

Measure what matters: Making your events more than lead machines

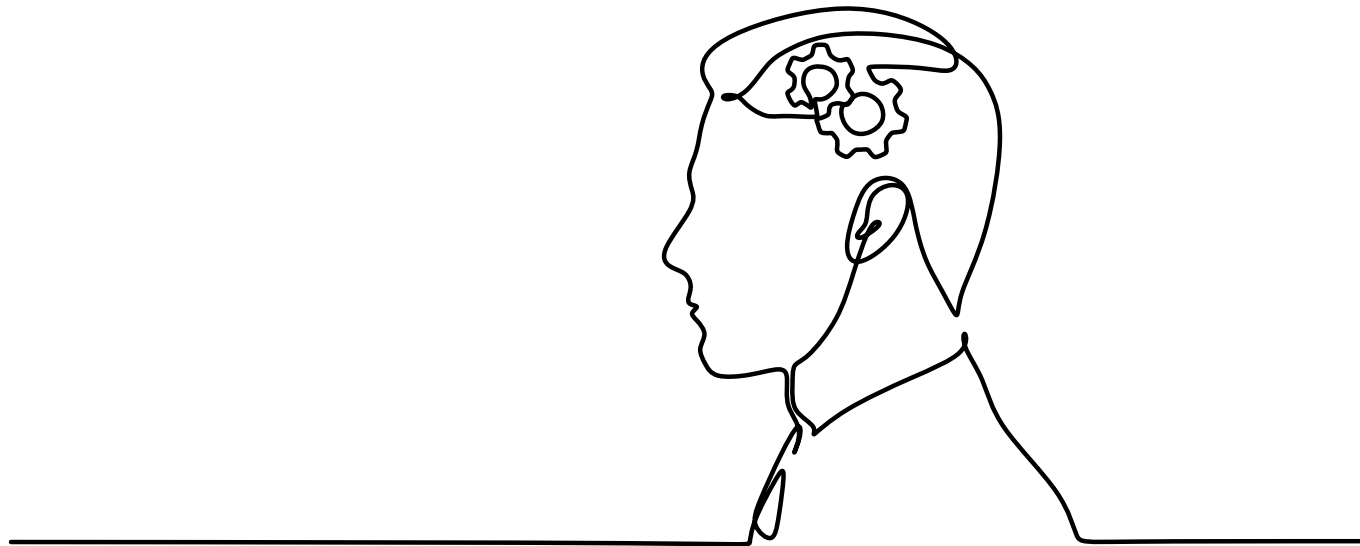


Emma Moorman
Senior Director Commercial Marketing,
Informa

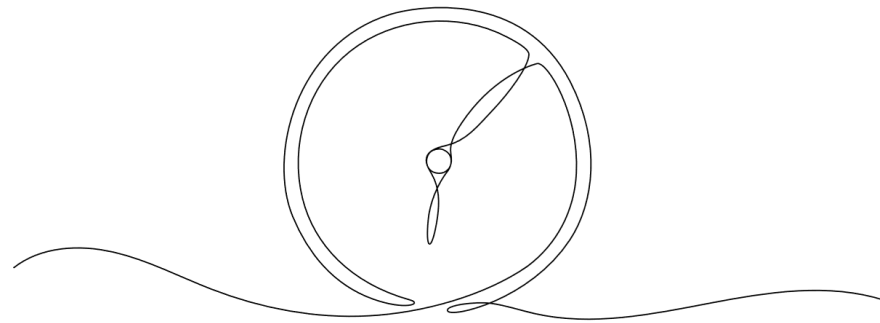


You can take the person out of the Stone Age,
not the Stone Age out of the person.

Storytelling affects the brain



Building relationships is hard, it takes time,
and there is no cheat code.



DECISIONS,
DECISIONS...



**LONG-TERM
"BRAND
BUILDING"
WITH NO
CLEAR
IMPACT
ON SALES**

**SHORT-TERM
"PERFORMANCE
MARKETING"
THAT
DEVALUES
THE BRAND**

**TOM
FISH
BURNE**

"This event is a key part of my customer retention strategy; I **spend time in-person** with my key clients."

"Initial awareness is not enough. Our buying cycles can be 6+ months. You need the right hooks to **stay top of mind.**"



"We **learn from our customers in person**, our product team are onsite to learn"

"It's the only time I can **look in the whites of their eyes** and really gauge how it's going..."

"It's an opportunity to **tell my story and reinforce my brand presence** in the industry."



“I came to **network** and **learn**.”

“I maintain **relationships** I’ve built for years.”

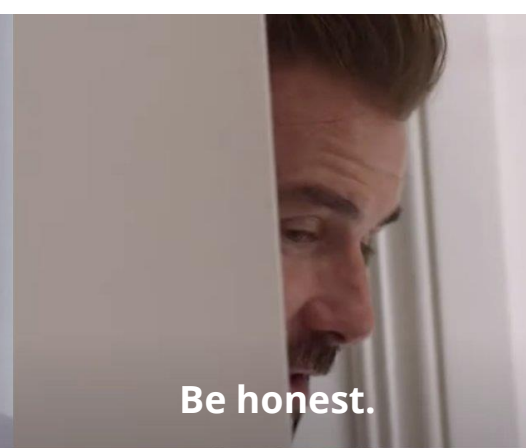
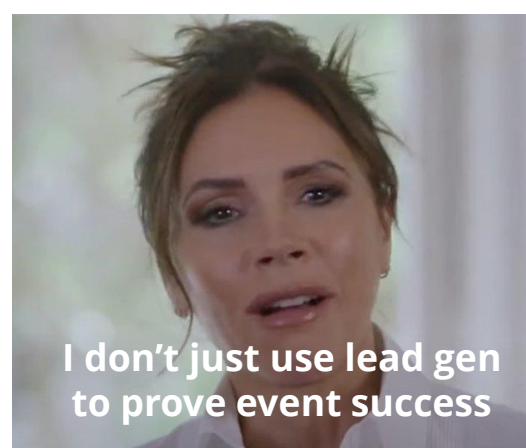
“It is a great way to **connect** to the industry and be **inspired....**”



“It **refreshes** your **creative** batteries!”

“It’s a great way to see old **friends** and **make new ones** as well as rekindle a passion for games, reminding you why you went down this path.”





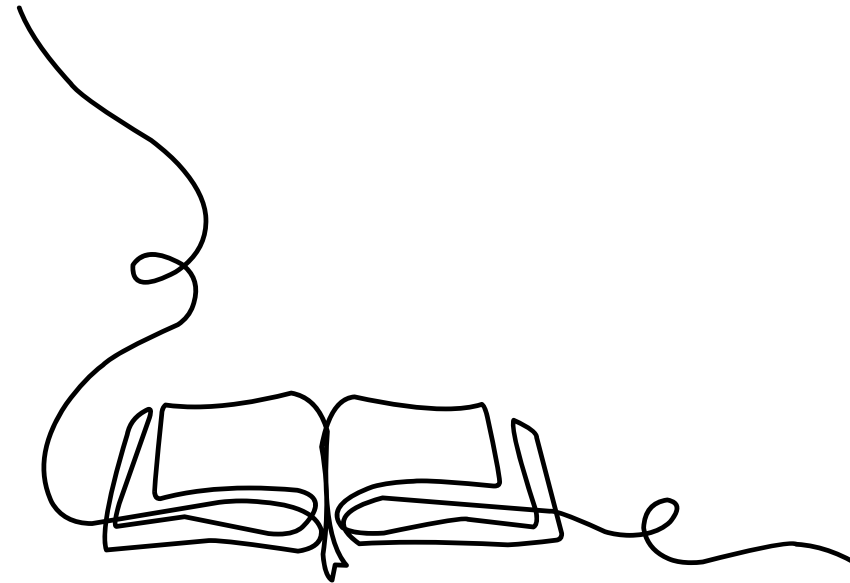
The lead gen trap

90% of marketers rely on lead gen alone.

Why?

- It's tangible
- It's fast
- It's familiar

But that's only part of the story...



What really drives business growth?

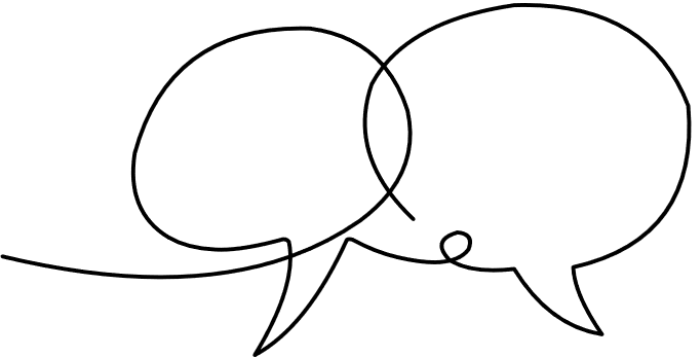
Deeper event metrics

- Customer Lifetime Value (CLTV)
- Upsell potential
- Sales cycle acceleration
- Brand trust & affinity

These tell you if your event is driving real, long-term outcomes.



The C-suite values long-term impact



When we asked what they prioritise beyond short term lead generation, they said (in-order):

1. Time to close
2. Account expansion
3. CLTV
4. Brand affinity

It just takes work and better tools to generate these metrics.



The risk of short-term thinking

Short-term thinking shrinks
your influence.



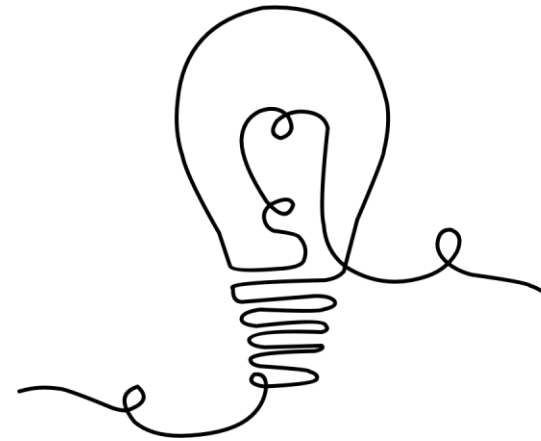
Shift your approach to measurement

Start with what you have:

- Conversion timelines
- Deal sizes
- Event vs non-event behaviour

Then build on it:

- Brand recall
- Social sentiment
- Qualitative feedback



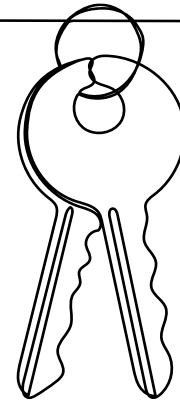
Let your event become an insight engine.



What does this unlock?

When you measure better, you can:

- Prove ROI of immersive experiences
- Advocate for bold creative
- Improve Ideal Customer Profiles (ICPs)
- Align better with sales





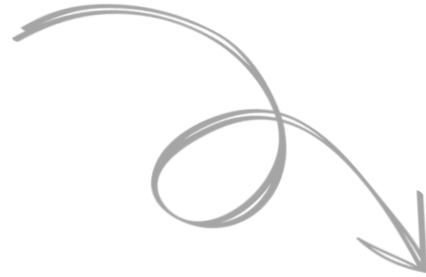
"It met all of our goals of something where, if a fan really wanted to spend time with us, they could play golf and win prizes, but they didn't have to. They could still come up and get a Slush and just be refreshed. Whereas **I think a lot of event marketers get so caught up in acquiring fans' data. We didn't require any of that.**"

–Tamara Stanley, Senior Director-IMC and Social Strategy, Sonic

Netflix Ads at Cannes Lions 2024



Ask yourself:
Are you proving impact —
or just reporting activity?



And remember:

**You can't measure the value
of an experience with a
spreadsheet of leads.**



Thank you, from one stone-age human
to another.

