

# Conference Crowdsourcing

Audience acquisition for today's  
multi-gen audiences.



# Go from Know Your Audience to GROW Your Audience

For the events business, the NextGen has become the now generation, causing a shift in audience values and expectations.

As a result, event planners are adjusting how they engage with audiences (who continue to get younger) while working with exhibitors and sponsors to captivate today's attendees.

**So, what's the best way to crowdsource for events?**

Our audience acquisition experts have compiled best practices that will help you update event planning strategies and connect with multi-gen audiences before, during, and after your show.

**Start here and watch your audiences grow up ...**

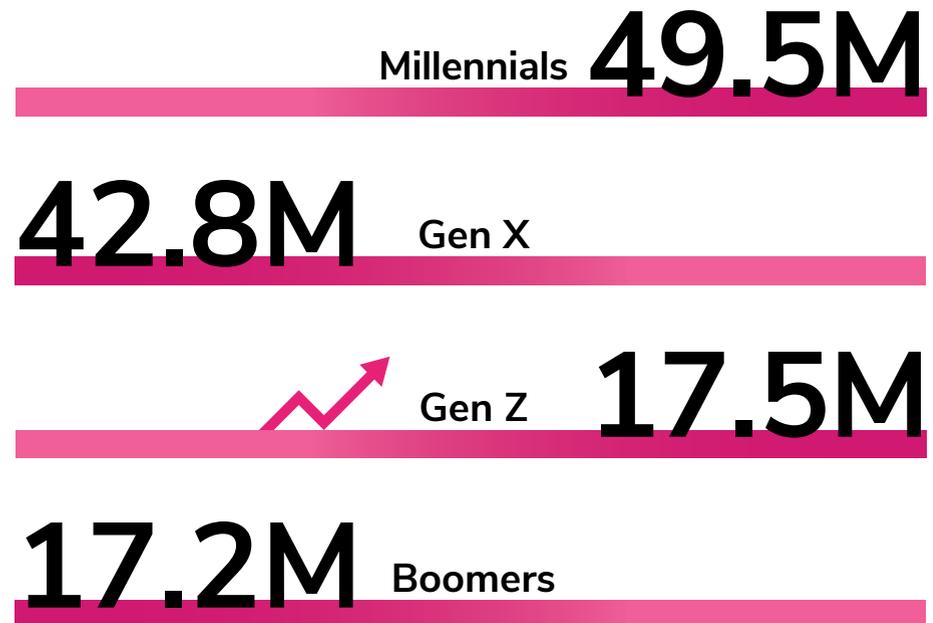


## Gen Z Is Trending

While millennials still make up the largest workforce population, Gen Z has overtaken baby boomers and is expected to become the No. 2 workforce generation by 2030.

This rapid shift means designing experiences that reach younger generations is essential to boost audience acquisition.

### Workforce by generation



### Discover what's important to attendees

Collecting audience insights will help you personalize experiences based on your audiences' values and priorities (see next page).



# Connecting Multi-Gen Audiences to Personalized Experiences



Align your event marketing and show strategies with audience and industry insights to create tailored experiences.

**Here's what event planners say is most important to their attendees:**

1. Discovering products/new solutions
2. Inspiration and excitement about my field of work
3. Building my network

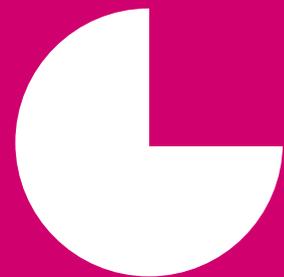
**Generation basics that can help you tailor the attendee journey:**

**Millennials and Gen Z appreciate:**

- Curated agendas in the event app
- Persona-based signage on-site that gives different options, which allows attendees to personalize their experience
- Hosting interest-driven meetups that are interactive and involve participation

**Gen X and Boomers appreciate:**

- Mentorship opportunities to build on their legacies
- Thought leadership that incorporates cultural references



**75% of consumers expect personalized experiences:**

Personalization isn't a nice-to-have—for today's audiences, it's a must-have. And the effort is worth it, with 68% of companies saying personalization efforts exceeded targets.

**Here's more on how to make events even more personal.**

# Audience Insights

Get to know the values and priorities of your multi-gen audiences.

1. **Event surveys** — collecting information based on expectations and experiences
2. **Behavior mapping** — measuring attendee sentiment using Zenus AI
3. **Marketing personas** — creating characters based on your audiences' characteristics and behaviors
4. **Brand engagement** — motivating audiences to interact with your brand before, during, and after the show (see next page for more)



## AI Tools That Support Capturing Audience Insights

App	How it helps	Freeman used?
Microsoft Copilot	Supports finding customer insight patterns, data-driven decision-making, targeting marketing efforts	✓
Salesforce Einstein	CRM integrated, supports for customer insights, prospecting, and targeting	✓
Zenus AI	Supports customer insights through behavior mapping analytics	✓

[Learn more about using AI](#) to grow your audiences and make planning more efficient.

**Pro Tip:** Knowing what makes your audiences tick will help you define and reach potential attendees who exist outside of your internal contact database.

# Engage Audiences Before, During, and After Shows

## Before

### Connect through multiple channels

Omnichannel marketing is the most effective way to increase engagement. B2B decision-makers access double the number of channels today to interact with suppliers, up to 10 from 5.

A few examples include:

- Email
- Supplier website
- Web chat

**Pro Tip:** Regularly scrub (aka clean up) contact databases for more accurate marketing insights, improved personalization, and better delivery rates.

## During

### Align the show floor experience with audience expectations

Providing personalized content during your show will make it easier to attract audiences for your next event.

**Pro Tip:** Try incorporating convenience tech, such as an app, and digital signage that can be targeted for audiences and updated as needed.

## After

### Keep in touch (but for real!)

Develop an interactive destination, such as a forum, app, newsletter, or website, that serves as a hub of valuable content and insights, as well as an opportunity for constant connection.





## Create an Attendee Journey That Connects

Use this guide for creating a journey that keeps attendees engaged and coming back to your show.

### Build awareness (problem-solving)

What are your attendees looking to get from your show? How is your event helping solve challenges or make life easier?

### Gather information (value prop)

What's happening in the industry, what are attendees experiencing, and who are the expert speakers addressing relevant topics?

### Register attendees (conversion)

Even after they register, it's important to consistently engage your audiences, reinforcing the importance and value of attending your show.

### Engage visitors (attendance)

It's showtime! Combine your event strategy, value proposition, and attendee personas for a clear show direction that provides personalized experiences.

### Share expertise (reactivation)

Consistent and targeted content is essential to show that attending your show is valuable year after year and in person.

Connecting in person continues to become more and more important for brands — [find out why](#).



## Align Efforts with Your Overall Event Marketing Strategy

While these audience acquisition tips will get you started (and help you get attendees to the show), they work best when part of an overall strategy that's woven into all elements of your show—synergizing the AV, expo, design, and marketing teams.

### Get your strategy on with these three steps:

1. Determine and communicate the show's mission
2. Define your event objectives and set measurable goals
3. Identify and understand the experiences your audiences value most

Ready to nurture and grow your audiences?

**Our strategists can help →**