

RELAUNCHING IN- PERSON EVENTS

Redefine to Re-Engage & Drive Revenue

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HOW ARE YOU FEELING?



Since July 2021...

33% of event planners have cancelled, moved or rescheduled events for this Summer 2021

An additional 18% are planning to move Fall-Winter 2021 events as well

70% are less optimistic about industry recovery

25% have a primary job focus on rescheduling or rebooking events



TO THIS



**HOW DO
WE GO
FROM
THIS**



OR THIS

BAD NEWS

- Venue Challenges
 - 2 years' worth of meetings packed into the next 18 months + delayed personal travel/leisure filling rooms
 - High hotel rates for event space and attendee rooms
 - Resort/destination hotels overbooked
 - Bookings out through Fall 2022
 - Small events are low priority
- 66% of business travelers are planning to take fewer trips
- 52% are likely to cancel existing plans without rescheduling
- 60% expect to postpone travel plans

GOOD NEWS

- Low risk of COVID in meeting environments
 - Infection rates at business events 95% lower than U.S. average over same period
 - Risk of infection 8x less than surrounding metro area where meeting was held
- High vaccination rates at most business events
- Controllable event environments
- Eagerness to meet in-person + willingness to accept additional protocols
 - 87% of respondents consider in-person events irreplaceable

1. HEALTH & SAFETY

MANAGE THE MADNESS



LATEST VAX FEEDBACK



31% of brand and event marketers say they will require attendees be fully vaccinated to attend their events in 2021 and early 2022.



40% expect to require attendees be vaccinated compared to only **22%** of consumer-facing brands when breaking out the business-to-business brand responses.



65% of brands feel that requiring vaccination status may turn away some prospective attendees. This percentage was identical across both consumer and business-to-business segments.



HEALTH & SAFETY CHECKLIST

Suitable Venues

- Start with choosing states/cities that are not struggling with infection
 - If you are in one of those states, assess timing/location of event
- Capacity, including social distancing, time standing/sitting, pinch points, indoor vs outdoor space for activities
- Facilities, including distance to medical support and testing centers
- Venue safety inspections and cleanliness rating
- Venue policies for events, including capped attendance, masks, etc.
- Venue support, including floor plans, sanitizer stations, staff vax, # of staff
 - *Negotiation point!



SIDEBAR: HOTEL CLAUSES

Desirable Terms for The Times

- Extremely favorable attrition clauses
- Cancellation with no penalty or flexible rebooking
- Generous comp room allocations
- Use of outdoor spaces
 - Favorable set up and/or breakdown charges
 - Off-site F&B provider options
- Attractive room rates with flexible arrival/departure dates



HEALTH & SAFETY CHECKLIST

On Site Nitty Gritty

- How will food and beverage be served?
- Hand sanitizer stations, mini bottle handouts
- Will you provide masks to/require masks for attendees?
- Spacing of tables, # of people at tables, spacing of breakout seating
- What are sponsors giving away/handing out – hygiene for booths and interactions
- On site testing station – not super useful
- Vaccine required (aka Can O' Worms)

HEALTH & SAFETY CHECKLIST

Plan for the Worst

- Attendee(s) report illness or symptoms
- Venue reports outbreak
- City/County/State implements mandates from minor (masking) to major (shutdown), before or during your event
- How will you communicate the emergency internally (staff/venue)?
- How will you manage sick attendee(s)?
- How will you communicate to the other attendees?
- Build COVID specific clauses into contracts



2. ATTENDEE REVENUE

YES, WE'RE GOING TO
TALK ABOUT HYBRID



WHAT IS A HYBRID EVENT?

- NOT HYBRID

- Streaming sessions from your phone or desktop
- Sharing on demand videos post event
- Focusing on the in-person audience first

- YES!

- Integrating technology to facilitate participation between the in-person and virtual audience
- Catering to all audiences in a viewer-friendly way
- Putting your online and in-person audiences on the same level: different experiences/access but same content/takeaways

WHY HYBRID?

- **Increased reach and attendance**

- 98% of hybrid event attendees were not planning to attend live
- 23% of hybrid event organizers saw those attendees at future events
- 65% of hybrid event organizers saw no change in live attendance

More \$\$!

- **Higher engagement with your audience**

- **More sponsor opportunities**

- More attendees = larger lead pool
- Increase in reportable metrics
- More sponsorships outside of booth and on-site materials
- More flexible media kit

WHY HYBRID? CONT.

- Reduced environmental impact and event costs
- Reduced travel costs
- Feed your marketing pipeline for the year
 - Repurpose and reshare digital-only content
 - Use networking matchmaking data for content and marketing ideas
- Improved ROI
 - More views for sponsors
 - More data on attendees
 - Scalability – up or down

Key Fact!

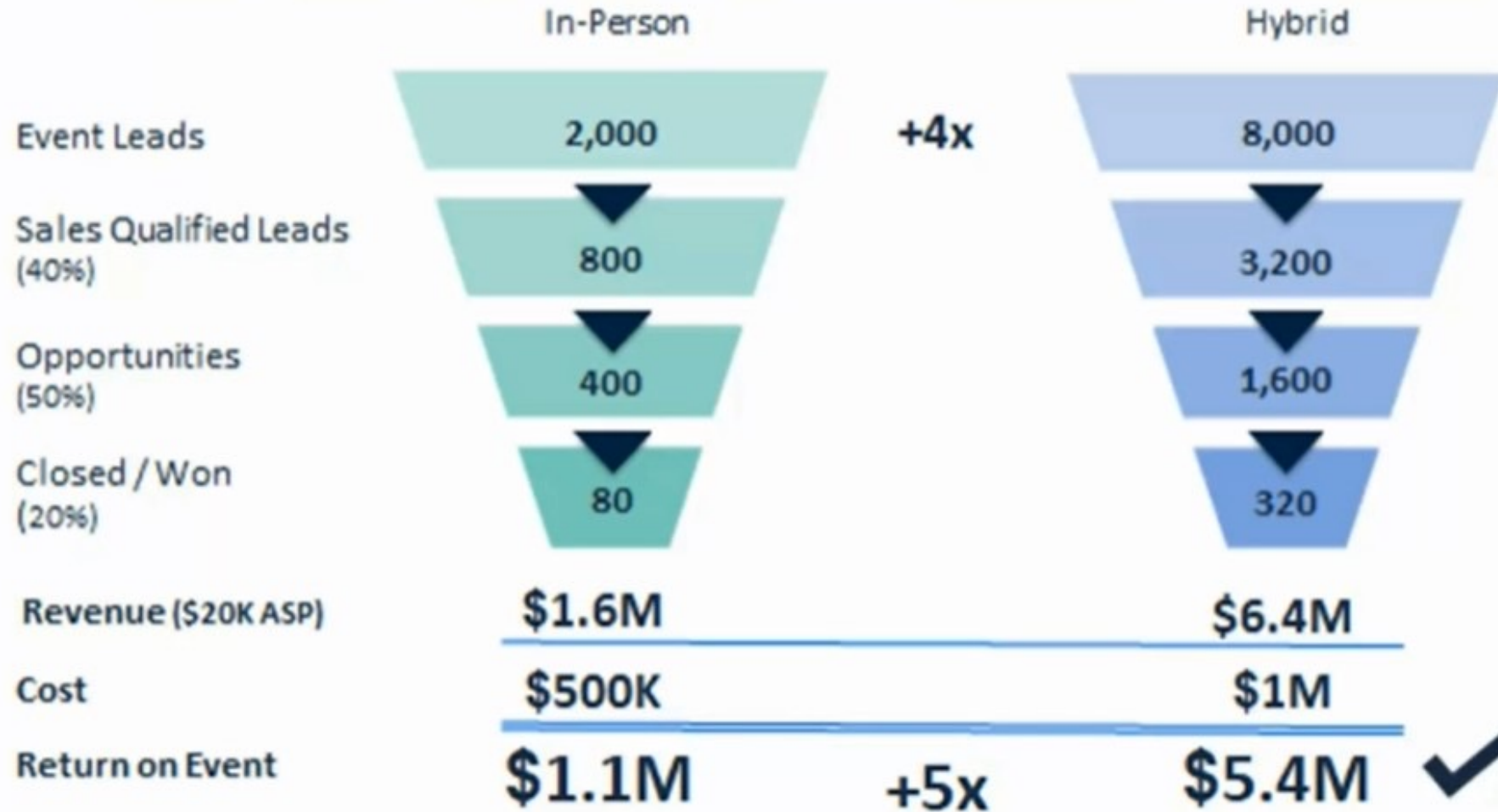
WHY HYBRID? CONT.

- Valuable data
- Greater flexibility
- Address the changing needs of your audience
 - Cater to and personalize experiences for conversion and retention

The bottom line is that whatever form the digital interaction takes, it will become a facet of the events people produce. The future simply is hybrid. There won't be a large proportion of important meetings and events which do not have a substantial digital extension. That word 'hybrid' will die; you are simply going to have 'events,' and a new way of working."

- Denzil Rankine, Exec. Chair AMR International

The Business Case for Hybrid: ROE Multiplier



TWO AUDIENCES

IN-PERSON CIRCUMSTANCES

- Networking
- Direct sponsor/partner interactions and demonstrations
- Education/Ideas/Strategies
- Deeper connections and experiences
- Safe environment on site
- Willing to re-instate travel & training budgets

VIRTUAL CIRCUMSTANCES

- Education/Ideas/Strategies
- Opportunities to network (or not) with colleagues
- Sponsor materials vs interactions
- Willing or accepting of diminished show “vibe”
- Feel safer at home or company not allowing travel
- Budgets not supporting travel

REVENUE

IN-PERSON REVENUE OPPORTUNITIES

- Ticket revenue (higher price)
- Sponsor revenue
 - Direct Interactions (speaker spots, demos)
 - On site special events
 - Lead Gen Collection at booths
- Merchandise (at event)

VIRTUAL REVENUE OPPORTUNITIES

- Ticket revenue (lower price)
- Sponsor revenue for additional opportunities:
 - Commercial videos during breaks
 - Materials for virtual only
 - Virtual-only networking meet ups
- Merchandise (online store)

MARKETING

IN-PERSON HOW TO MARKET

- Emphasize in-person connections
“Back to Business”
- Sell event benefits focused on networking sessions, parties, sponsors / expo floors
- Showcase safety on site, have a safety page/plan on your event website
- Consider limiting tickets to less than normal, especially if building in virtual audience
- Make travel as easy as possible to take one more worry out of the mix
 - Hotel safety rating
 - Hotel discounts
 - Site selected with proximity to airport/trains

VIRTUAL HOW TO MARKET

- Emphasize educational sessions, strategy and tactical takeaways to use right away at their company “same day”
- Create dedicated networking meetups via Zoom or other tools for networking with in-person attendees, extended speaker Q&A and/or just for virtual attendees
- Emphasize convenience, budget savings, avoiding travel hassles, safety at home

SKEPTICAL SPONSORS?

- **Pre-Event:**
 - Be transparent with your model – why you did it, what you expect, audience feedback if you've taken polls, etc.
 - Provide bi-weekly updates on programming and sign ups
 - Be prepared to assist with vision and creativity to aid prep for the typical booth and the virtual opportunities
 - Partner with vendors that provide high-tech booth and/or digital lead gen experiences so they can assist your sponsors (and you get a cut of any contracts)
 - Create sponsor checklists, copy and images for social and email use, and training on using the virtual platform
- **Emphasize safety, convenience, custom choices, unique takeaways**
- **Smaller numbers registered or in-person?**
 - Explain that those folks are the motivated buyers ready to do business. (It's true!)

SAMPLE PRICING: PETFOOD FORUM (TRADE SHOW)

<https://www.petfoodforumevents.com/register/>

2 Day Event + Workshop, 300+ Exhibitors, 800+ attendees

Select your package *

- BEST VALUE! Petfood Forum Full Conference & Petfood Essentials Combo pass - \$1745 (rates increase to \$1,895.00 on site) [\[More Info\]](#)
- Petfood Forum Full Conference pass - \$1,295.00 [\[More Info\]](#)
- Petfood Forum Conference Day Pass - \$895.00 [\[More Info\]](#)
- Petfood Forum Exhibit Hall-Only Pass [\[More Info\]](#)
- Petfood Forum On Demand-Only - \$195.00 [\[More Info\]](#)
- Petfood Essentials Pre-Conference Seminar-Only - \$995.00 [\[More Info\]](#)

SAMPLE PRICING: SOCIAL MEDIA MARKETING WORLD (CONFERENCE)

<https://www.socialmediaexaminer.com/smmworld/register/>

2 Day Event + Workshops, 34 Sponsors, 5K+ attendees

Ticket Options:	All-Access (Most Popular)	Marketer	Streaming	On-Demand
Access Keynotes On-Location	YES	YES	No	No
Access ALL Sessions On-Location	YES	YES	No	No
Access Workshops On-Location (extra day)	YES	No	No	No
Remote Live Stream of All Sessions	YES	No	YES	No
Recordings of All Sessions and Workshops	YES	No	No	YES
Retail Price	\$1,697	\$1,197	\$697	\$697
SALE Ends Wednesday!	Register \$827	Register \$627	Not Available	Not Available



A WORD ABOUT PLATFORMS

- How flexible is it?
(customizable – can it be used for multiple events)
- How interactive is it?
(engagement)
- How does it scale?
(change or contract lock)
- How do you manage it?
(team bandwidth / technical expertise)
- What's the audience experience like?
(tech savvy or simple?)

A WORD ABOUT PLATFORMS

- Choose a platform that enables lead generation for sponsors
 - Attendee behavior tracking
 - Attendee engagement: virtual booths, sponsored breakouts, Q&A, chat, gamification
 - Content distribution through in-platform downloads or linking in exchange for a form fill out
- Think about your audience's tech capabilities and interest vs the platform's UX
- Consider team bandwidth to learn and maximize ROI on the platform

3. EVENT RAPID FIRE

ALL KINDS OF IDEAS
INCLUDING YOURS!



RAPID FIRE: VENUES

- Small to mid-size events should focus on city hotels and hotels attached to convention centers (fewer large conventions happening)
- Larger hotels also offer breathing space for small to mid-size events
- Can be worth it to check unusual spaces for smaller events (museums, libraries, event centers) since their business has likely been down or is going down again
- Just say no to buffet meals for now – all plated or box lunch
- Reduce typical 8 or 10 tops to tables of 5 or 7

RAPID FIRE: SPONSORS/EXHIBITORS

- Shift from charging a set amount for a trade show booth and signage opportunities and instead offer a package of digital opportunities throughout the year, in addition to exposure during a face-to-face gathering
- Always set up gamification for attendee/sponsor interactions for in-person or hybrid. Don't rely on sponsor creativity.

RAPID FIRE: ATTENDEES

- Personal service for revenue: have an on-demand or streaming option ready to offer in-person cancels – only refund the difference and keep money in your pocket!
- In last 2-3 weeks from in-person event, shift marketing to benefits of on-demand and/or streaming being offered to get final tickets in the door
- Go “anti-PowerPoint” with presenters. Find strong presenters that lead conversations or use other visuals to illustrate points. Audiences now expect TV-like experiences with lots of interactivity whether in-person or online.

RAPID FIRE: ATTENDEES

- Create pre-event and post-event networking groups via Zoom or other tools to facilitate early meetings and post-event discussions. Can include in ticket price or use as revenue generator or membership program starter.
- Consider shorter online-only sessions for virtual attendees during in-person parties or mixers – good place for networking online too

RAPID FIRE: MARKETING

- Record all sessions and keynotes – use for content, to package and sell to non-attendees, for marketing out-takes and clips, etc.

An aerial, grayscale view of a city with numerous skyscrapers and buildings. Overlaid on the left side is a large green rectangle with a white border that forms a partial frame around the text. The text is centered within this white area.

**MORE
QUESTIONS?**

THANK YOU

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