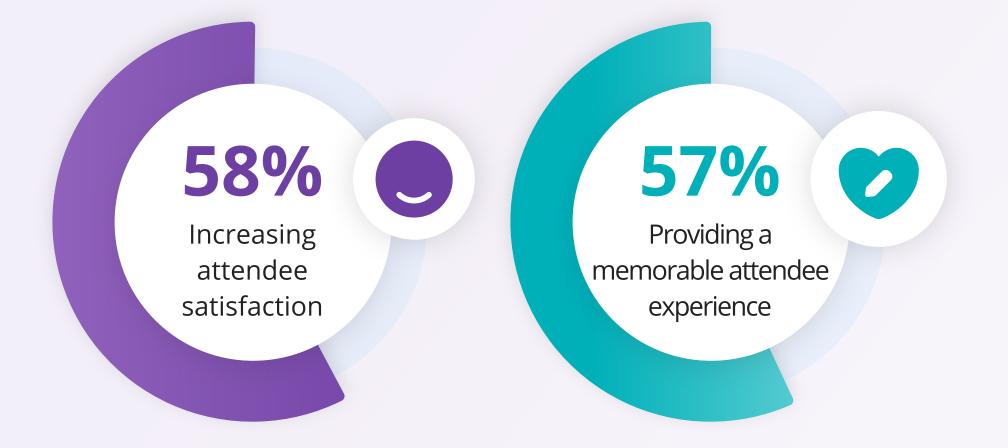


2024 Event Trends Study

TAKE YOUR Attende 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.



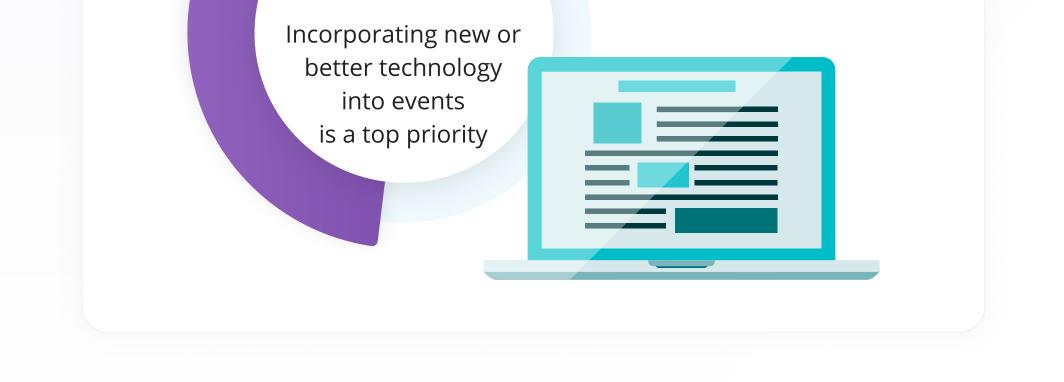
53% built trust with attendees and commuity by the second secon

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



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%

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 <u>event registration</u> <u>technology</u> 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 <u>real-</u> <u>time badge printing technology</u> that also saves your staff time and resources.

S Active engagement

Give attendees a stellar experience before, during, and after the event by using a <u>mobile event app</u> that provides a convenient way to stay informed and interactive ways to stay engaged.

Attendee value

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



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



Community Brands amplifies the impact of over 50,000 purpose-driven organizations in over 30 countries. Associations, nonprofits, and K-12 schools rely on our software and services to solve their most critical challenges: engage the people they serve, simplify operations, and grow revenue. Built with reliability at the core and strategically focused on events, education, careers, fundraising, financials, and operations, our family of brands is bound by a common purpose to serve the organizations that make our communities a better place to live. Learn more at communitybrands.com and follow us on LinkedIn and Facebook.



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