



# The Customer Journey: Transforming Events into Unforgettable Experiences

Christopher Salem – Value Proposition Strategist

# Key Takeaways:

Apply best strategies to personalize experiences for guests or attendees

Seamless Integration of Technology for Enhanced Engagement

Building Post-Event Relationships for Continued Impact

# Chris Salem



- Chris is an accomplished value proposition strategist, business acceleration strategist, professional keynote speaker, award-winning author, and radio show host and media personality.
- Chris works with event planner, marketing & PR professionals toward solutions with connecting with their audience through compelling value proposition messages to boost brand and for increasing sales and revenue. for accelerating revenue.
- Chris has a B.S. in Purchasing/ Materials Management from Arizona State University. He is a certified mindset trainer & expert through Mindset Sciences, Inc. He is an international best- selling author of “Master Your Inner Critic / Resolve the Root Cause – Create Prosperity” and award-winning author with Jack Canfield with the recent edition of “Mastering the Art of Success”.



# Event Management

What are the Challenges You Face with Evolving Event Landscape?

# Common Challenges

Personalization and Attendee Experience

Attendee Engagement

Technology Integration

Rising Costs and Budget Constraints

Data Utilization and Measurement

Sustainability and Eco-Friendly Practices

Staffing and Resources

# Stages of a Customer Journey

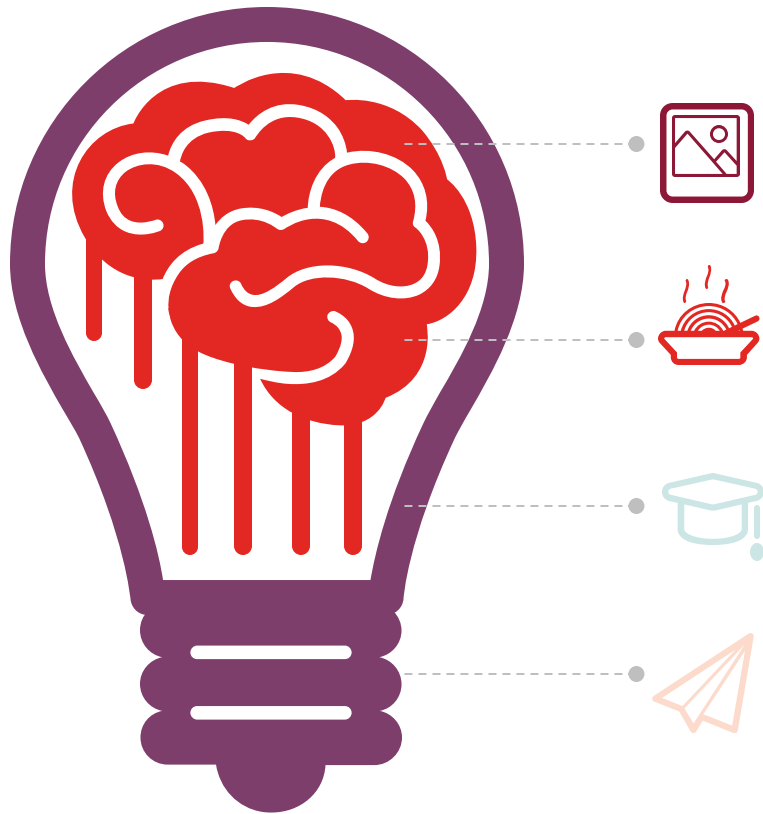




WHO IS YOUR  
AUDIENCE?

# Entering the Conversation in the Attendees Mind

The conversation that's taking place in EVERY attendee's mind revolves around two major emotional issues...



The Problem That They Have...



That They Don't Want.



The Solution That They Want...



That They don't Have.



**We all hate to be sold, but We love to buy.**

**All**

Buying decisions are based on emotion. The buyer buys when they "FEEL" ready and willing to do so when they "FEEL" good about buying.



# Audience Segmentation Analysis

- Process of dividing a target audience into distinct groups based on shared characteristics
- Groups customers according to demographics such as multigenerational types, personality types, behaviors, psychographics, or other criteria
- Enables tailored messaging and marketing strategies for each segment

# Get to Know these Key Areas to Create Unforgettable Experiences

## 1. Personality Insights:

- ☐ Use tools like DISC profiles to understand key attendee traits (e.g., assertive leaders, collaborative team players).
- ☐ Match event elements, such as breakout sessions or networking formats, to different personality preferences.

## 2. Generational Dynamics:

- ☐ **Gen Z & Millennials:** Value interactive, tech-enabled experiences and social connection.
- ☐ **Gen X:** Appreciate efficiency, practicality, and networking opportunities.
- ☐ **Boomers:** Prefer clear communication, meaningful engagement, and traditional touchpoints.

## 3. Cultural Understanding:

- ☐ Incorporate inclusive practices, such as diverse catering options and culturally respectful themes.
- ☐ Acknowledge holidays, customs, or values significant to different ethnic groups in your event design.

# Tools To Conduct Analysis

## Data Collection Tools

### Survey Platforms

- ❖ Survicate: Offers customizable surveys with over 400 templates, allowing you to collect direct customer feedback and self-segmentation data.
- ❖ Qualtrics XM: Provides advanced survey capabilities for in-depth psychographic and behavioral segmentation4.

### Analytics Platforms

- ❖ Google Analytics: A free tool that offers robust segmentation options based on demographics, behavior, and technology usage.
- ❖ Meltwater: Combines AI and human data science to uncover hidden patterns and connections in customer data

# Tools To Conduct Analysis

## Customer Experience Tools

- ❖ Hotjar: Offers heatmaps, session recordings, and surveys to understand user behavior and segment accordingly
- ❖ Contentsquare: Provides comprehensive digital experience analytics, including customer journey analysis and product analytics

## Data Analysis and Segmentation Tools

### All-in-One Platforms

- ❖ Adobe Experience Cloud: Ideal for large enterprises, offering detailed analytics and predictive insights for segmentation
- ❖ Heap: Allows for behavior-driven segmentation and merging of data from third-party tools

# Tools To Conduct Analysis

## Marketing Automation Tools

- ❖ Mailchimp: User-friendly segmentation features, particularly useful for email marketing campaigns
- ❖ ActiveCampaign: Combines email marketing, automation, and CRM for deep customization and automation of segmented campaigns

## Mobile App Analytics

- ❖ UXCam: Specifically designed for mobile app segmentation, offering insights into user behavior and engagement levels
- ❖ Amplitude: Helps determine feature usage and predict future trends for app-based audiences

# Best Practices for Effective Segmentation

Gather Existing Data

Integrate Tools

Conduct New Research

Apply Advanced Analytics

Utilize Multiple Data Types:

Validate Segments

Demographics (age, gender, location)

Psychographics (values, interests, lifestyles)

Behavioral data (attendee history, services usage)

Implement Real-Time Monitoring



**Why is this Important to Your Event(s)?**

# Another Foundational Piece to Creating an Experience



VALUE  
PROPOSITION

# The Conversion & Retention Equation:

## **INTERRUPT =**

A headline that states the problem your attendee has and doesn't want.

## **ENGAGE =**

A sub-headline stating the promise of the solution they want but don't have.

## **EDUCATE =**

The information you provide either verbally or in writing that presents evidence to your attendee that you and your event are superior in every way to other resources.

## **OFFER =**

An offer that **MUST** be so compelling and so irresistible your attendee can't turn it down.

# Example: Value Proposition for Event Website

Who desires to bridge gaps in understanding and build stronger relationships that drive personal and business success in today's diverse world? **(Interrupt)**

By attending the Special event, you'll unlock powerful tools to navigate differences, foster inclusivity, and achieve the connection, growth, and results you've been missing **(Engage)**

Discover in this free video how to overcome communication barriers and build stronger relationships in today's diverse and dynamic world. You'll gain practical insights and proven strategies to foster inclusivity, bridge understanding, and achieve the personal and professional success you've been striving for. **(Education)**

Access Free Video Here Button **(Offer)**

# Other Ideas to Create an Experience

VIP experiences

Personalized event materials

Curated attendee interactions

Sustainability & Ethics

:

Offer interactive elements

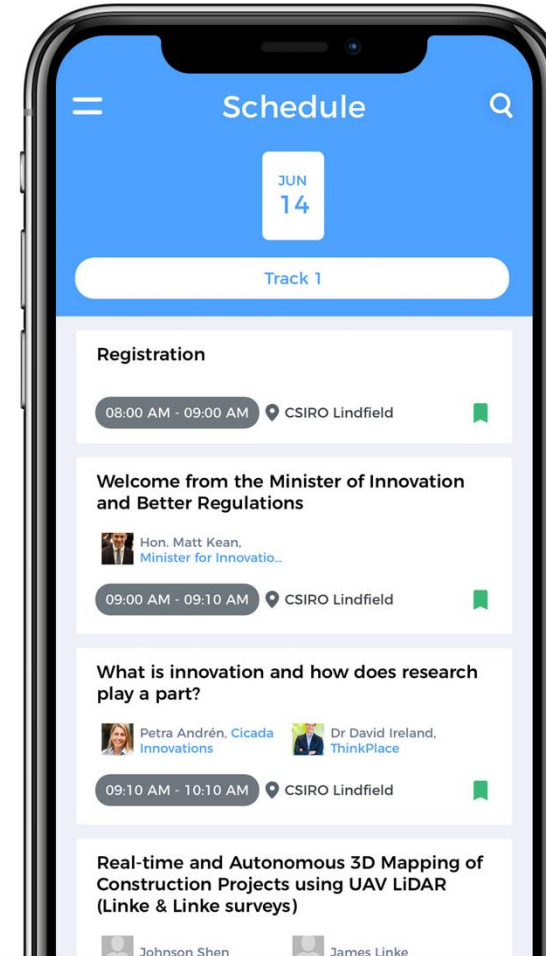
Offer customization

Elevate presentation



# Leveraging Technology for Seamless Engagement

## Event Schedule



# Before the Event

## 1.Event Promotion & Registration:

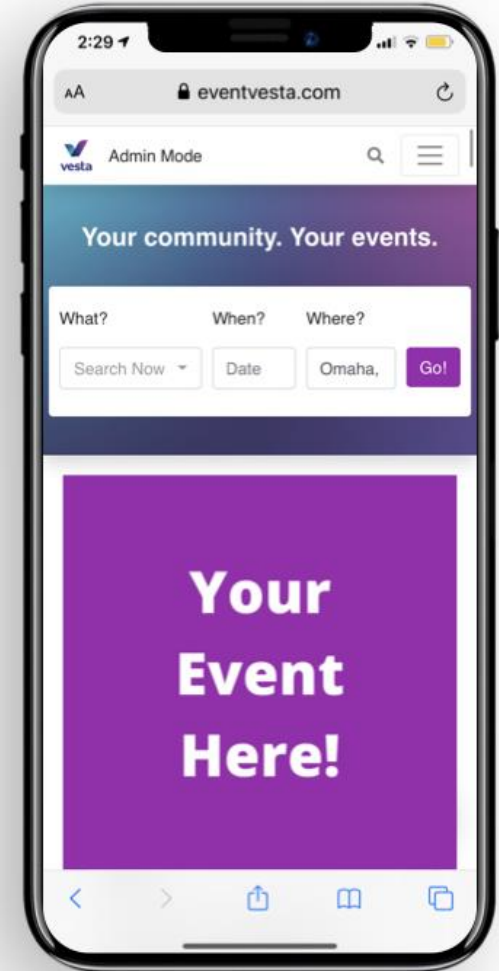
- **Eventbrite:** Seamlessly manage registration and ticketing.
- **Bizzabo:** Centralizes event marketing and registration analytics.
- **Aventri:** Integrates email marketing, registration, and attendee tracking.

## 2.Pre-Event Networking:

- **Brella:** AI-powered matchmaking to connect attendees before the event.
- **LinkedIn Events:** Create professional connections and interest groups.

## 3.Event App Launch:

- **Whova:** Offers personalized agendas, networking opportunities, and event updates.



# During the Event

## Attendee Engagement:

- **Slido:** Enables live polls, Q&A sessions, and audience feedback.
- **Glisser:** Combines interactive slide sharing and audience polls.
- **Mentimeter:** Offers live voting, surveys, and word clouds for real-time interaction.

## Networking & Connections:

- **Grip:** AI-powered networking tool for making meaningful connections.
- **PheedLoop:** Provides a social wall and matchmaking features for attendees.

## Interactive Features:

- **Catchbox:** A throwable microphone for fun, engaging Q&A sessions.
- **EventMobi:** Integrates games, leaderboards, and scavenger hunts for gamification.

## Virtual Reality (VR) and Augmented Reality (AR):

- **Snapchat AR Filters:** Create location-based filters for branding.
- **VirBELA:** Builds virtual event spaces for hybrid experiences

# After the Event

## Feedback and Analytics:

- **Typeform:** Engages attendees with interactive post-event surveys.
- **Zoho Survey:** Offers customizable surveys with robust analytics.

## Content Distribution:

- **Hubilo:** Shares recorded sessions, presentations, and exclusive post-event materials.
- **Vimeo or YouTube Live:** Post and share high-quality video content.
- **Constant Contact:** Simplifies follow-up email campaigns.
- **HubSpot:** Automates personalized email journeys and tracks attendee data.

## Relationship Nurturing:

- **Constant Contact:** Simplifies follow-up email campaigns.
- **HubSpot:** Automates personalized email journeys and tracks attendee data.



The background of the slide features a dark blue gradient with vertical light rays. A large, glowing white arch at the top contains the text 'social media post ideas'. In the center, the word 'Event' is written in a yellow cursive font, and 'MANAGEMENT' is written in a red, dotted, blocky font. Below the text, there is a red carpet leading towards a spotlight on the floor. On either side of the carpet, there are gold stanchions with red velvet ropes.

social media post ideas

*Event*  
**MANAGEMENT**

**Building Post-Event Relationships for Lasting Impact**



Buy  
Tickets



## Ideas to Consider:

- ❖ Create personalized strategies that leverage social media, email campaigns, and exclusive post-event content to build lasting connections and keep the conversation going.
- ❖ **Example:** Exclusive offers, post-event content sharing, personalized thank you notes, or follow-up emails.

New event



Sign up



## Case Study – Gourmet Events



**Key  
Strategies for  
Transforming  
Events into  
Unforgettable  
Experiences**

# Summary:

- ❖ **Strategy 1:** Personalizing experiences from the start—through audience analysis, tailored services, and thoughtful design.
- ❖ **Strategy 2:** Seamlessly integrating technology to enhance engagement before, during, and after the event.
- ❖ **Strategy 3:** Developing post-event relationships to continue building value long after the event has ended.

# Take Your Event to the Next Level





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