



The Future of Event Marketing

An outlook on the tech and
social tools to use for the future

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Executive summary

by Julius Solaris

The future is now.

The purpose of this report is to tell you what matters now and will matter in the next twelve months. By future, in fact, we don't mean 2050, we look at next year. By then, we will probably all be retired, enjoying a cocktail on a desert beach.

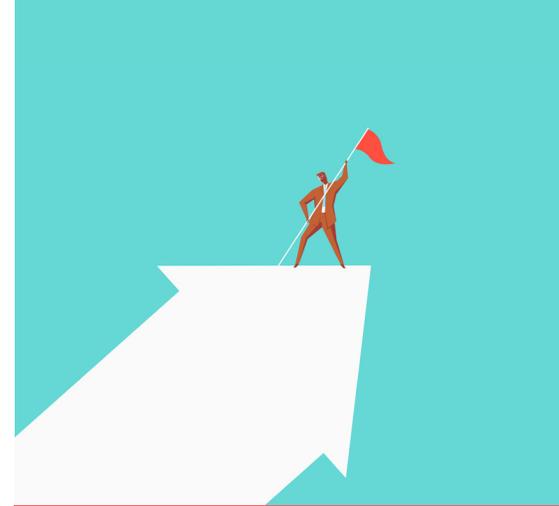
We feel it is useful to let you know about the big shifts happening online and offline, so you can market your corporate events, brand activations, client conventions, trade shows and team building activities better and more efficiently.

We are all familiar with adoption rates of social networks and online communities. When a tool becomes popular, it profoundly affects the way we will consume experiences and products. There is no time to think whether our audience will care. Social networks will adjust to include the hype; it will become part of the way we do business from now on.

Internet giants are fighting. In a single week, what used to be a Snapchat specific feature such as geofilters, gets adopted by Twitter and Instagram, redefining tactics at events.

How does that affect corporate and business-oriented environments? We may be tempted to think that this does not apply to our reality. Open rates, click through rate, and direct conversions are going down. To succeed, the event marketer of the future needs to stay on top of the event marketing game.

Whether we like it or not, the change will come. Probably in the form of questions such as 'How do we engage bored CEOs, sales teams, etc.?'. Only then we will feel like risking it. The problem being that our competition will be a few years ahead of us already.



Who is this for?

This report is for corporate event professionals working in the most exciting industry in the world. While we invite the whole event community to read it, we had you in mind when writing.

Why should you read on?

There is no such thing as hype. Back in the days when social media was surfacing, businesses and events had the luxury to discard hype. They could decide whether a tool was going to have an impact for their event.

While matching audiences to tools will always be a universal rule of proper marketing and engagement strategies, we need to reassess the power of hype and fashion.

About the authors

Julius Solaris is the editor and founder of EventManagerBlog.com. Started in 2007 it is the number one resource for event professionals and has become the go-to online resource for Trends, Technology, Innovation and Education for the event industry. Thousands of event professionals from around the globe read EventMB daily.

Julius is the author of Engaging Events, the Event App Bible, the Good Event Registration Guide, Social Media for Events and Event Trends. He is an international speaker for the event industry.



Julius Solaris
Editor
EventMB

Becki Cross is MD of UK based event management company Events Northern Ltd, established in 2004. Organising conferences and corporate events is Becki's passion and she enjoys incorporating event technologies and social media into the mix.

Becki is the Deputy Editor and Contributor to EventMB, her dream job alongside event planning!



Becki Cross
MD, Events Northern Ltd
& Deputy Editor, EventMB

Nick Borelli, President and Strategist of Borelli Strategies, has been in the event industry since he was 14 years old. He specializes in digital marketing strategies through consulting, coaching, and brand communication management for events and event companies.

He has held multiple positions with the International Live Events Association (ILEA) and is the Chair of Public Relations and Marketing for the SEARCH Foundation.



Nick Borelli
President and Strategist
Borelli Strategies

Aventri editorial team

Project Coordinator: Kristen Carvalho
Designer: Tamsin Hatton

EventMB editorial team

Project Coordinator: Carmen Boscolo

About EventMB

Event Manager Blog is the first online resource for event professionals worldwide. It offers education, innovation and inspiration through daily articles and how-to's on how to plan awesome events.

Founded in 2007, EventMB has been widely referenced as the go to resource for innovative event professionals willing to learn more about trends in the event planning industry.

EventMB releases industry reports and intelligence about event technology, social media and engagement at events. Thousands of event professionals have downloaded the reports eventmanagerblog.com has produced.



About Aventri

Aventri is the first true live connection management platform. Continually transforming the way event managers execute their events while transforming the market, Aventri allows clients to create valuable in-person experiences, grow influential communities and expand brands. The comprehensive integrated solution starts with meeting request to venue sourcing, to every component of event management including registration, event marketing solutions, travel management, mobile apps to the all-important “experience” at the event with badges and onsite solutions. The platform connects event attendees and drives real-time attendee engagement while capturing meaningful data and analytics to help understand an event's success and provide real-time ROI.



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