

TAKE YOUR ATTENDEE EXPERIENCE TO THE NEXT LEVEL

Create an event strategy that emphasizes a smooth attendee experience and high-value engagement activities

Event Planners' top priorities for the next 12 months involve areas that impact the attendee experience.

58%

Increasing attendee satisfaction

57%

Providing a memorable attendee experience

53%

Built trust with attendees and community

52%

Increasing attendee engagement

Nearly 9 in 10 of Event Planners say their organization has an attendee engagement strategy, however there is a significant opportunity to improve their event planning techniques

87%

Have an attendee engagement strategy

Only **31%** say their organization has a holistic end-to-end event attendee experience strategy and approach

Enhance engagement and the event experience through the use of technology

Event planners that say their organization has an attendee engagement strategy in place report higher usage of many event technologies.

48%

Incorporating new or better technology into events is a top priority

Choosing the right event technology is among the five biggest challenges to achieving event goals.

Here are some ideas on how to incorporate technology throughout your event to take the attendee experience to the next level.



Easy registration

Use [event registration technology](#) to give registrants a great first impression and a convenient experience from the get-go.



Smooth check-in

Give attendees a quick and easy check-in experience when they arrive at your event using [real-time badge printing technology](#) that also saves your staff time and resources.



Active engagement

Give attendees a stellar experience before, during, and after the event by using a [mobile event app](#) that provides a convenient way to stay informed and interactive ways to stay engaged.



Attendee value

Boost attendee satisfaction with [attendee tracking technology](#) to better facilitate activities such as awarding education credits and scanning badges for special events, eliminating physical tickets. Use [data analytics](#) to identify and invest in the most engaging activities for maximum attendee value.



Post-event surveys

It's essential to gather feedback from your attendees about their event experience to plan for improvements at future events. Inquire about their favorite and least favorite activities and gather ideas and examples for future events.

Learn more on how you can ignite your event success with the 2024 Community Brands Event Trends Study



[Download The Study](#)

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