

The background of the entire page is a semi-transparent image showing the silhouettes of a man and a woman in business attire shaking hands. They are positioned in front of a large window that looks out onto a city skyline. The lighting is soft, suggesting an indoor setting with natural light from the window. The overall color palette is a mix of reds, oranges, and purples, creating a professional and energetic atmosphere.

Connect Better in 2019

**Aventri Annual Report: Best Practices from
Leading Meeting and Event Professionals**

Introduction

Aventri has the privilege to work with hundreds of thousands of meeting and event planners every year. By interviewing thought leaders across the globe and listening to our customers onsite at events, we were able to create a report that synthesizes all that we have learned to determine key trends. The output is best practices curated across technology, financial services, banking, higher ed and other industries that can be leveraged in your organization.

As leading event and meeting planners have completed their event strategy planning for 2019, there are four consistent themes that are helping them to connect better with their attendees, customers and stakeholders:

- Make event related tasks easier through the automation of the event management process
- Improve events through the optimized on and offline event experience
- Optimize spend on meetings and events through expense planning and cost savings
- Align meetings and events to a marketing, sales or corporate strategy

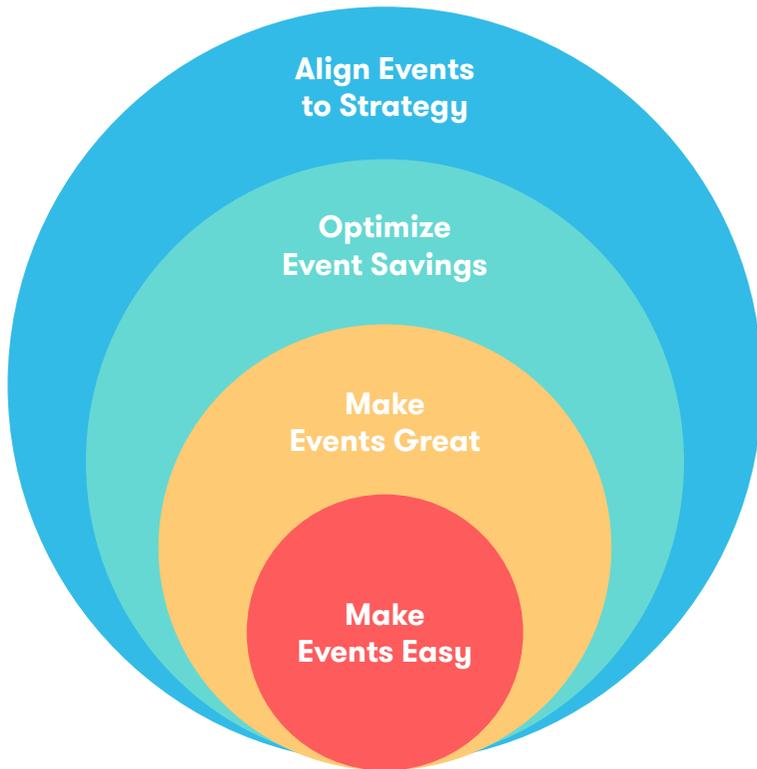
Based on these best practices, Aventri has developed the Connect Better Framework. It outlines the four levels of connections required to be a best in class meetings and events team.

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Connect Better Framework

Meeting and Event Hierarchy of Needs



Levels of Connection

- 4 Connect Meetings and Events to Corporate Objectives
- 3 Connect Meetings and Event Spend to Outcomes
- 2 Connect with Attendees
- 1 Connect Meetings and Event Tools, Processes and People

Across these themes runs a consistent thread: capturing and analyzing event data to improve events and outcomes. As we break down each of these four themes, follow the data and the KPIs to understand why they matter and how understanding that data helped improve decision making.

The best practices that you will read throughout this guide have been captured after speaking with various meeting and event planners to understand how they view their events through the eyes of a customer. By the end of the report, you should have an understanding of what a majority of event professionals are doing today, be able to identify gaps in your own plan, and have the framework for developing a roadmap to address those opportunities. With these tools in hand, you will be able to make running events easier, more successful, more efficient and focused on moving your business forward.