



NWES 2024

# SOLD OUT FORMULA

**Elevate Your Event Marketing  
Strategy in 2024**

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CMP, CED, DES



# You are here because...

Revenue from registration  
is crucial



Your team is small or  
heavily volunteer-based



Dropping registrations or  
last-minute surges



The formula for a  
SOLD OUT event is

**LUCK**



The formula for a  
DECLINE event is

# REPEAT LAST YEAR



CURIOUS BEAR

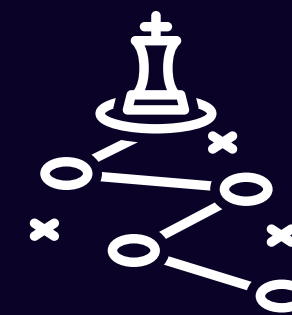
@ShawnCEvent

# Increase sold-out odds

01



Ask the obvious  
questions



02



Have you tried  
this tactic?



03



Your thoughts  
on...



CURIOUS BEAR

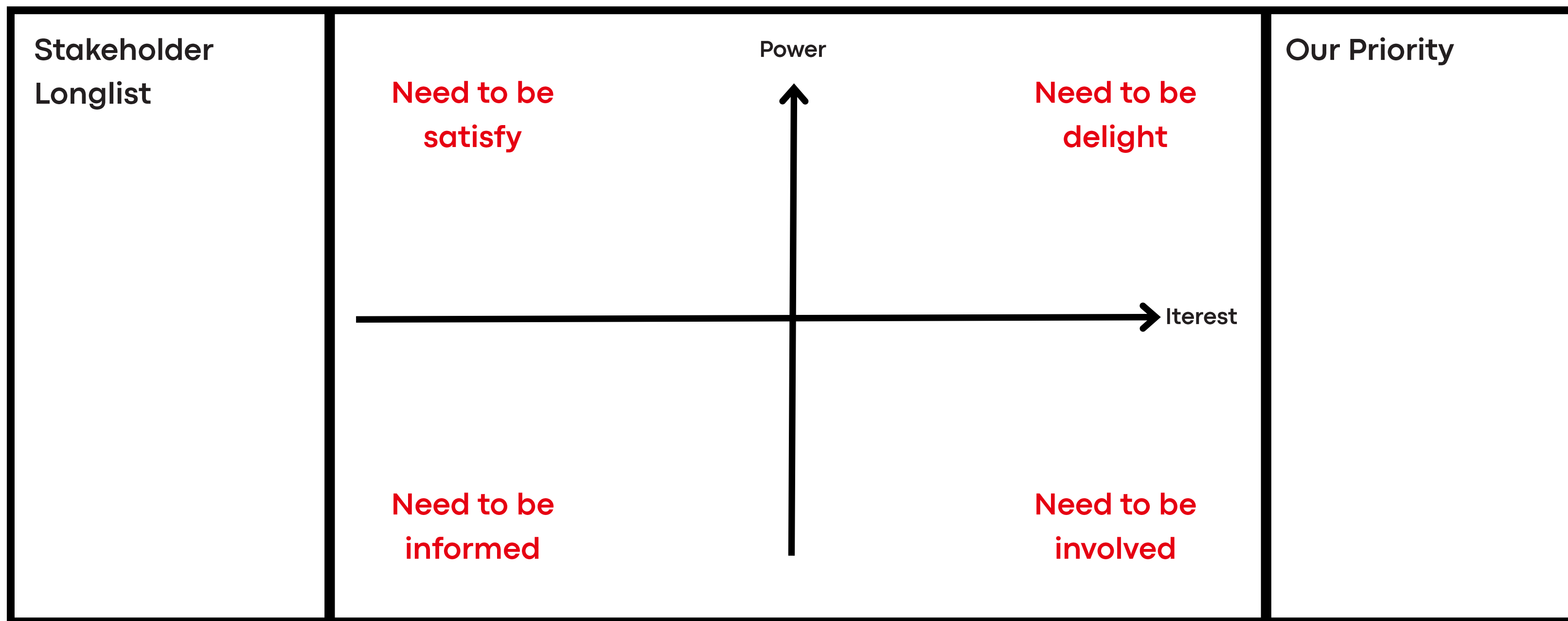
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# WHO CARES ABOUT OUR EVENT?

Photo source: 2023 PMWest Conference

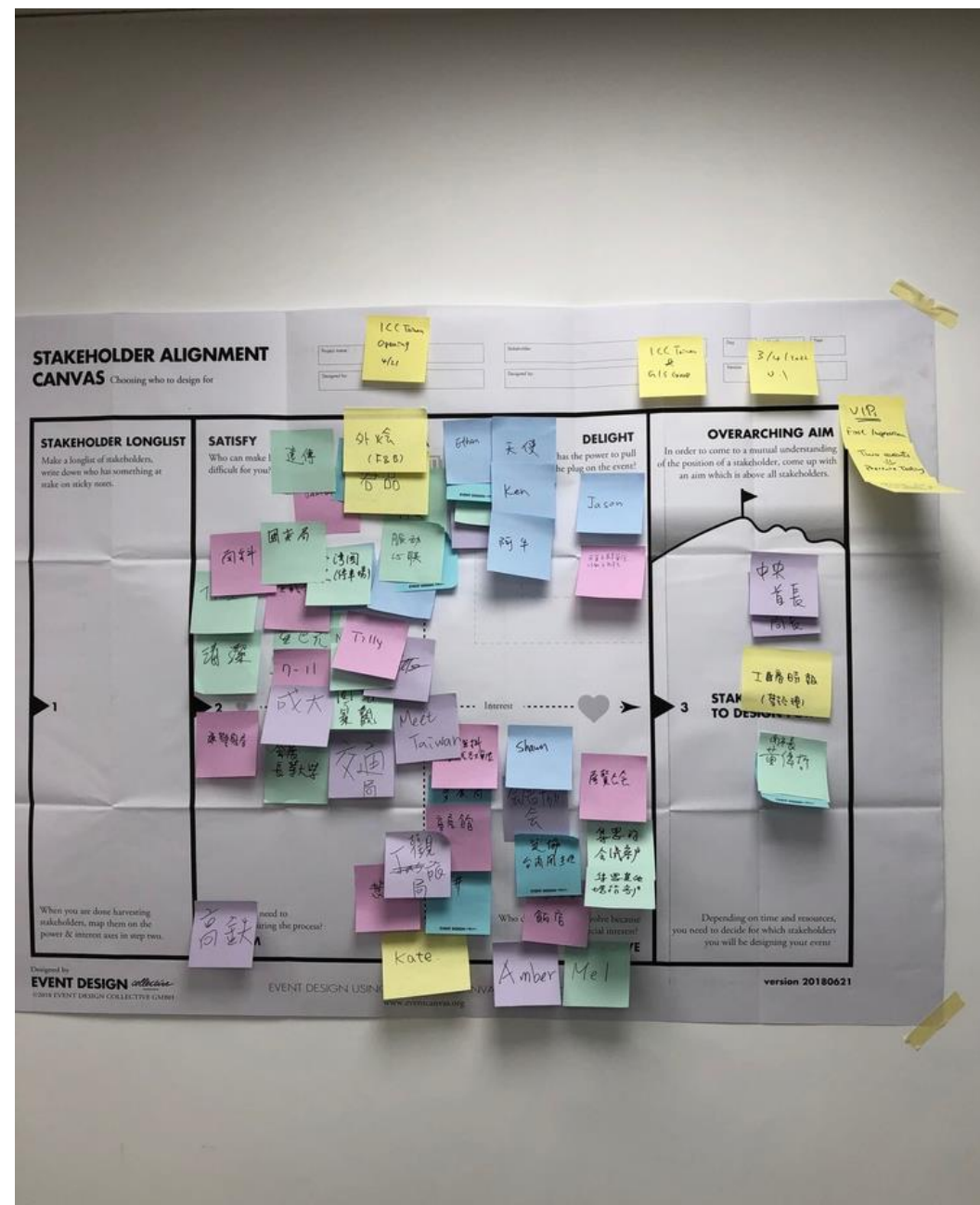
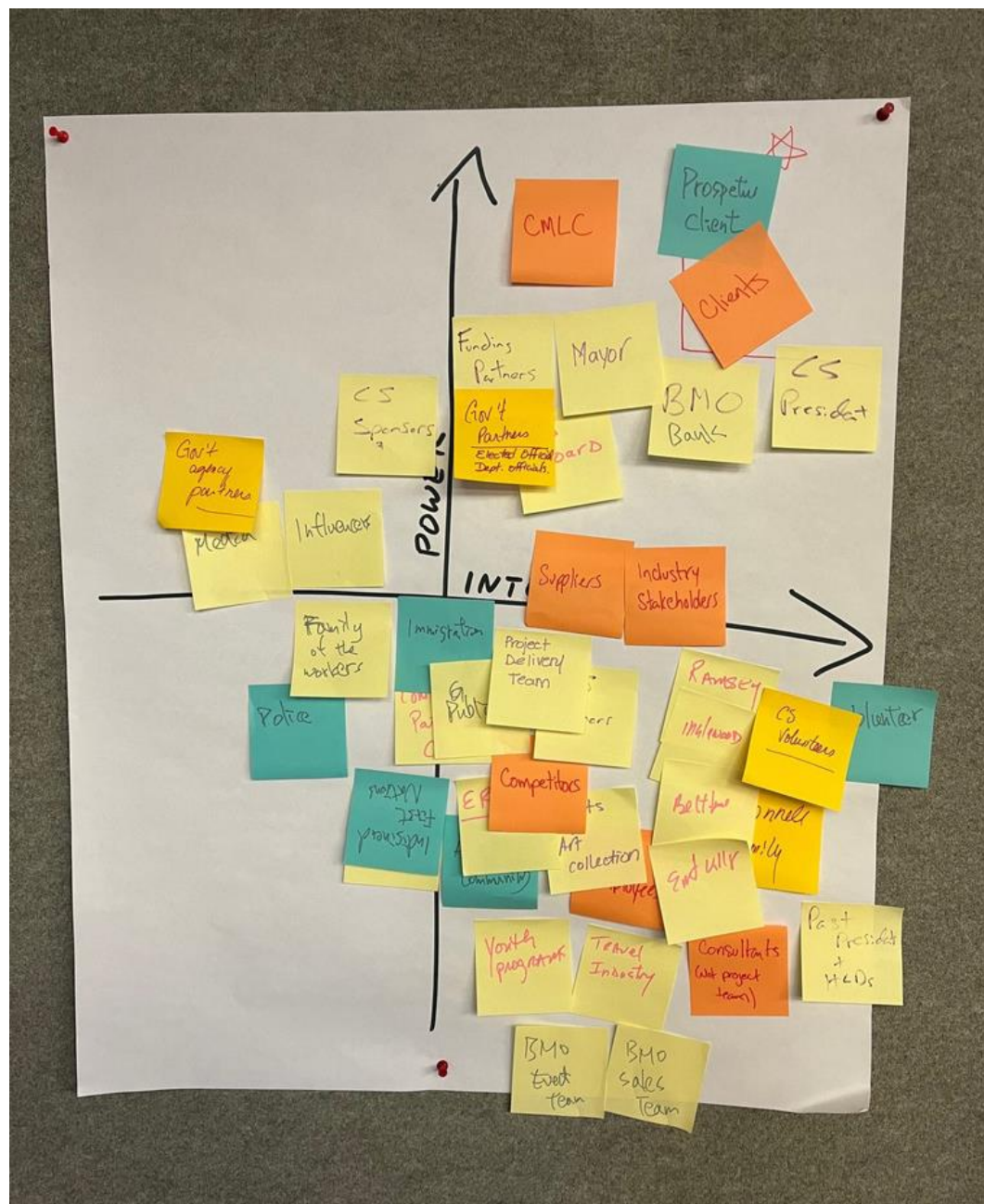
# Stakeholder Alignment

Who should we focus on?



# Stakeholder Alignment

Who has something at stake at this event?









# DO WE ACTUALLY KNOW WHO CAME TO OUR EVENT?

Photo source: 2023 Urban Encounters Tradeshow

# Attendee Personas

Fictional characters that represent your audience.



Experience Personas | Attendee




**Matthew**  
Arizona, USA

Mandated Learner
Learning

- Sent by his company to any event where learning takes place, with the goal to gain new knowledge
- Enjoys the social aspect in getting to know colleagues and peers in-person, but this is not the goal



26%  
of in-person attendees



25%  
of online attendees

**Disengaged**  
No social aspect in virtual - no eating and going out

**Frustrated**  
To sit through. Learning online isn't as effective

**Motivation to Attend**

- Set by the company to learn about his field and business
- Use the time to also socialize with peers and colleagues

**Effect by Online Events**

- Lost the ability to bond with colleagues during these events
- Harder to learn online, training sessions are not as productive

**Networking Style**

- Creates stronger connections with the people he works with
- Looking for team-building experiences

**Learning Style**

- Learning is the main reason he attends events
- Some are mandated events he has to attend for training or information transfer

**Online Networking**

**Interest**  10%

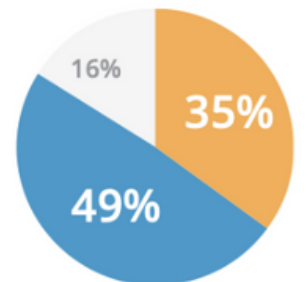
**Effectiveness**  50%

**Online Learning**

**Interest**  100%

**Effectiveness**  80%

**Top Online Events**



- Conferences
- Internal Company Events

**Fun Factors**

**#1**  
Learning new things

**#2**  
Networking with colleagues

**Fun Rating**

**3.3/5**  
In-person

**2.5/5**  
Online

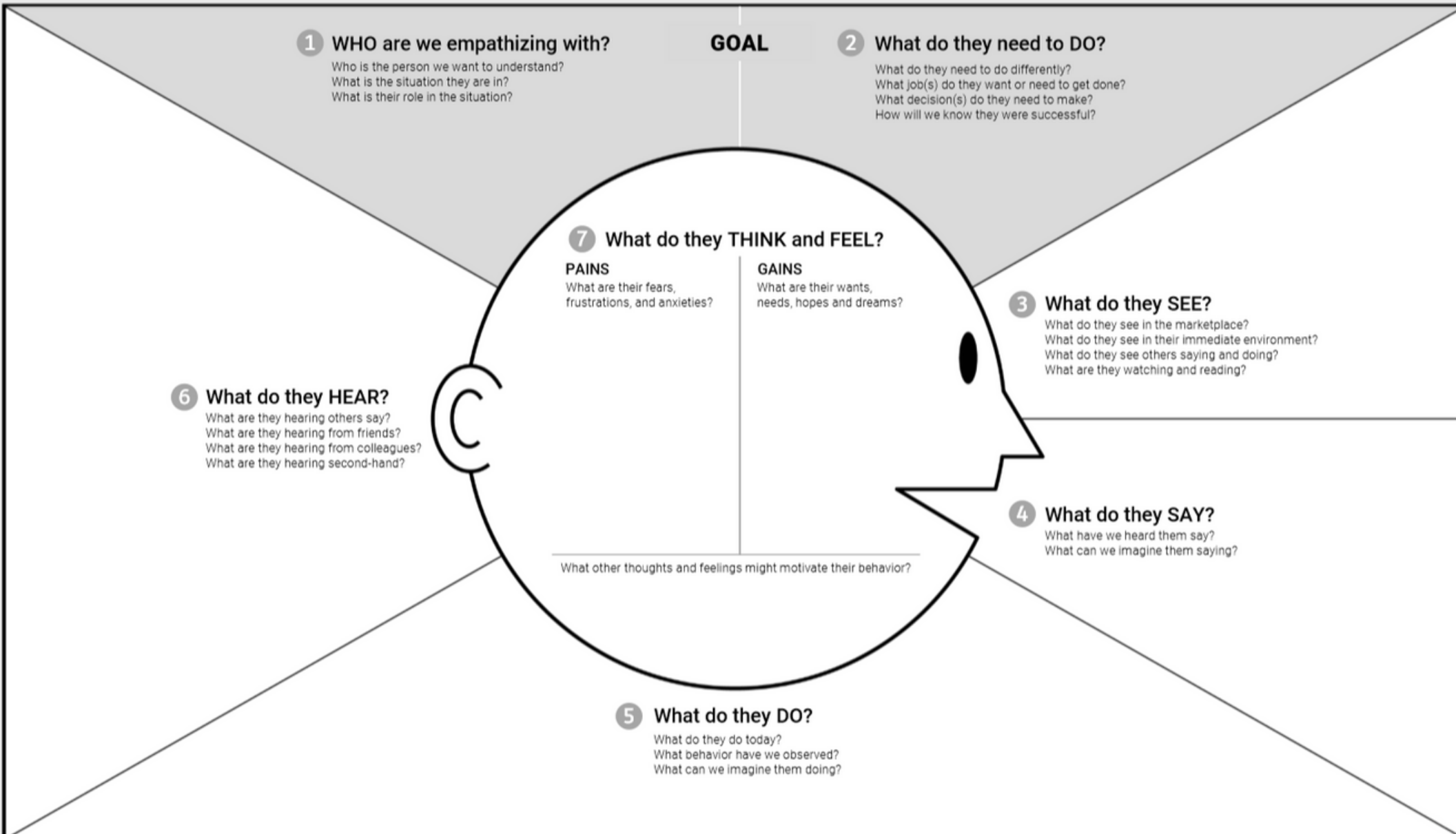
**“Team dinners, getting to know my team members - this is the best part of this event.”**

**“They log in and mute themselves. There’s no interaction between people.”**

# Empathy Map

Put yourself in the shoes of your audience.

**Empathy Map Canvas**      *Designed for:*       *Designed by:*       *Date:*       *Version:*



**1 WHO are we empathizing with?**  
Who is the person we want to understand?  
What is the situation they are in?  
What is their role in the situation?

**2 What do they need to DO?**  
What do they need to do differently?  
What job(s) do they want or need to get done?  
What decision(s) do they need to make?  
How will we know they were successful?

**3 What do they SEE?**  
What do they see in the marketplace?  
What do they see in their immediate environment?  
What do they see others saying and doing?  
What are they watching and reading?

**4 What do they SAY?**  
What have we heard them say?  
What can we imagine them saying?

**5 What do they DO?**  
What do they do today?  
What behavior have we observed?  
What can we imagine them doing?

**6 What do they HEAR?**  
What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?

**7 What do they THINK and FEEL?**  
**PAINS**  
What are their fears, frustrations, and anxieties?  
**GAINS**  
What are their wants, needs, hopes and dreams?  
What other thoughts and feelings might motivate their behavior?

**GOAL**

Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/>      © 2017 Dave Gray, xplane.com

# Have you tried these tactics?

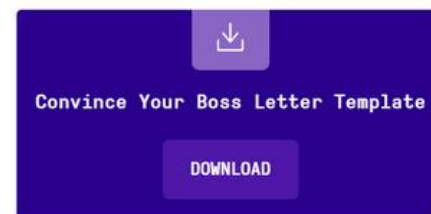
01

## Convince Your Boss

- Help them make the case

### Make the case to attend PMWest 2023!

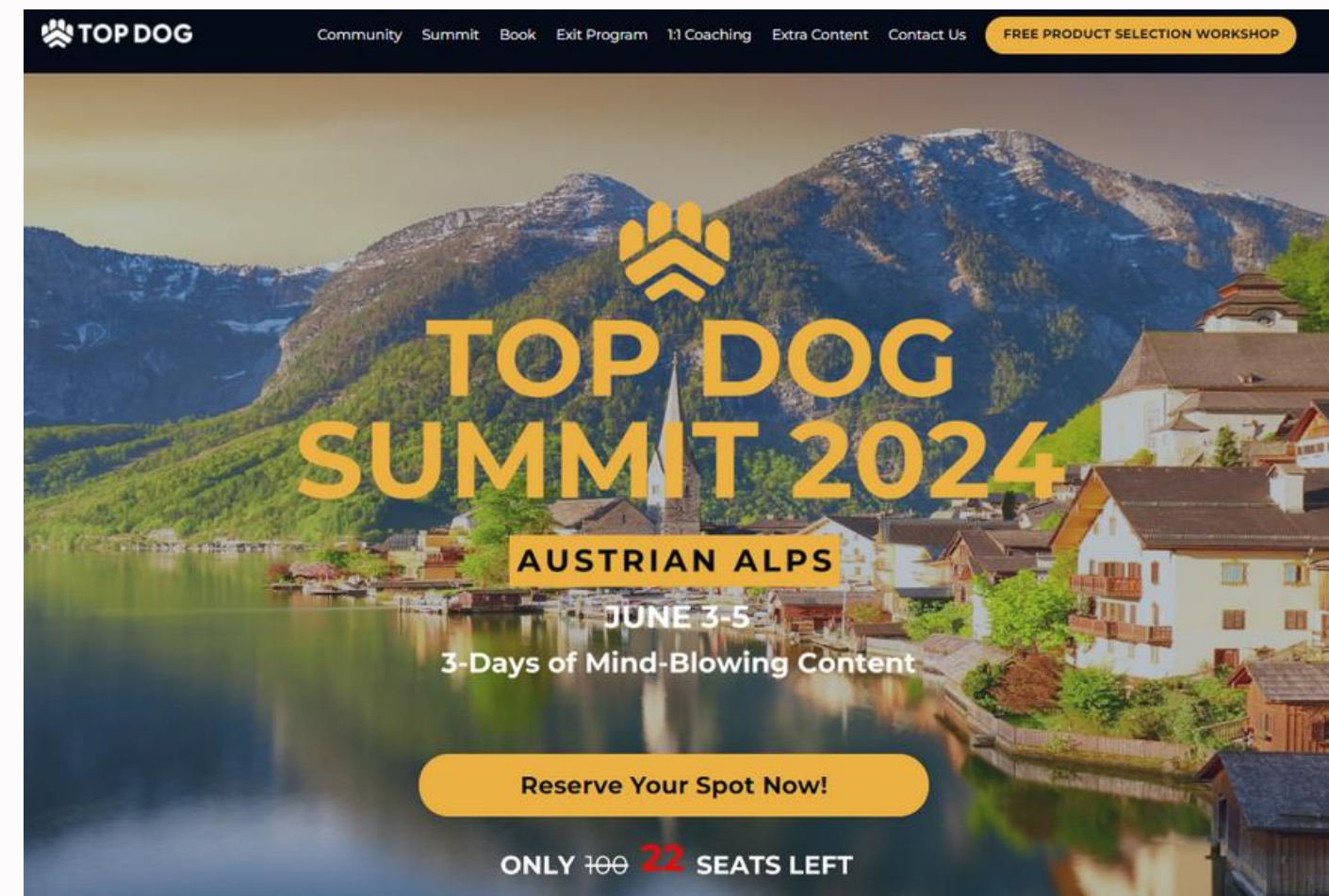
Need help presenting the benefits of PMWest Conference 2023 to your boss? Just think about how your organization could benefit from your learning. We've drafted an [email template](#) to help you get approval.



02

## Remaining Tickets Progress Bar

- Create urgency



# Email campaign





# WHAT WILL INFLUENCE PEOPLE TO REGISTER FOR OUR EVENT?

Photo source: 2023 PMWest Conference

# Event Canvas

Design the event with the intention of stakeholders' behaviour changes

Learn the methodology:



## EVENT CANVAS™

A stepped approach to the event narrative

Project name:  Stakeholder:  Day:  Month:  Year:   
 Designed for:  Designed by:  Version:

<b>PAINS</b> What are his/ her fears, frustrations, obstacles? What makes him/ her feel bad?	<b>COMMITMENT</b> What sacrifice is he/she expected to make to attend this event (time, compromise, opportunity cost)? What does he/she choose not to do, not to be at or not to go to because of this event?	<b>RETURN</b> What does he/she walk away with after the event? What would he/she expect in return for going to this event?	<b>GAINS</b> What does he/she want, need, dream about? What benefits is he/she seeking?
<b>ENTERING BEHAVIOUR</b> Before this event: How would you describe his/her current behaviour? What are his/her present skills, knowledge level, attitude, connections?	<b>EXPERIENCE JOURNEY</b> What chronological touch points does he/she experience before, during and after the event? How does this experience shape the intended behaviour change? Where can you over deliver against expectation? What are the make or break moments?		<b>EXITING BEHAVIOUR</b> As a result of this event: What new skills, knowledge level, attitude and connections has he/she acquired?
<b>JOBS TO BE DONE</b> What is this stakeholder trying to get done? A task they are trying to perform, problems they are trying to solve or the needs they are trying to satisfy? What is on their to-do list?	<b>PROMISE</b> How does this event create value for this stakeholder? Why should this stakeholder contribute? How does the event get his/her jobs done? Does this promise alleviate pains and create gains?		
<b>EXPECTATION</b> Expectations are based on previous experiences, word-of-mouth, social media and marketing messages.	<b>COST</b> What are the fixed and variable costs of this event for this stakeholder?	<b>REVENUE</b> What are the financial revenue streams of the event for this stakeholder?	<b>SATISFACTION</b> What does he/she tell others? How would he/she qualify this experience?

## EVENT DELTA - DESIGN GOAL

What to design for per stakeholder

For every stakeholder please do the following:  
Have a look at the entering behaviour  
->Copy and Paste the sticky notes from the Event Canvas Have a look at the exiting behaviour  
->Copy and Paste the sticky notes from the Event Canvas Limit to a maximum of 3 behaviours per stakeholder

Project name:  Day:  Month:  Year:   
 Version:

<b>1</b> <b>ENTERING BEHAVIOUR</b> Copy and Paste the sticky notes from the Event Canvas (max 3)  E.g.: paramedic staff performs CPR at 60 beats per minute.	<b>3</b> <b>ARTICULATE THE CHANGE</b> This difference in behaviour is what your design needs to change.  Change = instruct to increase speed of CPR from 60 to 100	<b>2</b> <b>EXITING BEHAVIOUR</b> Copy and Paste the sticky notes from the Event Canvas (max 3)  E.g.: perform CPR at 100 beats per minute by thinking of "Staying Alive" tune by the BeeGees.
<b>How are we changing this stakeholders behaviour with this event?</b>		<b>...and how will you MEASURE?</b>
<p>one way to do it is to get a Cardiologist to instruct the Paramedic staff to increase speed of CPR from 60 to 100 by thinking about the song "Staying alive" by the Beegees.</p>		<p>By increase of succesrate with patients when applying the 100 Speed.</p>



# Event Canvas

## Event Canvas

Urban Encounters 2023 | IDA | Master | Shawn, Spark | June 8, 2023 | 1.0

<u>Pain</u> <ul style="list-style-type: none"> <li>They fear not able to create the best design.</li> <li>Waste time on disqualified buyers</li> </ul>	<u>Commitment</u> <ul style="list-style-type: none"> <li>Time (family, other events)</li> <li>Time (family, other events)</li> <li>Money (booth, sponsorship)</li> </ul>	<u>Return</u> <ul style="list-style-type: none"> <li>X numbers of ideas to apply back to projects they are working on</li> <li># of leads &amp; conversations</li> </ul>	<u>Gain</u> <ul style="list-style-type: none"> <li>Design that receive positive feedback</li> <li>Achieve sales targets</li> </ul>
<u>Entering Behaviour</u> <ul style="list-style-type: none"> <li>They want to learned and be inspired</li> <li>They want to feel belonging within the ID community</li> <li>They want to do biz &amp; meet buyers</li> </ul>	<i>Job To Be Done</i> / <i>Promise</i>		<u>Exiting Behaviour</u> <ul style="list-style-type: none"> <li>They are inspired</li> <li>Happy to see "work family"</li> <li>Successful sales event</li> </ul>
<u>Expectation</u> <ul style="list-style-type: none"> <li>Good vibes</li> <li>See friends</li> <li>Good vibes</li> <li>Busy show floor</li> </ul>	<u>Cost</u> <ul style="list-style-type: none"> <li>Entrance Fee (\$20-ish)</li> <li>Transportation (parking, trains, bus..)</li> <li>Additional drinks</li> <li>Booth cost</li> <li>Sponsorship \$\$</li> <li>Transportation</li> <li>Marketing/ promotion materials</li> </ul>	<u>Revenue</u> <ul style="list-style-type: none"> <li>No direct earning by attending the event</li> <li>Deal confirmed onsite</li> </ul>	<u>Satisfaction</u> <ul style="list-style-type: none"> <li>"Did you check out XYZ Their product is cool."</li> <li>Money worth spent</li> </ul>

## Behaviour Change

Entering Behaviour	Change	Exiting Behaviour
Attendees want to learned and be inspired	<b>Knowledge</b> Curated a list of exhibitors/contents/experience that attendees will be inspired.	Attendees have learned and inspired
Attendees want to feel belonging 	<b>Attitude</b> Design a welcoming environment that people feel belong.	Attendees feel belonging
Exhibitors want to sell 	<b>Attitude</b> Create a show floor that facilitate conversation between buyers and sellers. Make it easy and natural for the conversation to flow.	Exhibitors have successful sales activity



# Valuegraphics

Our values drive our decisions



## The Valuegraphics Belonging Index

### Select a region

Where are your event participants from?

Choose an option...

### Select an industry

What do your event participants do?

Choose an option...

Next

### Select a region

Where are your event participants from?

North America (except USA)

### Select an industry

What do your event participants do?

Architecture and engineering occupa

Next

For architecture and engineering occupations in , Belonging means:

- 1 I feel like I belong when I'm a member of a group that is important to me.
- 2 I feel like I belong when I can manage and maintain multiple relationships wherever I am.
- 3 I feel like I belong when I'm part of group that shares common ideas.

# Have you tried these tactics?

03

## Influencer/ Peer-to-peer/ Word-of-mouth

- Attendee/ Speaker/ Sponsor
- Make it easy



04

## Refund Guarantee

- Confident
- A better way to collect feedback?

05

## New ways to pay

- Payment plan
- Register now, pay later

06

## Group Registration & Bleisure

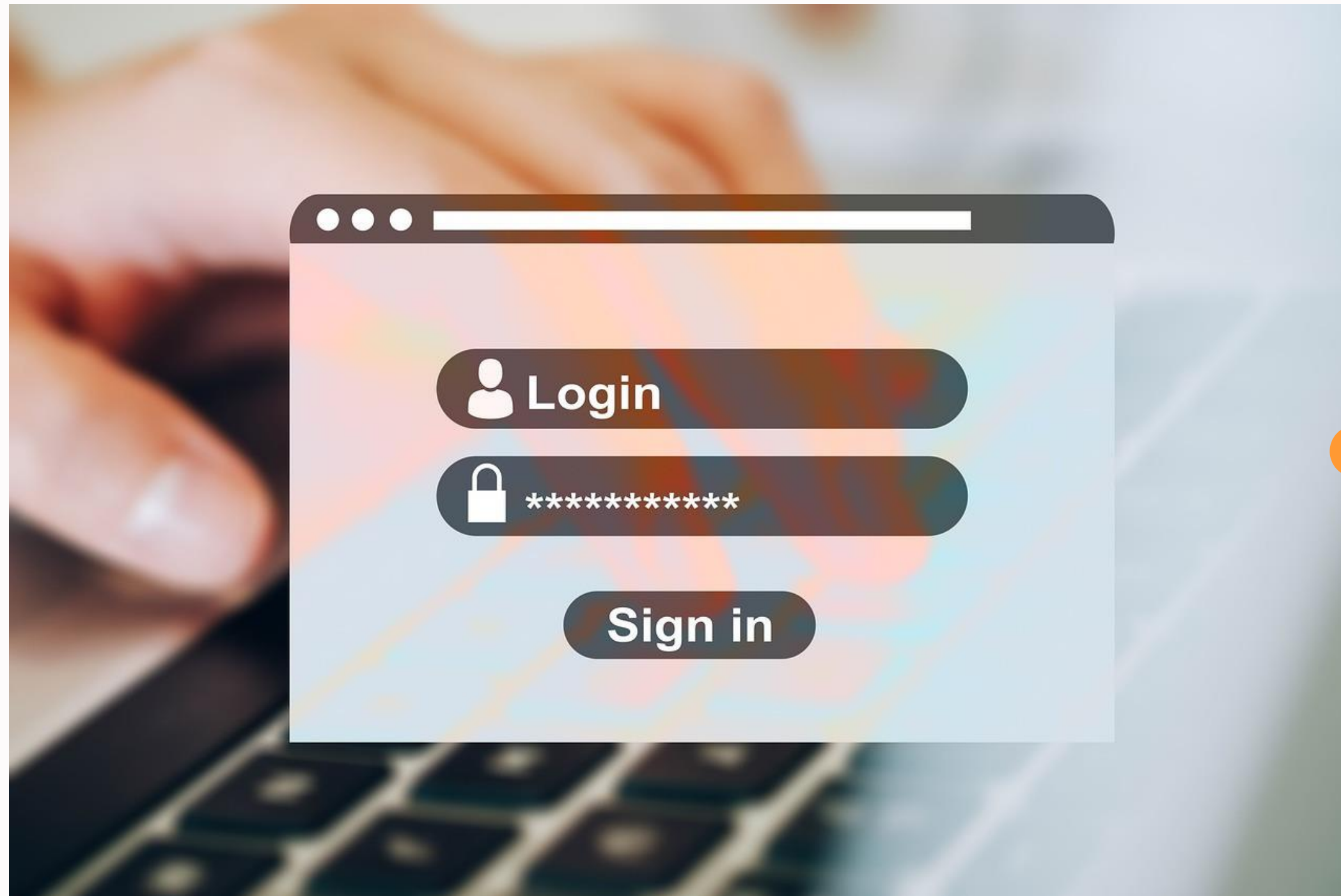
- Get xx% discount when buy 10+ tickets
- Team offsite
- Extended family trip



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# How simple is your registration?



# HOW CAN WE REACH AND CONNECT WITH OUR AUDIENCE?

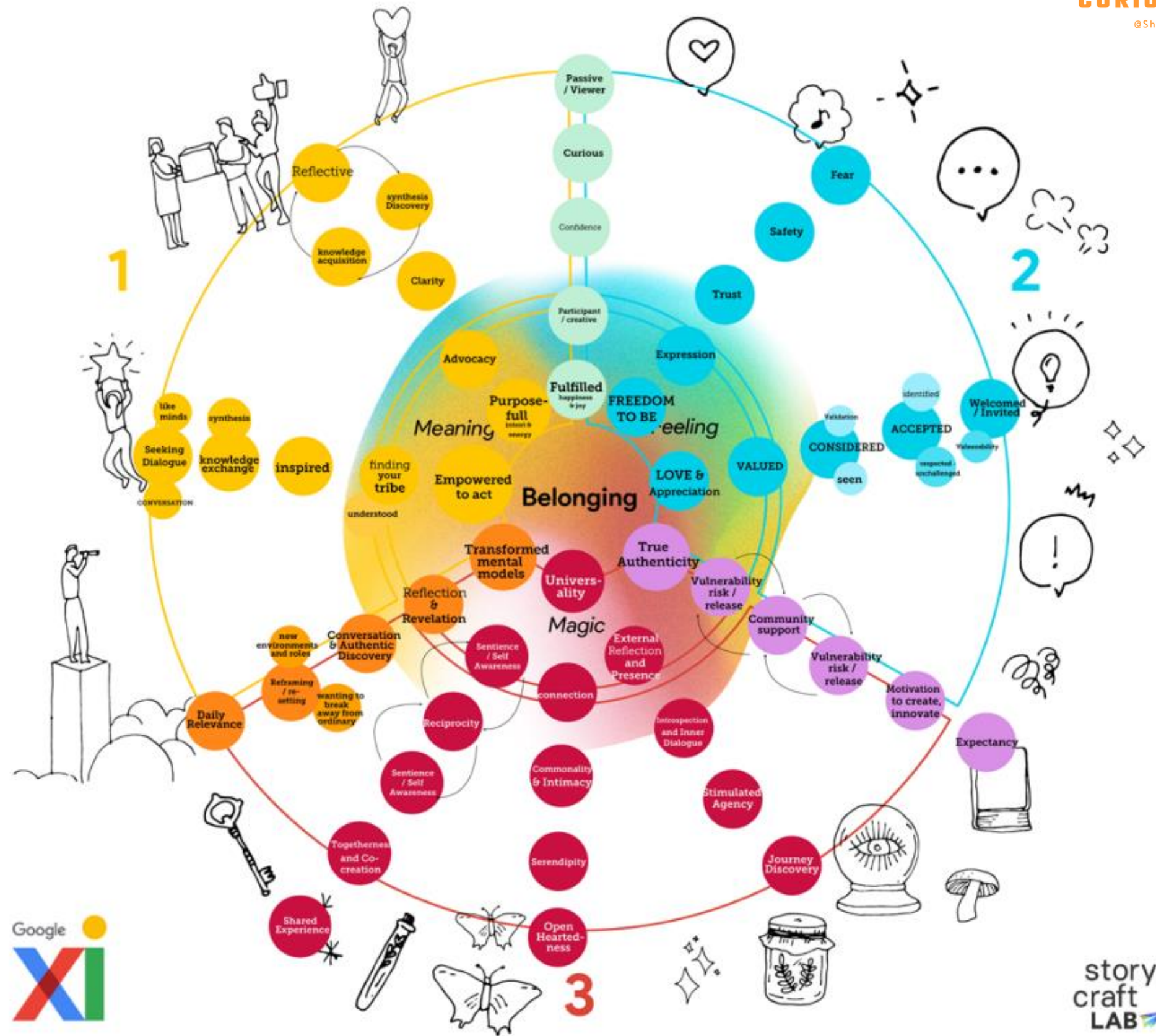


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# Ladders to Belonging

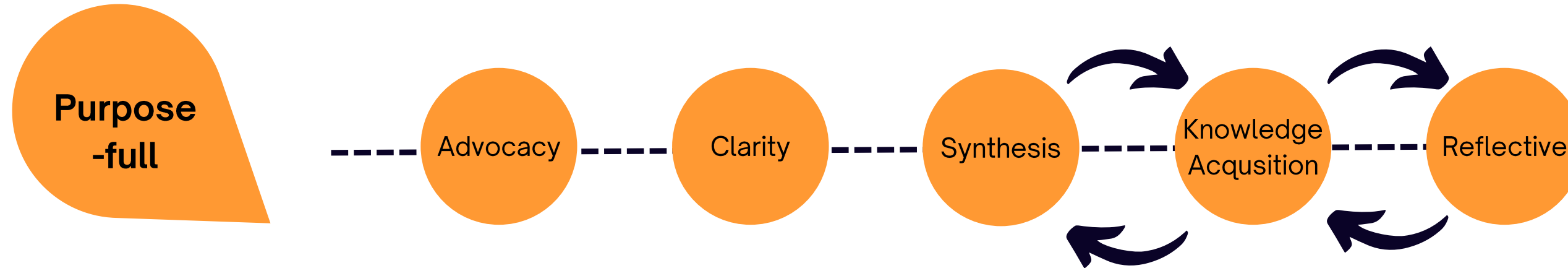
Pathways to belonging - everyone have a different journey



# Ladders to Belonging

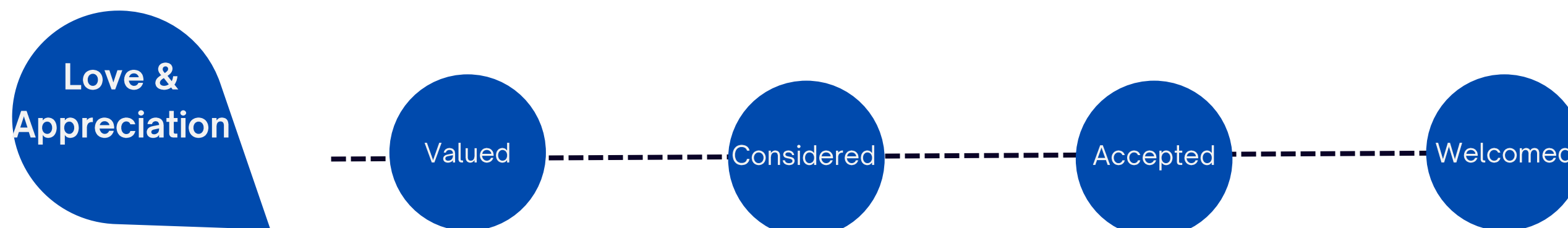
## Purpose-full - a pathway of intention.

Here people begin in a reflective state, seeking clarity through knowledge-driven discovery. They continue with synthesis, knowledge acquisition and reflection until they reach a point of clarity, after which they become advocates for meaning and reach belonging as a result of a Purpose-full energy where they can contribute and receive from a community of knowledge and practice.

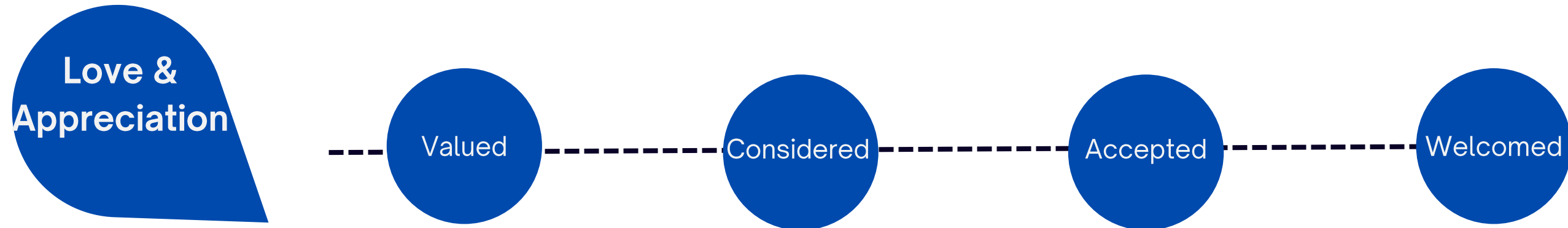


## Love & Appreciation - a pathway of recognition.

This pathway begins with an invitation, and from here our experience design must support the audience to enable feelings of acceptance, recognition, consideration, value and appreciation. This manifests in the knowledge that the experience would not be the same without them.

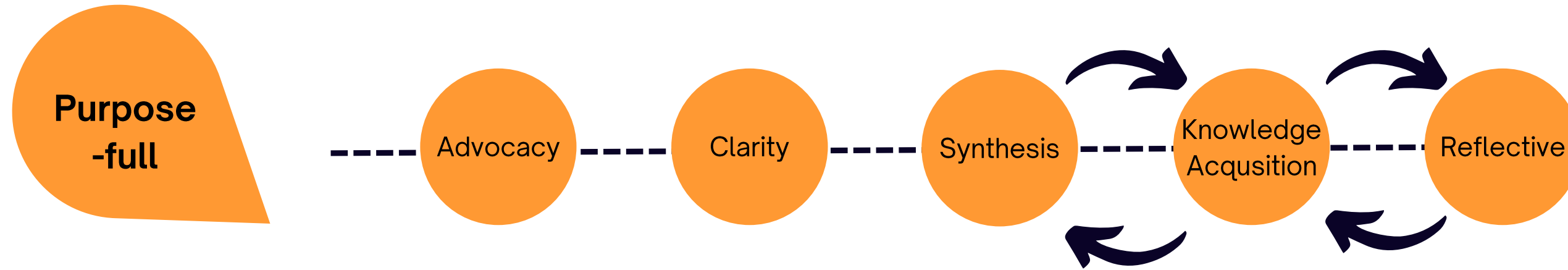


# Ladders to Belonging



1	2	3	4	5
<b>Promotional Marketing</b>	<b>Registration</b>	<b>Pre-Event</b>	<b>Event</b>	<b>Post-Event</b>
<ul style="list-style-type: none"> <li>• Personal invitation from the president</li> <li>• Social media shut out/recognition</li> <li>• Hugs &amp; kisses</li> </ul>	<ul style="list-style-type: none"> <li>• Special code, private registration</li> <li>• Referral (friends' code)</li> <li>• Reminder call from the board</li> </ul>	<ul style="list-style-type: none"> <li>• Welcome</li> <li>• Group chat/ Slack channels</li> <li>• Invite others</li> </ul>	<ul style="list-style-type: none"> <li>• Public recognition</li> <li>• Specialty group meet up</li> </ul>	<ul style="list-style-type: none"> <li>• Membership Engagement</li> </ul>

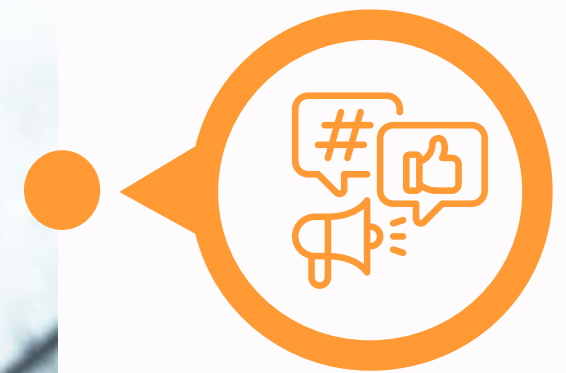
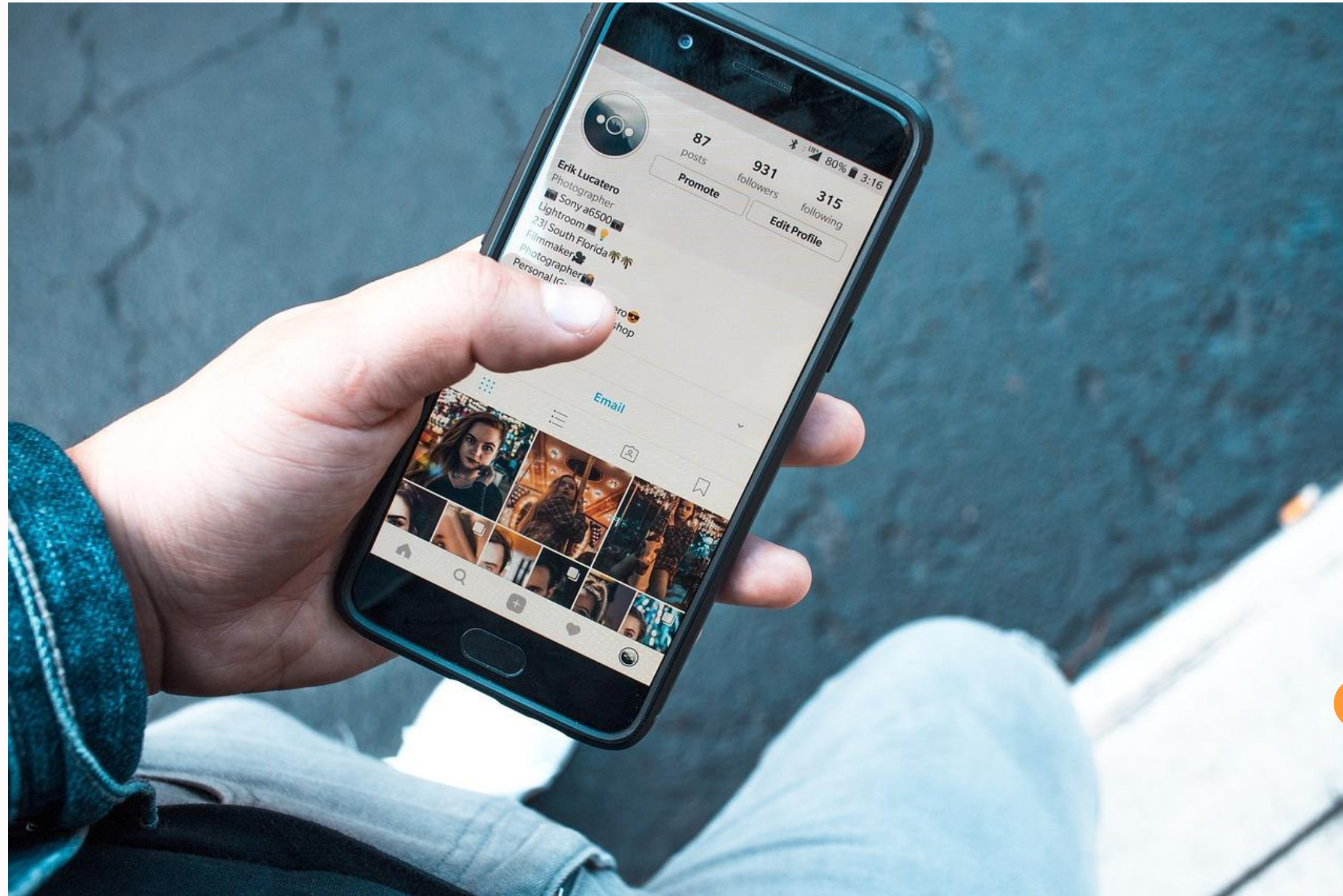
# Ladders to Belonging



1	2	3	4	5
Promotional Marketing	Registration	Pre-Event	Event	Post-Event
<ul style="list-style-type: none"> <li>• Are you....?</li> </ul>	<ul style="list-style-type: none"> <li>• What will you learn?</li> <li>• Who are speaking?</li> <li>• Content driven</li> </ul>	<ul style="list-style-type: none"> <li>• Schedule/Program</li> <li>• Pre-event content</li> <li>• Group chat/ Slack channels</li> </ul>	<ul style="list-style-type: none"> <li>• Sessions</li> <li>• Space to reflect</li> <li>• Discussion</li> </ul>	<ul style="list-style-type: none"> <li>• Post-event engagement</li> <li>• Follow-up sessions and communications</li> </ul>



# Social Media



# Have you tried these tactics?

07

## Sponsor a colleague/student

- Purchase an extra ticket
- Lottery
- Alumni

08

## The Magic Rule of 3

**COLLISION** TORONTO  
JUNE 17-20, 2024

GENERAL ATTENDEES | GROUP OFFERS | PARTNERS | INVESTORS | STARTUPS

TICKET TYPE	General Attendee	Executive	Chairperson
TICKET TYPE	General Attendee	Executive	Chairperson
CAS	790	3,495	12,495
	CAS\$893 incl. taxes	CAS\$3,949 incl. taxes	CAS\$14,119 incl. taxes
	<a href="#">BOOK NOW</a>	<a href="#">BOOK NOW</a>	<a href="#">BOOK NOW</a>
Access to the exhibition floor	✓	✓	✓
Speaker content across 32 industries	✓	✓	✓
Tailored networking recommendations	✓	✓	✓
App messaging function	✓	✓	✓

09

## Showing how much you save

### Choose Your Pass for Money20/20 Europe 2024

STANDARD PASS | **LESS THAN 20 LEFT** GOLD PASS | **LESS THAN 10 LEFT** PLATINUM PASS | EARLY STAGE STARTUP PASS | GROWTH STAGE STARTUP PASS | GOVERNMENT & NON PROFIT PASS | RETAILER PASS | PRESS PASS

/Standard Pass ~~€3,795~~ + Sales Tax @ 21% **Early Bird Rate**

€3,295 + Sales Tax @ 21%

**Book now and save €500 until Friday 5 April, when prices will increase.** Get ready to connect with the powerhouses and boldest new voices from Payments, Banking, Fintech and Financial Services. This is the place where money does business.

Register 5 or more Standard Passes in one transaction to automatically unlock our group discount with a saving of at least €100 per pass to maximise your experience and

Please select the number of passes you would like to add above.

[Add to Basket](#)

# WHY US?



Photo source: 2023 PMWest Conference



# Positioning

In what ways is your event unique, and why should your target audience attend?

Competitive  
Alternatives

What other options can your audience consider if you do not exist?

Differentiated  
Values

How does your event differ from others, and how does that attribute add value to your audience?

Position  
Themes

How can you compellingly describe your event's differentiated values, and how is the event planning to support these value themes?



Learn more about the Positioning Framework with  
April Dunford

# Positioning



Identify the status quo and 3 competitive alternatives that your audiences would consider if you do not exist.

Competitor 1	Competitor 2	Competitor 3	<b>Non-Event Competitor</b> Are there alternatives that are not an event?

# Positioning

Identify the unique attributes of your event compared to your competitors.		
Unique Attribute 1	Unique Attribute 2	Unique Attribute 3
Identify what are the differentiated value your unique attributes provide to your audience?		
Differentiated value 1	Differentiated value 2	Differentiated value 3

# Positioning

Describe your event's differentiated values in a compelling way		
Value Theme 1	Value Theme 2	Value Theme 3
Outline how the event is planning to support the value theme		
Action 1	Action 2	Action 3

# Have you tried these tactics?

## 10 Tier Pricing

**INBOUND 24**

[REGISTER NOW](#) [BECOME A SPONSOR](#) [BLOG](#) [HELP](#)

- ✕ Early access to session reservation for limited-capacity sessions
- ✕ Dedicated VIP check-in

Tier	Price	Status
TIER 1	\$675	SOLD OUT
TIER 2	\$899	SOLD OUT
TIER 3	\$1,199	Available
TIER 4	\$1,499	Available

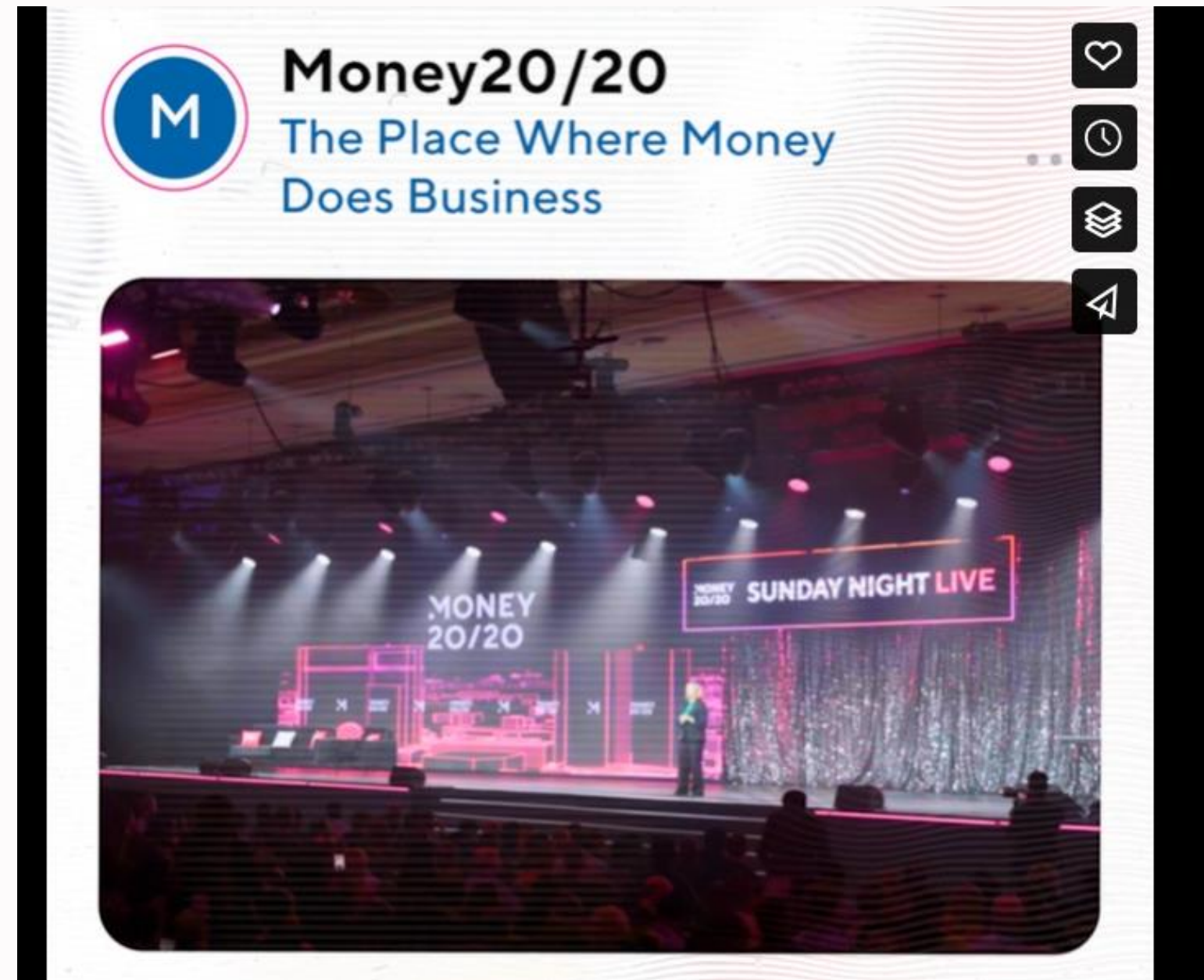
**USD \$1,199**

Tier	Price	Status
TIER 1	\$1,699	SOLD OUT
TIER 2	\$1,899	Available

**USD \$1,899**



# Tell your videographer this is what you want for the post-event video this year





# RESOURCES

Use the Tool, Not Be Used by the Tool

# Prompt Types



Not all prompts require all building blocks. Learning to only give AI the bare minimum to achieve your output will save you time

## BASIC PROMPTS

Task Description

Context

## FOCUSED PROMPTS

Task Description

Role

Context

Specific Requirements

## COMPREHENSIVE PROMPTS

Task Description

Role

Boundaries

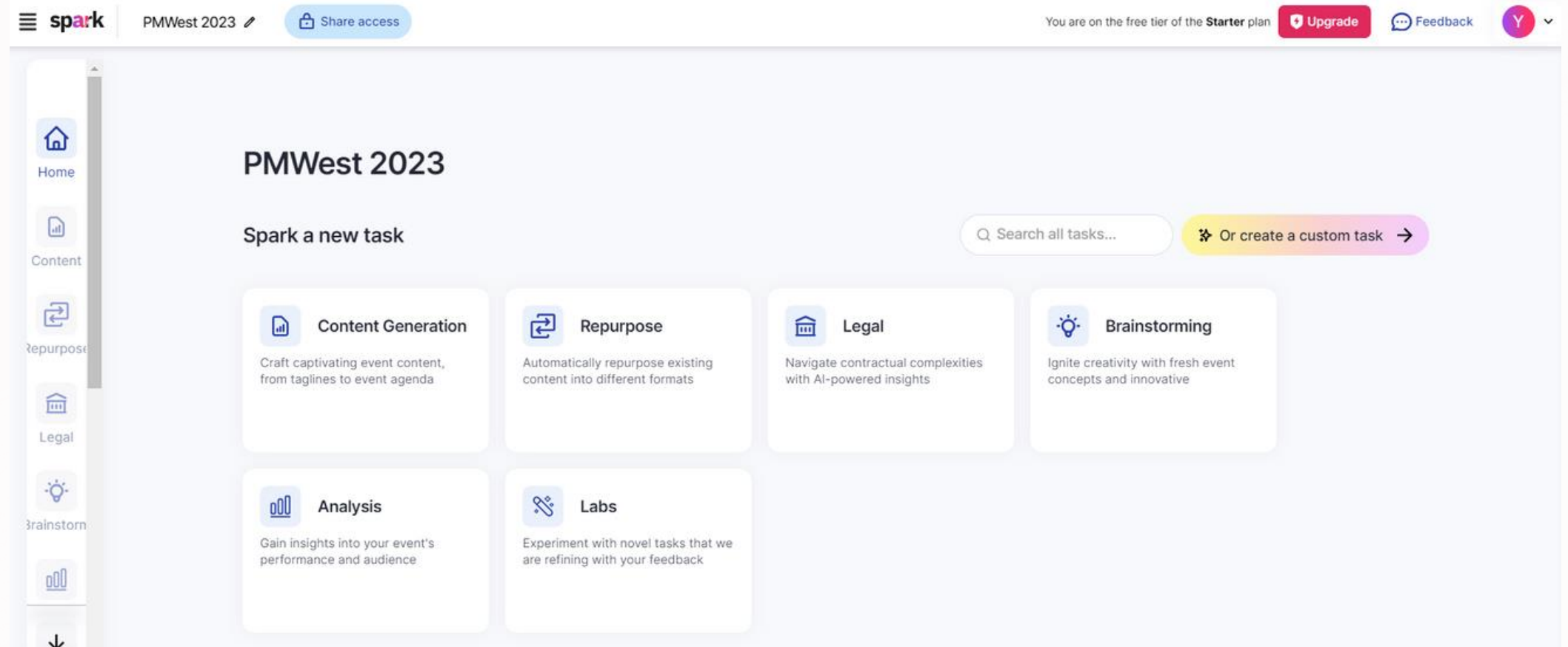
Context

Specific Requirements

Reasoning

# Resources- Others

spark



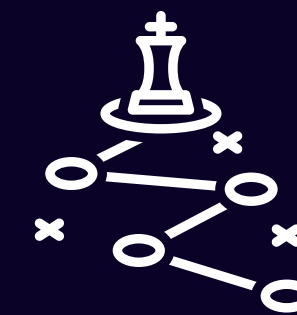
# Increase sold-out odds

01



Ask the obvious  
questions

Understand your  
audience differently



Have you tried  
this tactic?

Deploy, Test, Track, Repeat

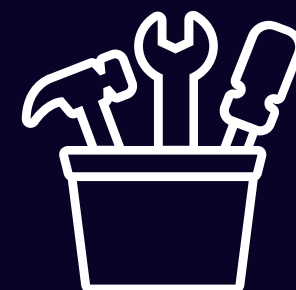
02

03



Resources

Use the tool, not  
used by the tool



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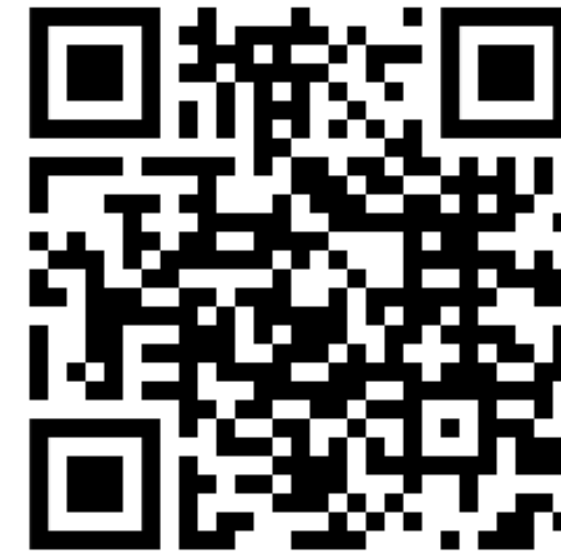
# People are expected to attend more events in 2024

Number of in-person event attendance current vs. in-person events expected to attend in 2024



THANK YOU


Download the presentation:



Connect me on LinkedIn:



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