The Event Maturity Model

Time for your events to *grow up!*

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How It Works

STEP BY STEP (NOT)

NO SKIPPING NO RUSHING

Levels of Each Stage

Activating

Expanding

Mastering

And for Who* (Whom??)

5 Simple Stages

Stage 1 Optimize event registration

Stage 2 Capture full-funnel attendee insights

Stage 3 Map events to revenue impact

Stage 4 Become a core revenue driver

Stage 5 Grow a brand-driven community

I'M READY

THE CATEGORY IS

Optimize Event Registration

ACTIVATING

● **Create a seamless, mobile-friendly registration form (no personalization / conditional logic *yet*)**
● Design a clean event website experience
● Auto-send confirmation emails only (no segmentation yet)

EXPANDING

● **Introduce multi-step registration workflows**
● Personalize their registration experience
● Collect preferences for sessions or tracks

MASTERING

● Collaborate cross-departmentally to ask the right questions during reg
● Learn your attendee's goals & priorities through value-based questions
● **Personalize follow-ups based on registration data**

Optimize Event Registration

OUTCOMES FOR THIS STAGE

Sample KPIs to measure

- Registration conversion rate
- Abandonment rate on registration forms
- Completion rate for registration fields (data richness)
- Personalized registration path adoption rate
- No-show rate

Stakeholders by the end of this stage

- Event Marketing
- Demand Gen
- Sales

Capture Full-Funnel Attendee Insights

ACTIVATING

- Use attendee interests to inform event content
- Strategize session formats based on attendee preferences
- Send pre-event emails tailored to interests

EXPANDING

- Track badge scans and session check-ins
- Send post-session surveys ("Was this valuable?")
- Session attendance triggers targeted nurture follow-up
- Refine target personas based on behavior

MASTERING

- Craft valuable, personalized communications for the entire attendee journey
- Let attendee insights guide your next event
- Equip sales with follow-up content tied to attendee behavior (e.g., session attendance)

Capture Full-Funnel Attendee Insights

OUTCOMES FOR THIS STAGE

Sample KPIs to measure

- Email engagement (tracking performance across segmented audiences)

- Engagements day-of (sessions attended, interactions)

- Lead scoring improvements based on event engagement

- Post-event survey data on personalization effectiveness

Stakeholders by the end of this stage

- Marketing Ops

- Sales

Map Events to Revenue

ACTIVATING

● Develop shared goals for growth that you want to drive from your events
●Track "event-sourced" leads
●Follow strong debrief process with sales post-event to develop opportunities identified at event

EXPANDING

●Connect event software with your CRM and marketing automation solution
●Automate email nurture campaigns
●Create pipeline dashboards showing event influence

MASTERING

●Set up attribution reports showing $X pipeline sourced vs. influenced
●Sales insights dashboards show attendee behavior and deal acceleration impact
●Event-driven revenue is used in quarterly business reviews (QBRs)

Map Events to Revenue

OUTCOMES FOR THIS STAGE

Sample KPIs to measure

- Influenced pipeline (new business, upsells, renewals)
- Sourced pipeline (new leads created via events)
- Opportunity conversion rates for event-engaged leads
- Closed-won revenue attributed to events
- Event-influenced customer expansion rates

Stakeholders by the end of this stage

- Sales
- Customer Success
- RevOps

Become a Core Revenue Driver

ACTIVATING

- Annual and quarterly planning sessions with cross-functional business leaders
- Strategize event timing and content to map to larger revenue initiatives, such as executive dinners in new sales territories, customer renewal happy hours before big renewal periods

EXPANDING

- Measure event success against goals for annual recurring revenue ARR, NRR, GRR
- Design field marketing events around target account lists (key ABM strategy)
- Events become a key component of sales' quarterly paths to hitting their numbers

MASTERING

- Plan product roadmap and launches around annual user conference
- Lower CAC and widen reach by blending event formats
- Revenue teams use the event schedule to map out deal acceleration plays

Become a Core Revenue Driver

OUTCOMES FOR THIS STAGE

Sample KPIs to measure

- Influenced ARR (annual recurring revenue)
- NRR (net revenue retention) for event-engaged accounts
- GRR (gross revenue retention)
- CAC (customer acquisition cost) and payback
- Deal velocity improvement (time from lead → closed-won)
- Event-driven account expansion rates (upsells, cross-sells)

Stakeholders by the end of this stage

- GTM leaders
- Executive leadership

Grow a Brand-Driven Community

ACTIVATING

- Curate VIP networking lounges or affinity group gatherings (e.g., Women in Tech breakfasts)
- Launch a branded event hashtag and drive user-generated content (UGC)
- Conduct post-event NPS survey

EXPANDING

- Invite VIPs to annual executive councils or advisory boards
- Create a private Slack group for alumni
- Launch smaller regional events laddering up to your larger annual event
- Start loyalty programs with exclusive perks for repeat attendees

MASTERING

- Thought leaders, partners, and media actively seek to participate in your events
- Waitlists not just from customers, but the broader industry trying to attend
- Your event inspires sub-communities to form on their own around your brand and event

Grow a Brand-Driven Community

OUTCOMES FOR THIS STAGE

Sample KPIs to measure

- NPS for event/community programs
- Community participation and growth
- Share of Voice (mentions in media, social)
- Word-of-mouth registration rates
- Advocacy rates (testimonials, case study participation)
- Community-driven deal attribution

Stakeholders by the end of this stage

- Executive leadership
- GTM leaders
- Brand and community leads
- Customers and advocates
- Industry leaders and influencers
- Media

The Event Maturity Model

Parting thoughts…

Read the full guide

WITH MORE TIPS, LINKED RESOURCES, VIDEOS, AND MORE

swoogo.events/maturity →