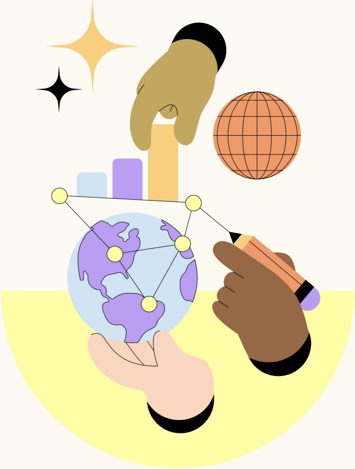
A Snapshot Look at Global Events in 2023



Event Outlook Report Snapshot

We all know that events are crucial to any savvy company's marketing plan, regardless of your locale.

We're diving into our recent survey data for the latest top challenges, metrics, trends, tools, and formats marketers use to stay ahead of the game. So, grab a cup of coffee and join us as we explore the wild and wonderful world of event marketing through a global lens!

Creating Diff. Types of Events
Overcoming Challenges
Defining Success
Getting Things Done
Conclusion
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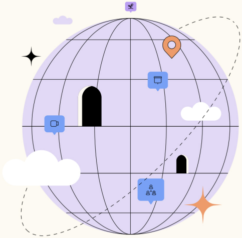
Check out the insights.

Creating Different

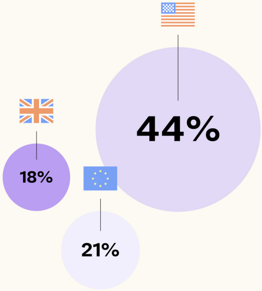
Types of Events



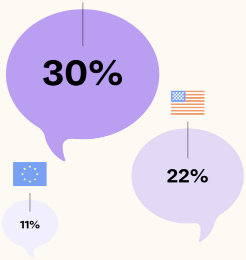
In-person event trends varied quite a bit by region.

Nearly half of US survey respondents (49%) hosted employee-focused events, and 44% held customer appreciation events, more than double their UK (18%) and EU (21%) peers.

Do you host customer appreciation events?



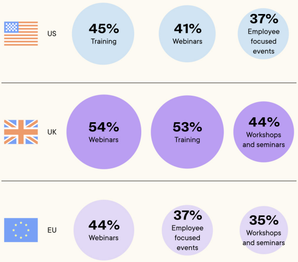
Do you host thought leadership events?



Networking (27%) and employee-focused (30%) events are less popular among EU respondents than their US and UK peers.

Training events were the only in-person event category over one-third of EU respondents claim they hosted.

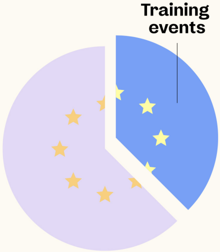
Most common virtual event types



Nearly 30% of UK respondents reported hosting thought leadership events, more than their US (22%) and EU (11%) counterparts.

UK respondents also cited fewer in-person sales demos (20%) than their peers in other regions.

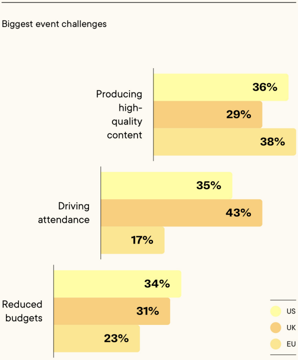
EU training events



Globally, the types of virtual events were similar, with webinars being the primary or secondary event type worldwide.

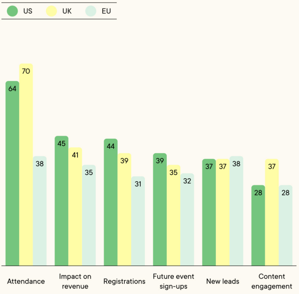
Overcoming Challenges

Driving attendance and producing high-quality content were the top two challenges globally, with the US and the UK also mentioning that reduced budgets were causing headaches.



Defining Success

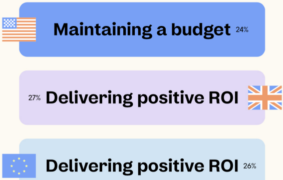
How do we measure success?

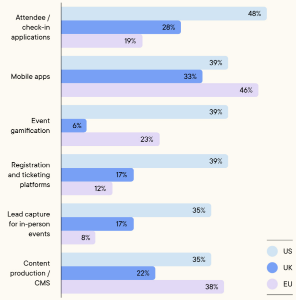


While attendance remains the primary success metric on a global scale, all three regions agree that the key to success in 2023 lies in attracting the right attendees.

Getting Things Done

While the UK and the EU named delivering positive ROI as their primary focus, the US cited managing event budgets.




Biggest technology support needed

Stark differences in technology preferences emphasized the importance of identifying regional needs.

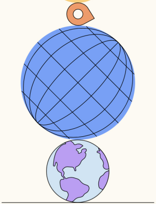
For example, the US emphasized check-in assistance and gamification, while the EU demonstrated a clear demand for mobile applications beyond that seen in both the US and UK markets.

Conclusion

In both the US and across the pond in the EU and UK, event marketers face unique challenges that require tailored strategies for success. However, all regions share common obstacles, such as producing high-quality

content and attracting the right audience.

Thankfully, event marketers have a range of tools at their disposal, including check-in assistance, mobile applications, and gamification, which can help drive their target audience to events and turn attendees into revenue-generating customers for their business.



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