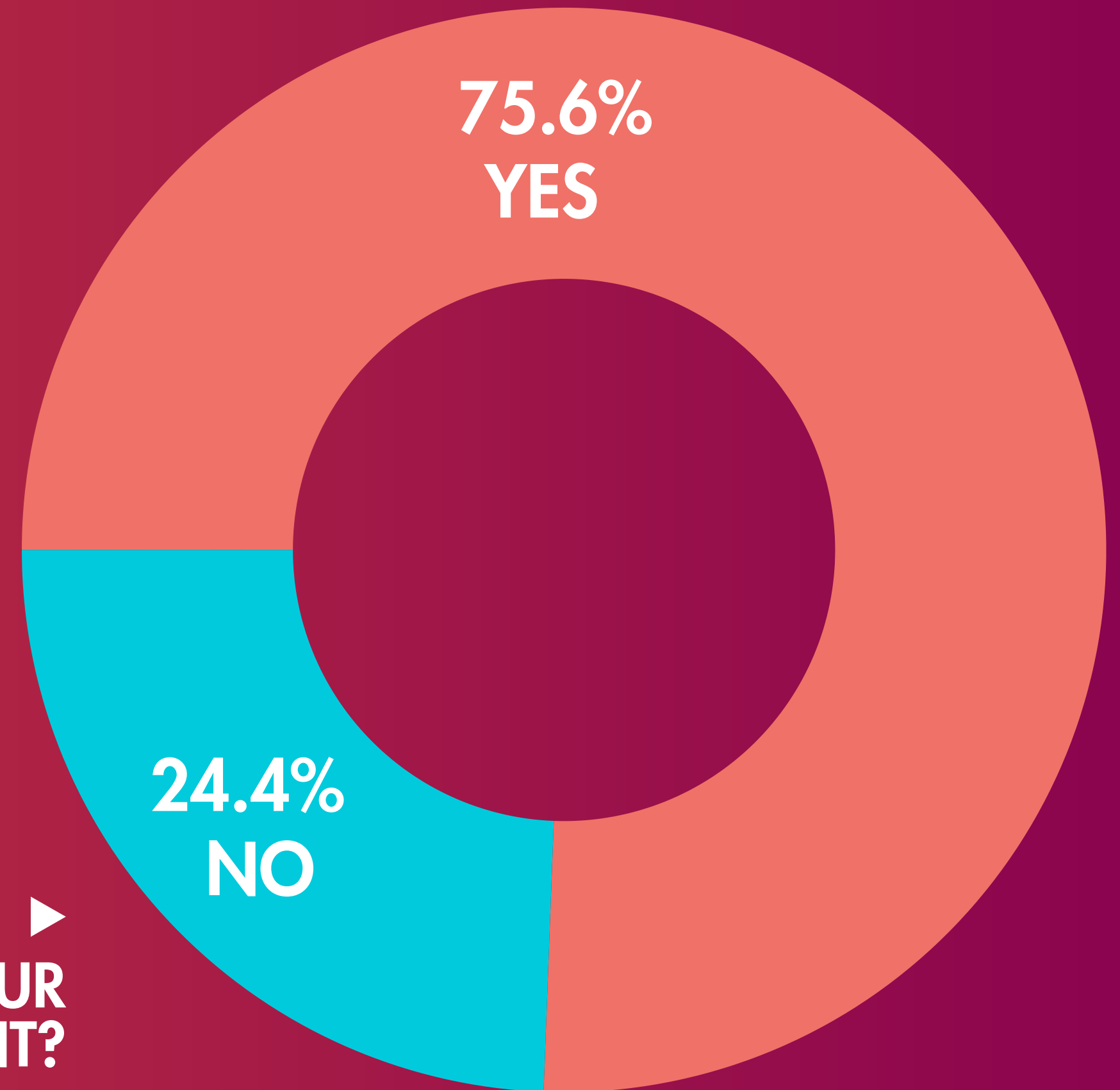
CONTENT REPURPOSING

We counted 121 insights from a one-hour virtual session. Content is a key opportunity for events.

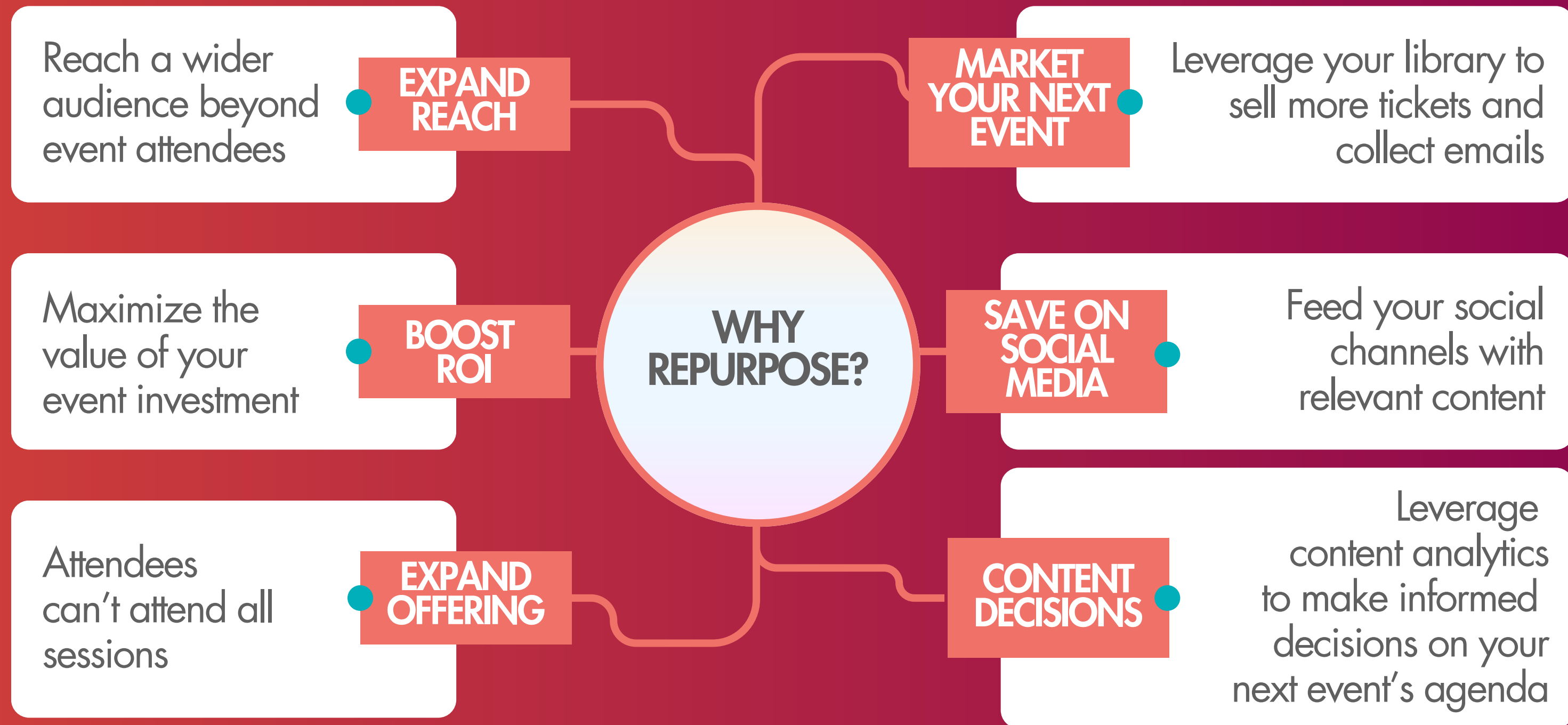
Event professionals agree that repurposing content is a necessary extension of the lifecycle of events.

Almost 60% say that repurposing content is a priority, and this is especially true for event marketers. The content created at events is unique and provides a break from the artificially created content.

**DO YOU REPURPOSE YOUR
EVENT CONTENT?**



HOW TO LEVERAGE CONTENT REPURPOSING





LEVERAGE DISTRIBUTION CHANNELS

Blog:



- **In-depth articles:** Expand on session topics, speaker insights, and event highlights.
- **Listicles:** Compile key takeaways, top quotes, or actionable tips

Social Media:



- **Quote cards:** Share impactful speaker quotes with event visuals.
- **Short video clips:** Highlight key moments or create teasers for longer content.
- **Behind-the-scenes photos and stories:** Offer a glimpse into the event experience.
- **Match content to medium:** Shorts vs Full Videos

Newsletters:



- **Event summaries:** Recap key highlights and insights.
- **Speaker interviews:** Share exclusive Q&As or discussions.
- **Curated content:** Highlight top blog posts or social media discussions from attendees

Podcasts:

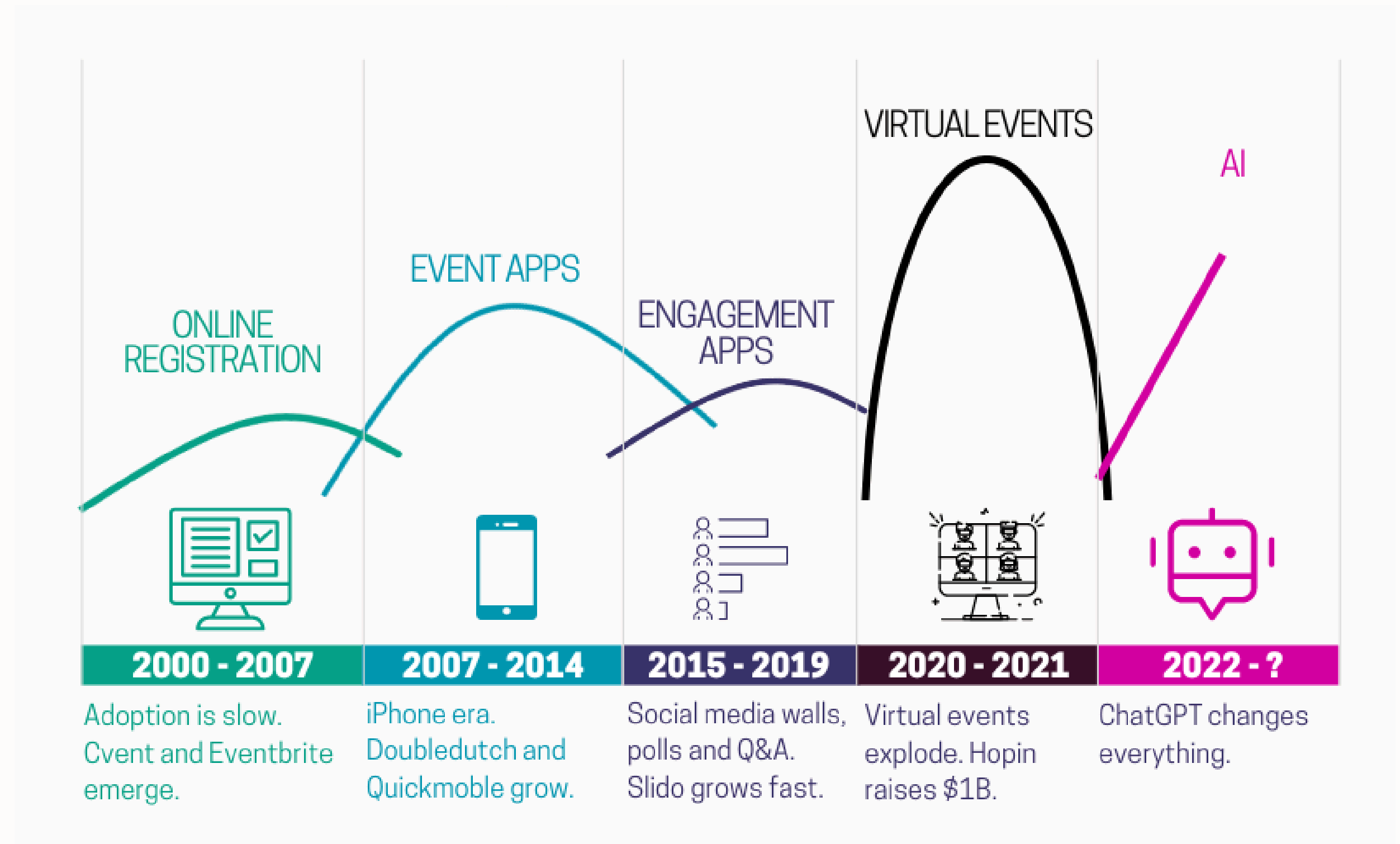


- **Session recordings:** Offer on-demand access to presentations and discussions.

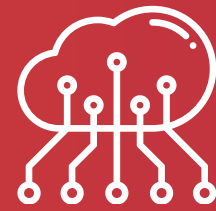
AI FOR EVENT MARKETING

EVENT TECH WAVES OF INNOVATION

THE PAST, PRESENT AND
FUTURE OF EVENT TECH
GROWTH



HOW TO USE AI IN EVENTS



DATA

Upload your registration patterns get insight on your reg strategy



MARKETING

Delegate repetitive tasks



FEEDBACK

Ask for copy and marketing feedback



IDEATION

Get sponsored sessions and activation ideas



MULTILANGUAGE REPLAYS

Upload the event sessions and add automated voiceover - Rask.ai



PANELS

Get question recommendation based on speaker podcasts

APPROACH TO YOUR AI STRATEGY

CONSIDER



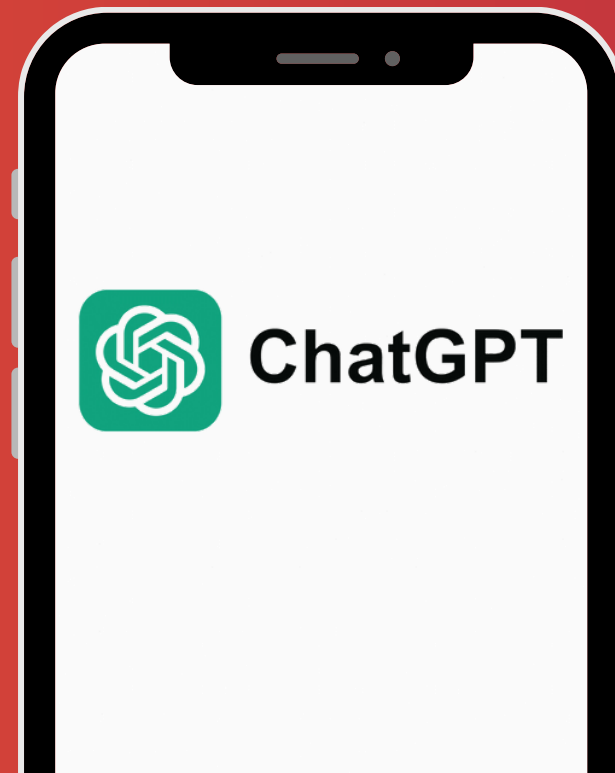
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graph TD; A[CONSIDER] --- B[What is the quality of output needed?]; A --- C[Will the output be customer-facing?]; A --- D[Will the output impact our product?]
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What is the **quality** of
output needed?

Will the output be
customer-facing?

Will the output **impact**
our product?

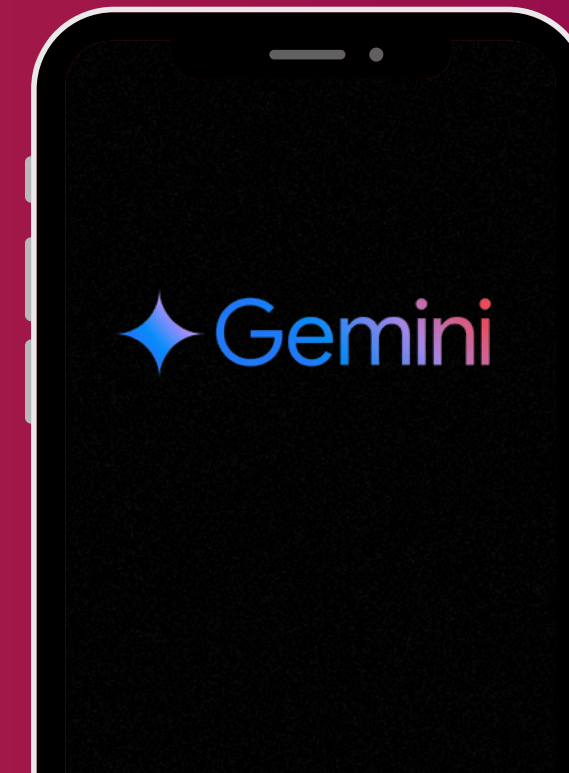
CHATGPT VS CLAUDE VS GEMINI COMPARISON



- Ability to explore custom GPTs
- Ability to create custom GPTs
- 128k tokens



- Overall smarter answers
- Great for high-level data extraction
- 3.5 - 200k tokens



- Great for large document processing
- Large token allocation
- Integrated with Google ecosystem
- 1.5 Pro 2M tokens

Prompt

DATA ANALYSIS

- How am I **tracking** on registration?
- What should I do to **market** my event based on previous data?

- Can you help me identify **registration** patterns?
- Can you create a **marketing strategy** based on that?

PEER PRESSURE

Reducing churn is becoming more important than constantly acquiring new attendees.

Peer pressure in the form of attendees sharing their participation on social media.
This process should be embedded in the registration flow.

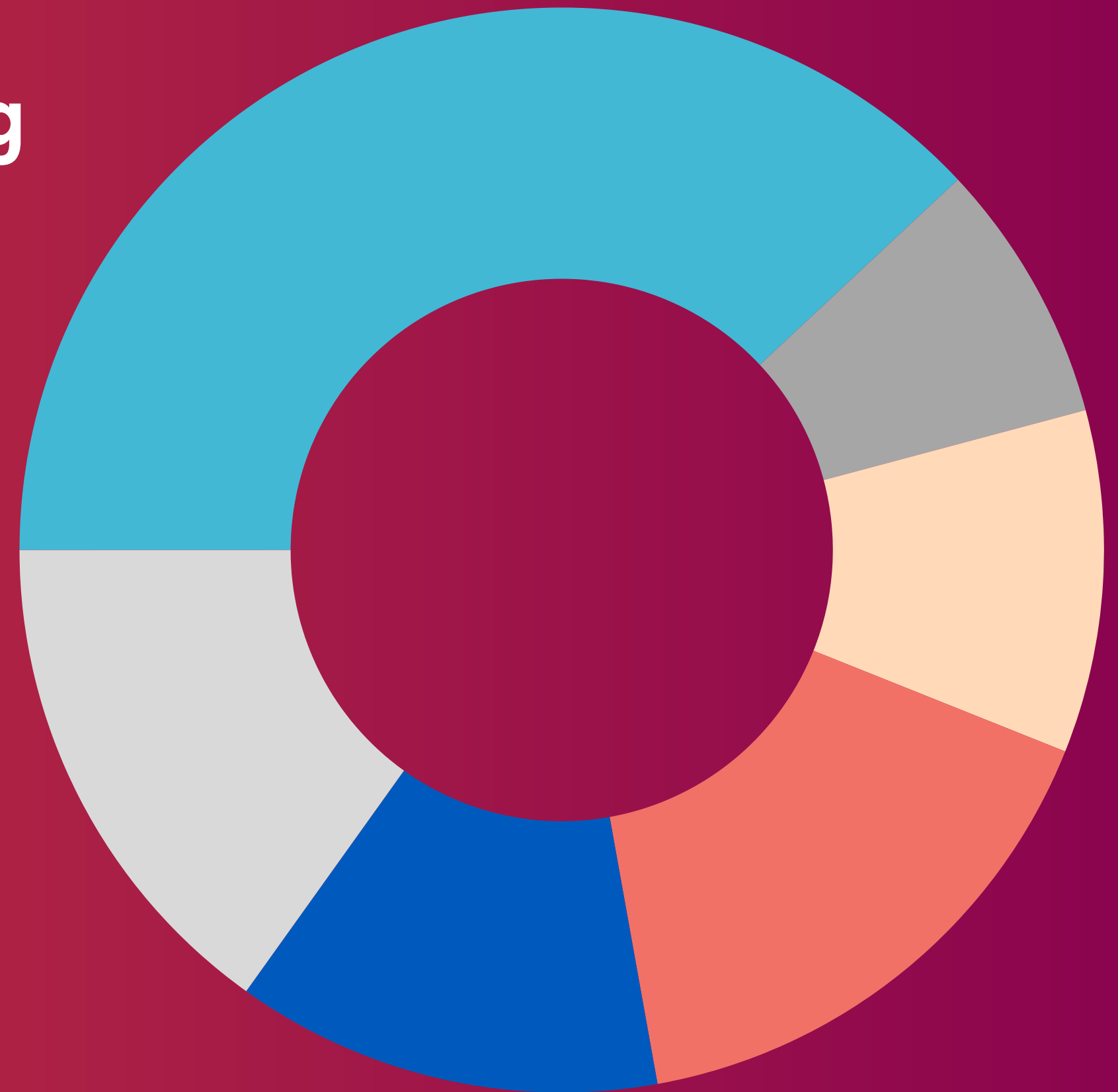
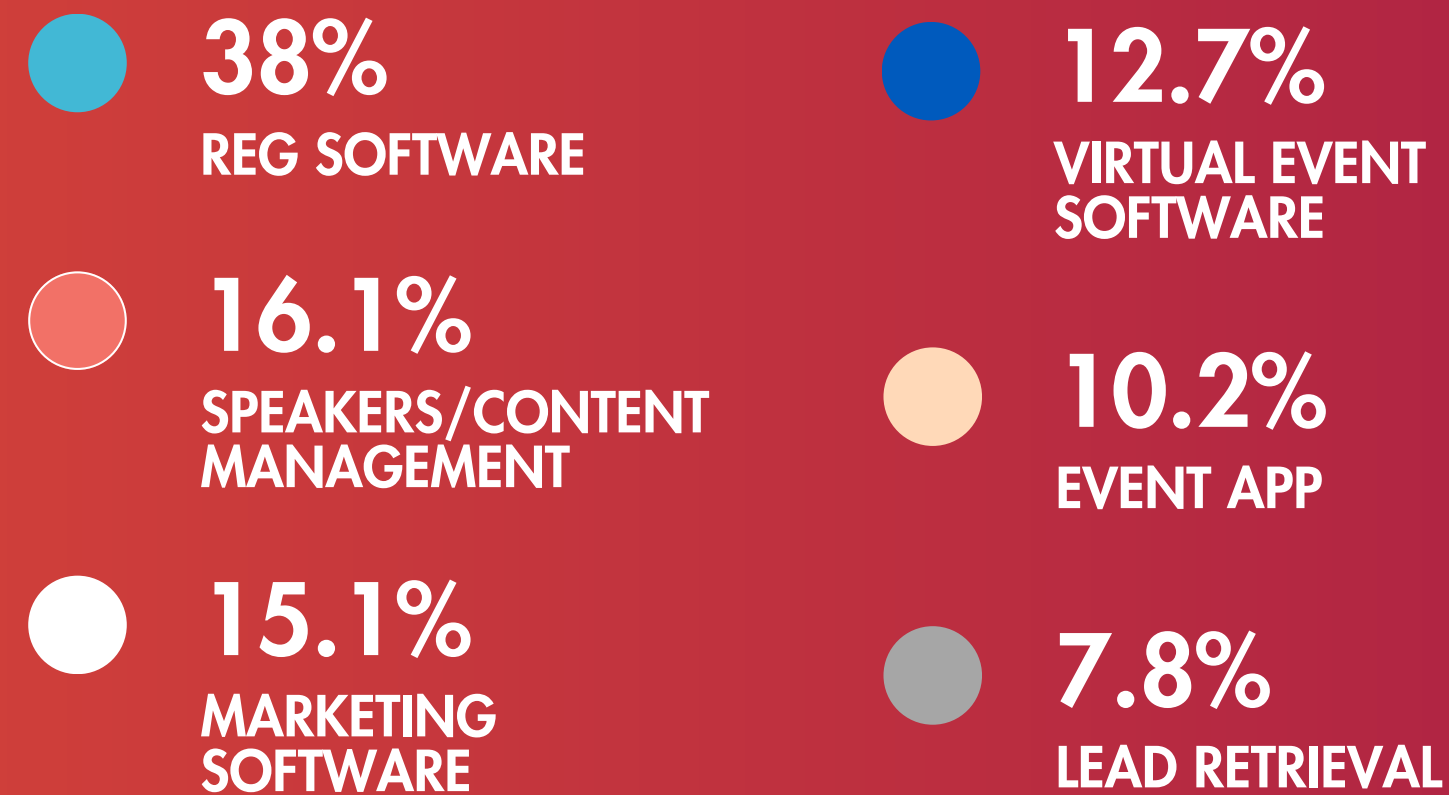


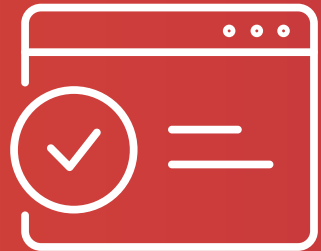
Prioritize fans
and reduce churn

TECH

Content and Marketing Are Big Spending Items

What tech do you spend the most on?





Registration software is still the biggest spending item.

Content management and marketing are at the top of event professionals' minds.

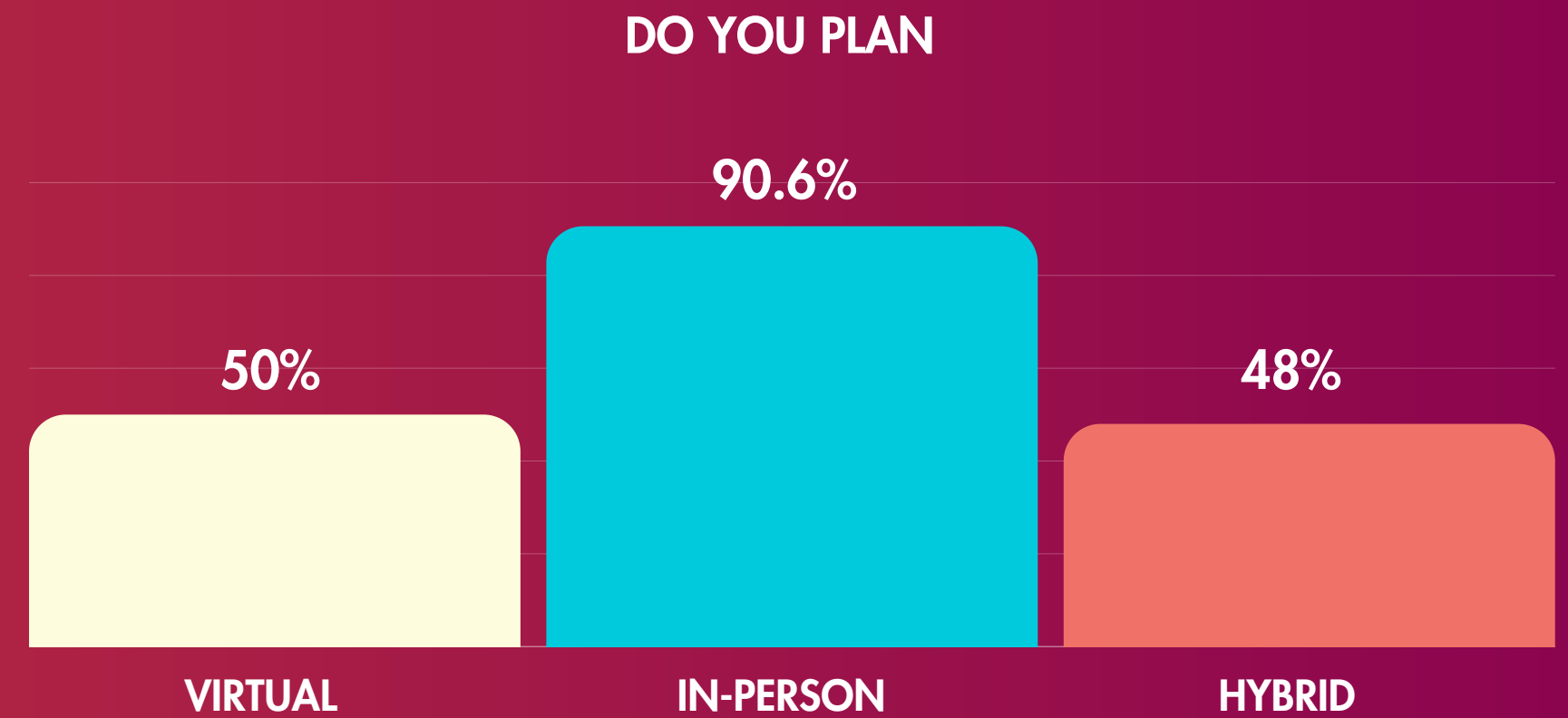


Action > Review your eventtech stack.

- Discard any legacy eventtech software that is not up to date with current market demands.
- Consolidate your event tech to platforms like Zuddl that can deliver on all of your event tech needs

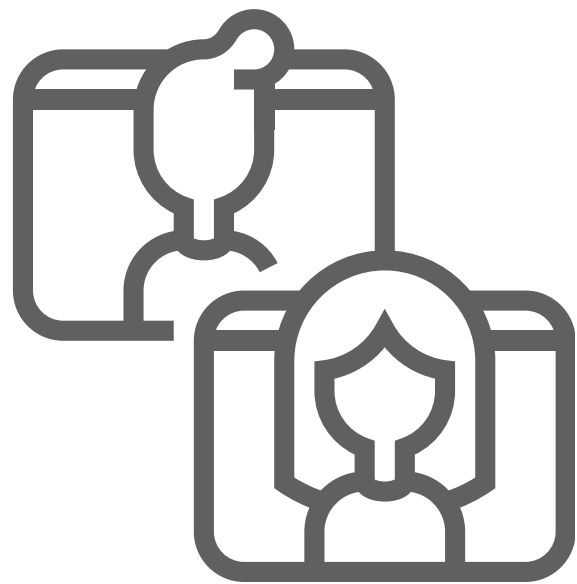
VIRTUAL IS STAYING FOR GOOD

50% of Event professionals are using virtual events. Post-pandemic, they have become an integral part of the event marketing stack.



Virtual events have the power to drive interest and mid-of-the-funnel velocity to in-person experiences.

In this context, short virtual events (or webinars) are ideal for warming up the audience attending in person. They are the appetizer to the entree.



Use virtual events to:

- Accelerate attendance or as a follow-up to in-person.
- Test content and speakers and their effect on the audience.
- Create a sense of community and extend sponsors' placements

ABOUT THE AUTHOR

JULIUS SOLARIS

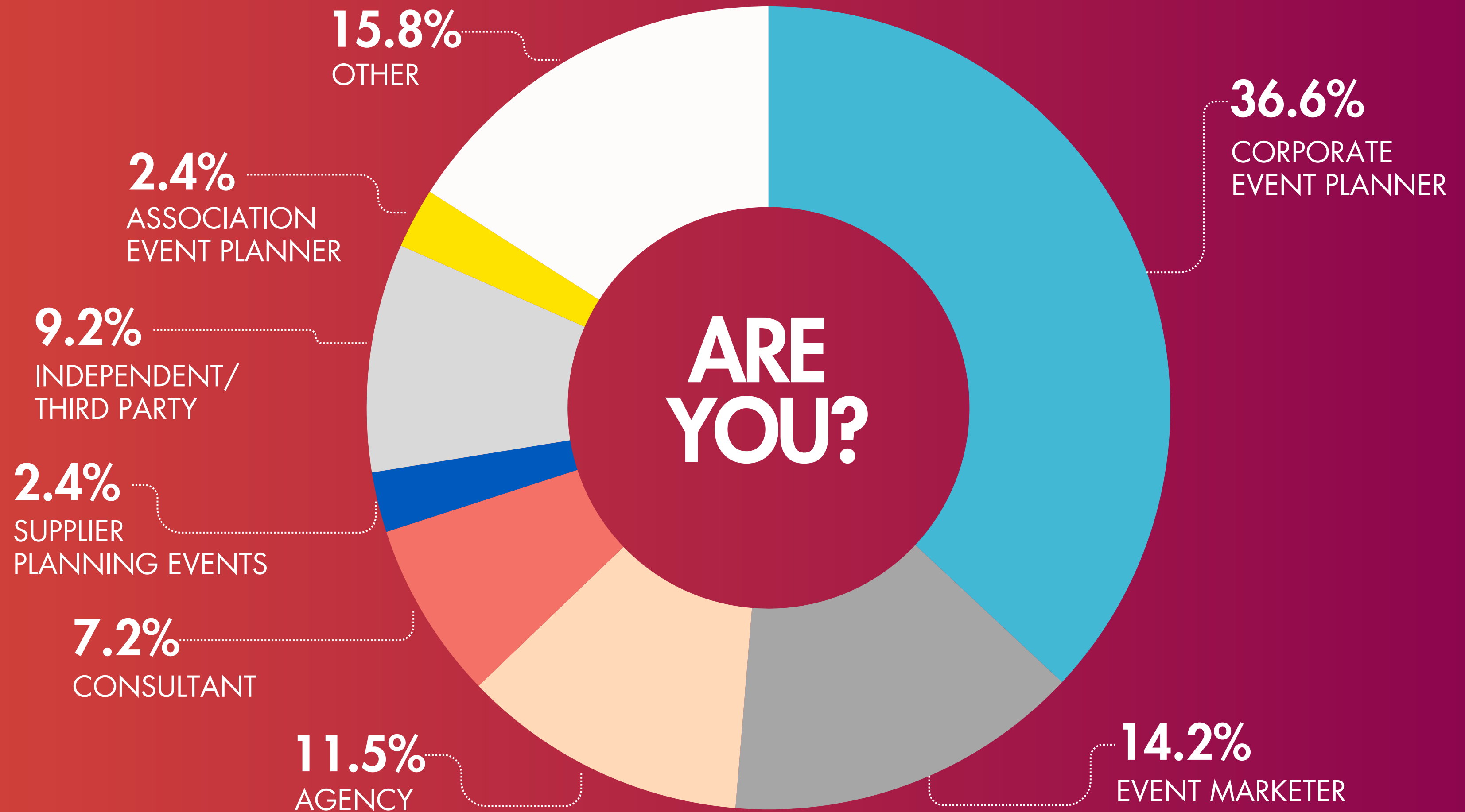
Julius Solaris is regarded as the most influential person in the event industry. He founded **Boldpush**, a management consultancy agency for the event industry.

Julius advises Fortune 500 companies and event industry CEOs. Companies that worked with Julius include IMEX, Swapcard, Hopin, Bizzabo, SAS, InEvent, Eventsair, and many more.

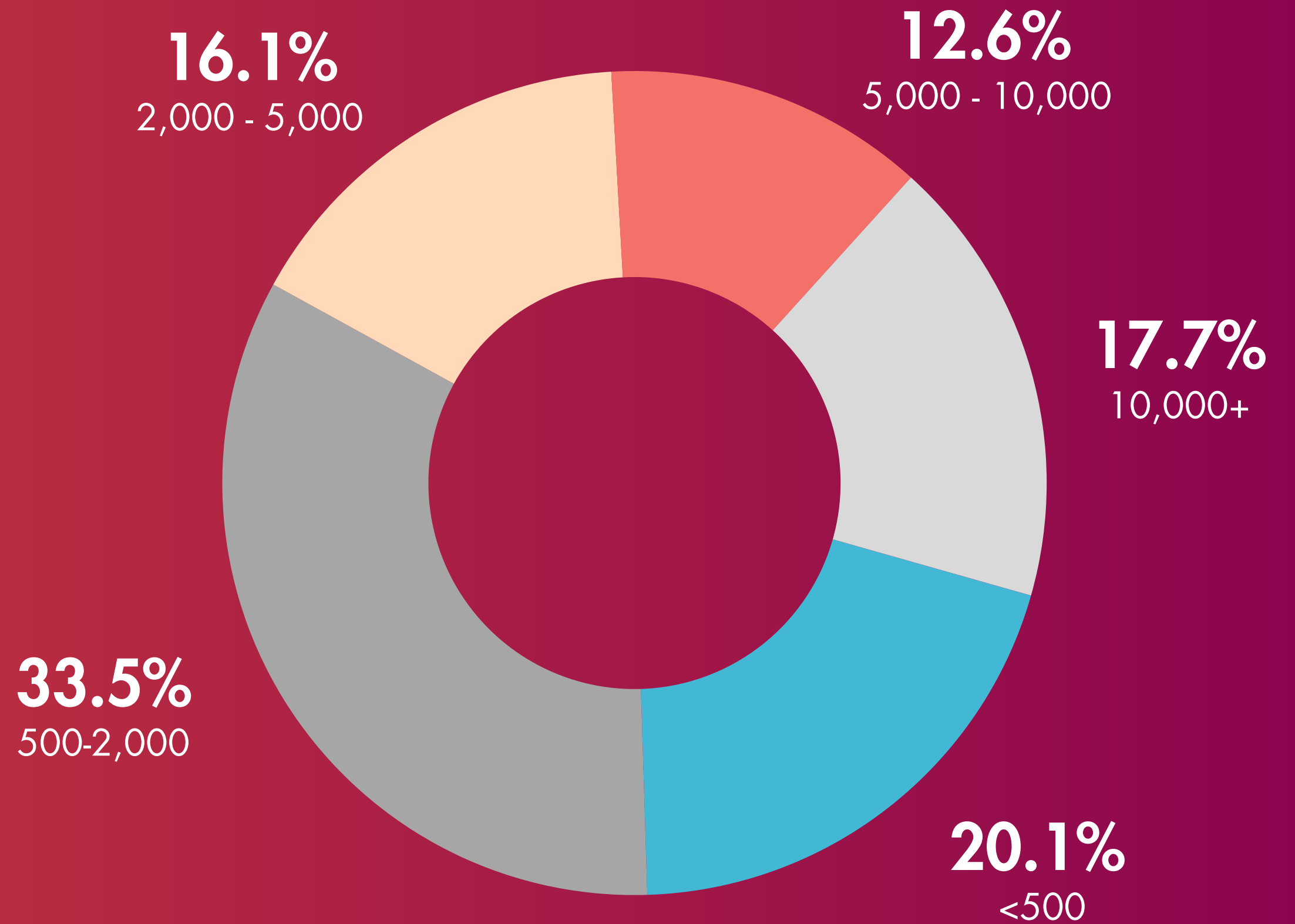




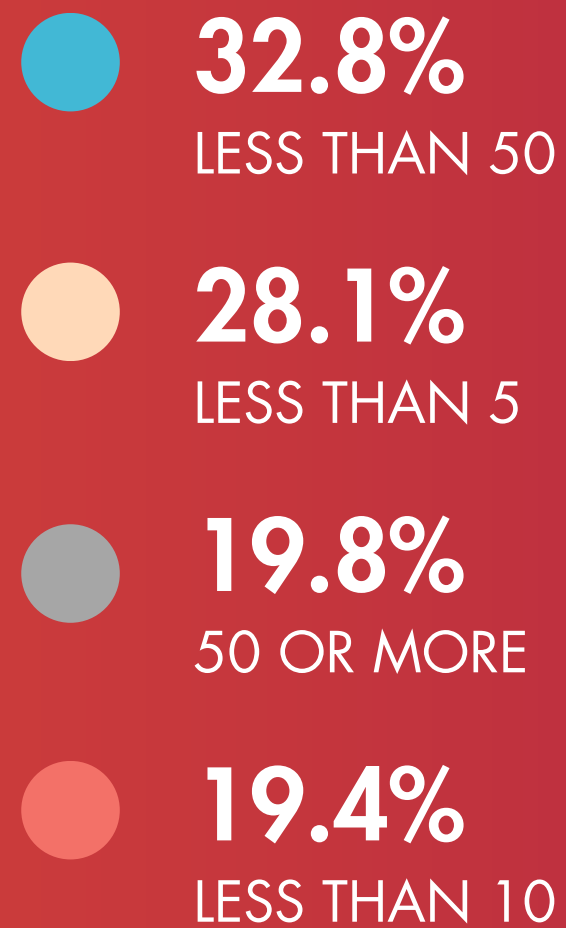
ABOUT THE RESEARCH



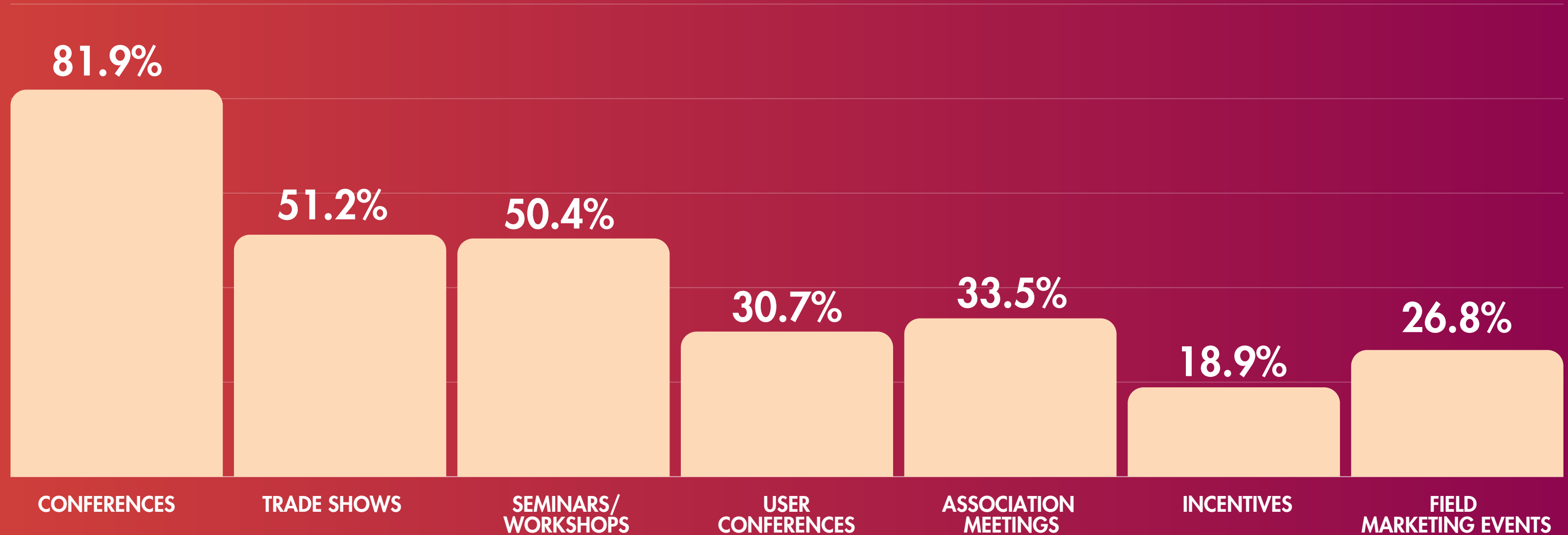
HOW MANY ATTENDEES IN YOUR EVENT PROGRAM?



HOW MANY EVENTS IN YOUR PROGRAM?



WHAT TYPES OF EVENTS YOU PLAN?



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Please refer all pertinent questions to the author at julius@boldpush.com.

The Zuddl logo is a blue square with the word "zuddl" in white lowercase letters. The background of the slide features a gradient from red to purple with abstract white line art.

zuddl

Zuddl consolidates all of your event technology needs into a seamless, unified platform designed for strategic B2B event marketing professionals. Developed alongside experienced event marketing experts, the platform streamlines planning, execution, and measurement for everything from large-scale conferences, field events to webinars. The platform was built with flexibility in mind. It offers simple and customizable tools for branding, communication, ticketing, access control, networking, speaker & sponsor management, post-event follow up, and more. See it in action at zuddl.com.