

Whether It's 10 or 10,000: Smarter Acquisition to Fill Rooms

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"We've all celebrated big registration numbers... but the attendance didn't ALWAYS match because you know what?"

Registrations are easy. Attendance is hard.

Today we will fix that by:

- Rethinking acquisition
- Leveraging AI the *right* way
- Using small events to fuel big ones



What drives in-person events attendance?



Connections

Networking with peers and industry experts is a top motivator for in-person attendance.



Content

High-quality, exclusive sessions and workshops that provide actionable takeaways.

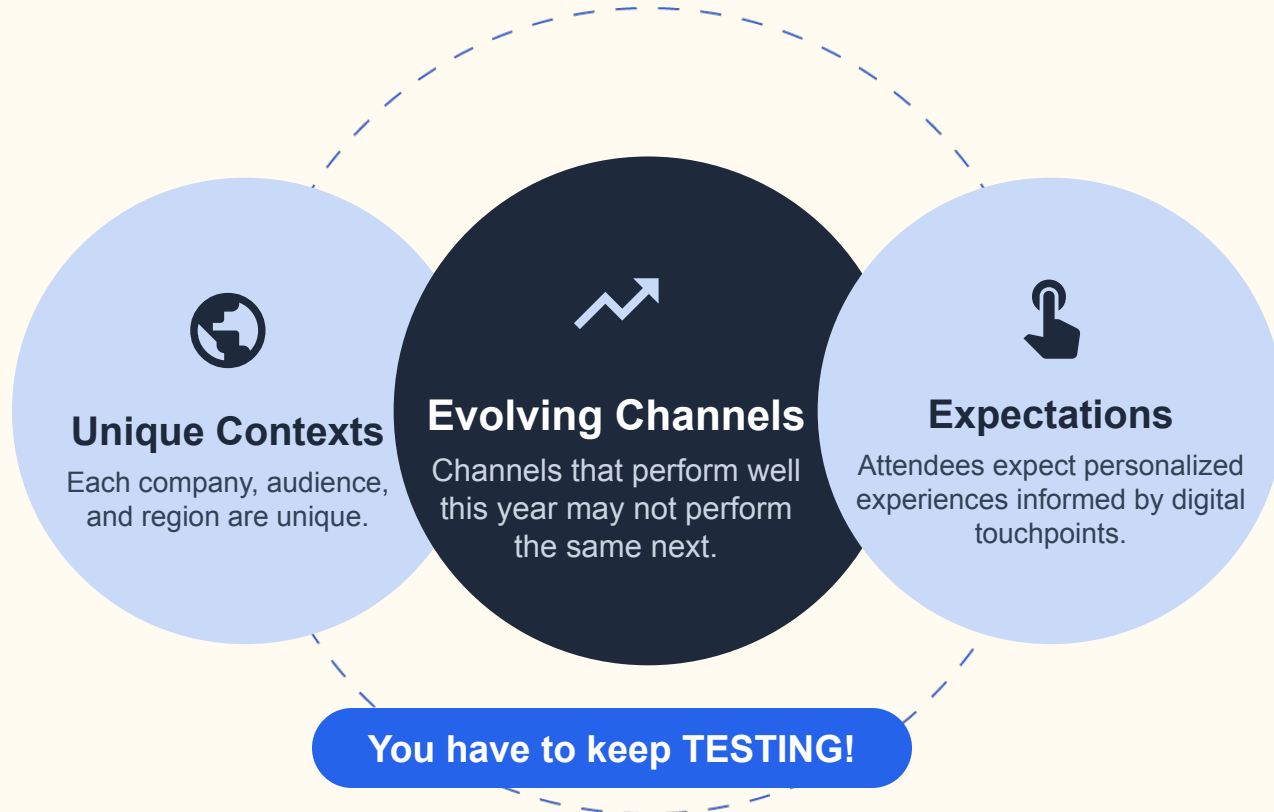


Entertainment

Engaging activities and a vibrant atmosphere that make the event memorable.

You're not promoting the company, you're promoting the experience

There is **NO** universal playbook for events



Measure What Matters



Web Traffic

GEO, source, bounce rate, time spent, and conversion rate



Reg & Attendance

By UTM source & demographics (GEO, Industry, LOB, Job Level)



Pipeline

ACV, GNACV, renewal, created, and closed (30-180 days)



Survey & NPS®

Qualitative and quantitative sentiment data



Content Consumption

Attendance rate, live feedback, and sentiment tracking

Pre, During, and Post-Event

Scaling Communities: The Small-Event Strategy to Fuel Big Results

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Big Registration Numbers \neq Full Rooms

The Engagement Gap

People don't want more invites; they want **relevance and connection**.

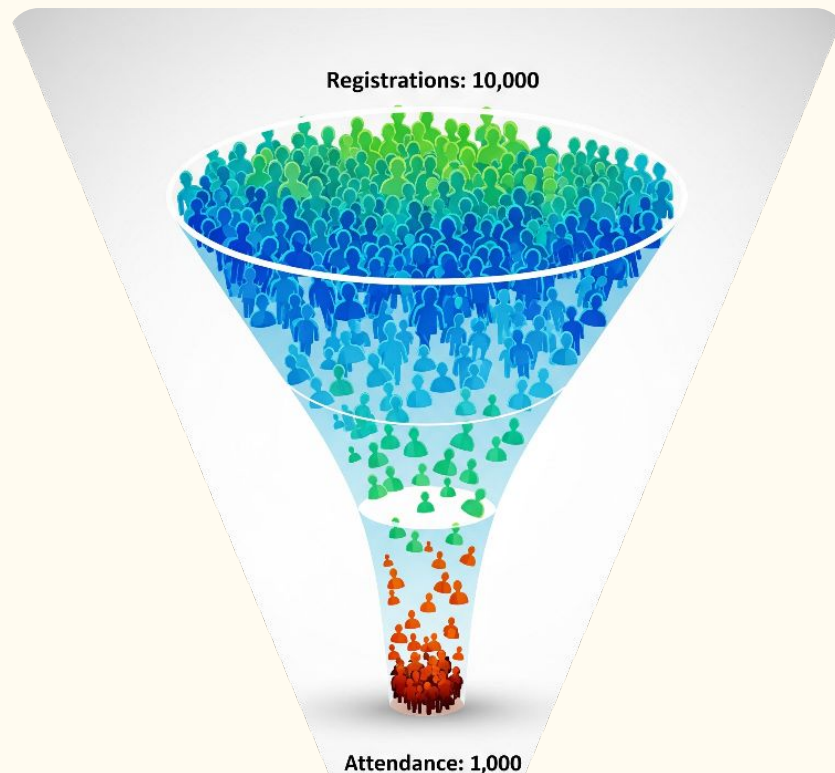
The No-Show Reality

~50% – 60% no-show rate for free events.

~20% no-show rate for paid events.

Retention is Revenue

Returning attendees convert at **2–3x higher rates**.



👉 **Stop optimizing for registrations only and focus on attendance.**

The shift? Intimate events are **winning** in 2026!

On-tour, Roadshow, CAB, Auxiliary, AdCo, ...



Real connections and personalized relevance

Why Small Wins

- Higher **Engagement & Connection**
- **Personalized Relevance**
- Stronger **Peer Relationships**
- Better **Attendance Quality**

People Show Up for People—Not Campaigns

The Strategy Shift

Smaller events aren't just a tactic anymore. **They're a strategy.**

Small events see **3- 4x higher** attendance rates.

Engagement & Satisfaction

Higher NPS (+20–30 points) vs large conferences.

Formula: Connection >> Relevance >> Trust

Personalization & Community

Intimate invites **increase attendance by +38%**.

Community-led programs drive **higher repeat attendance.**

Attendee Advocacy

- Become your advocates
- Bring their peers
- Show up again at your flagship events

You don't scale events. You scale communities

AI Is More than Just a Copywriter

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Everyone's using it... but not everyone's using it well

AI is not just for writing emails faster or to edit photos. **The real opportunity is using AI to:**



Audience Depth

Understand your audience at a deeper level



Personalized Journeys

Personalize journeys at scale pre and post event



Brand Consistency

Stay consistent with your brand tone and voice



Behavioral Optimization

Optimize content and messaging based on behavior not assumptions

👉 Transition from ~~campaign-based marketing~~ to customer-first marketing.

AI + Registration Tech = Smarter Acquisition

Answer critical strategic questions by integrating AI into your event tech stack.

- Which channels drive **higher registrations**?
- Which channels drive **higher attendance**?
- Identification: Registration channels **≠** Attendance channels
- Precisely where do **drop-offs** happen?
- Predictive analysis: Who is **most likely** to show up?
- Advanced segmentation by **intent**, not just job title
- Accurate **YoY performance** metrics
- Audience **conversion optimization** (Small vs. Large events)

The AI Advantage:

Guessing →
Knowing

Reporting →
Predicting

How to Use AI in Event Campaigns

Analyze Patterns

Registration and attendance patterns for deeper insights.

Creative Assets

Instant variations of creative assets and sizzle reels.

Survey Analysis

Actionable recommendations from survey results.

Forecast Registrations

Channel-based forecasting for smarter resource planning.

Smart Matchmaking

Maximize networking through attendee matchmaking.

Post-Event Insights

Informing future campaigns with deep data analysis.

Optimize Performance

Content, A/B testing, and precision targeting.

Identify Top Attendees

Ranked by real-time event engagement data.

Just Ask AI!

It works! Ask AI how it can help your specific event goals.

 Leverage AI to Transform Raw Data into Actionable Event Intelligence

The Hyper- Intelligent Insight Engine

Use this engine to transform raw data into actionable insights:

- Predicting who is most likely to show up, not just who registered.
- Identifying precisely where drop-offs happen.
- Answering which channels actually drive attendance
- And so much more

👉 The goal is to move beyond simple reporting.



Smarter Acquisition Framework

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Omnichannel Engagement Framework



Event Website

Simple, engaging, and rich with visuals. Optimized for AEO and mobile friendly.



Email

Paints the experience via milestones. Focus on urgency, venue, and testimonials.



In Product

Reach customers where they are. Higher reach and better conversion than email.



Company Website

Homepage and product pages. Post logged-out pop-ups drive strong results.



Social & Paid Media

Broader reach and retargeting. IG reels for CPL; LinkedIn for CxO targeting.



SEM / LLM / AI

Own your narrative. Leverage the shift from keyword to LLM-based search.



Community

Empower champions and advocates to tell your story and build credibility.



Sales

Early leadership alignment is key. Events close deals 2x faster.

Next,...



Start small to build trust

Intimate events create real connections



Use AI to scale intelligently

Personalize, predict, optimize



Turn connection into community

Stay engaged beyond the event



Let data guide your growth

Focus on attendance, not just registrations





Full rooms don't come from
bigger campaigns.

They come from *smarter* ones.
