



Your Event Strategy: 4 Ways to Connect Better

**With 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.

After speaking with leading event and meeting planners on how they develop their event strategy, there were four consistent themes that arose to help them 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

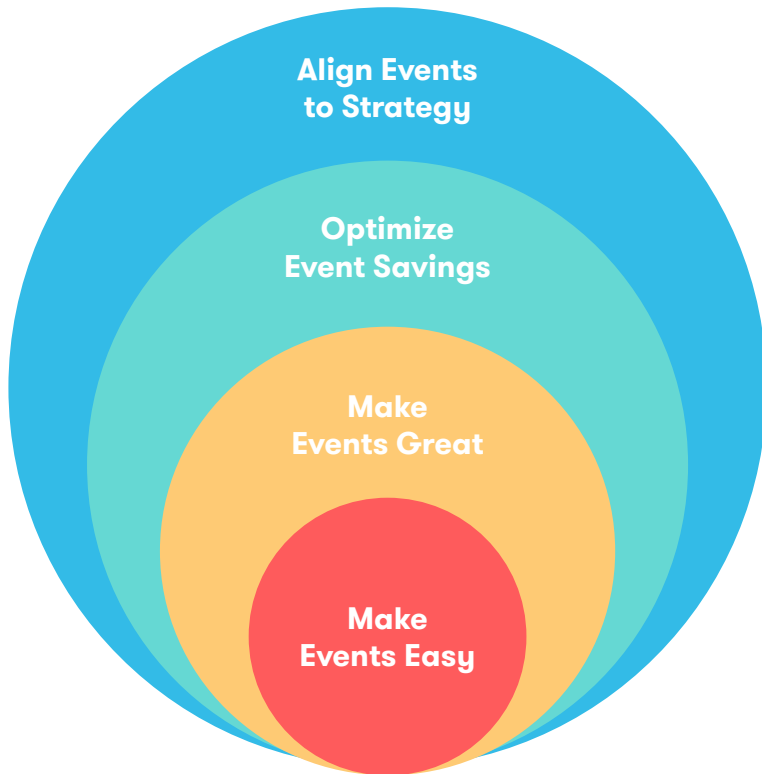
Based on these best practices, Aventri has developed the Connect Better Framework. It outlines the four levels of connections required to be a best in class meetings and events team.

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Connect Better Framework

Meeting and Event Hierarchy of Needs



Levels of Connection

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

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.

About Aventri

Aventri is a global leader in data-driven end-to-end event and meeting management solutions. Their award-winning SaaS platform and best-in-class service offerings have enabled over 40,000 event professionals to plan, promote, deliver, measure and optimize over 90,000 events annually. Aventri's fully integrated platform's capabilities include venue sourcing, registration, marketing, logistics, onsite services, attendee engagement and data analytics. Headquartered in the United States, the company has offices in the United Kingdom, Europe, and Asia Pacific and have delivered customer events in over 120 countries. Aventri is a portfolio company of private equity firm HGGC.

Learn more at aventri.com.



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