flock
Eventing Platform

How to Create Personalised Event Experiences

2022 eBook

Ready to personalise your events?

Events can be as simple or complex as you want them to be, but one thing you don't want them to be is forgettable. Events are an incredible opportunity to 'wow' your attendees and make them feel special.

In case you didn't know, attendees want to feel like they belong. They want to be a part of something bigger than themselves, which means that the events you host need to centre on more than just your brand. The best way to do this is by personalising the experience for your attendees using event data from your previous events so that they feel like they're at an event that's just for them.

Move on to the next page...........

What is personalisation?

Personalisation is the practice of tailoring an experience for a specific individual. It's about going beyond the basics and understanding what each person needs.

It can be a powerful tool for improving your events in obvious and subtle ways. When done right you can expect Higher attendance rates, Increased engagement and Increased revenue.

When you customise experiences based on individual needs, you create value for everyone involved — attendees, planners, partners and vendors alike.

Why should you create personalised event experiences for your attendees?

The goal is for attendees to walk away feeling like they've been heard and valued as individuals instead of just another attendee number.

You need to get the most out of each attendee's time at your event, increase their satisfaction and make them more likely to come back in the future!

Where and what kind of data can I collect to personalise my next event?

Event data is an essential tool for event organisers. It helps you to understand how your event is performing, who attended, and what worked well.

Personalising your event starts with collecting data. You need to have the relevant data to give your attendees what they need and exactly how they need it.

Data can be collected from various sources like

01. Registration systems

Before attendees register for an event, you can decide what kind of information you want to capture! With registration systems like RSVP forms, you can ask attendees to provide information like names, interests,etc.

02. Surveys

Surveys are a great way to collect feedback from attendees. They're best used on a large scale so you can get big insights into what attendees think of your event or company overall.
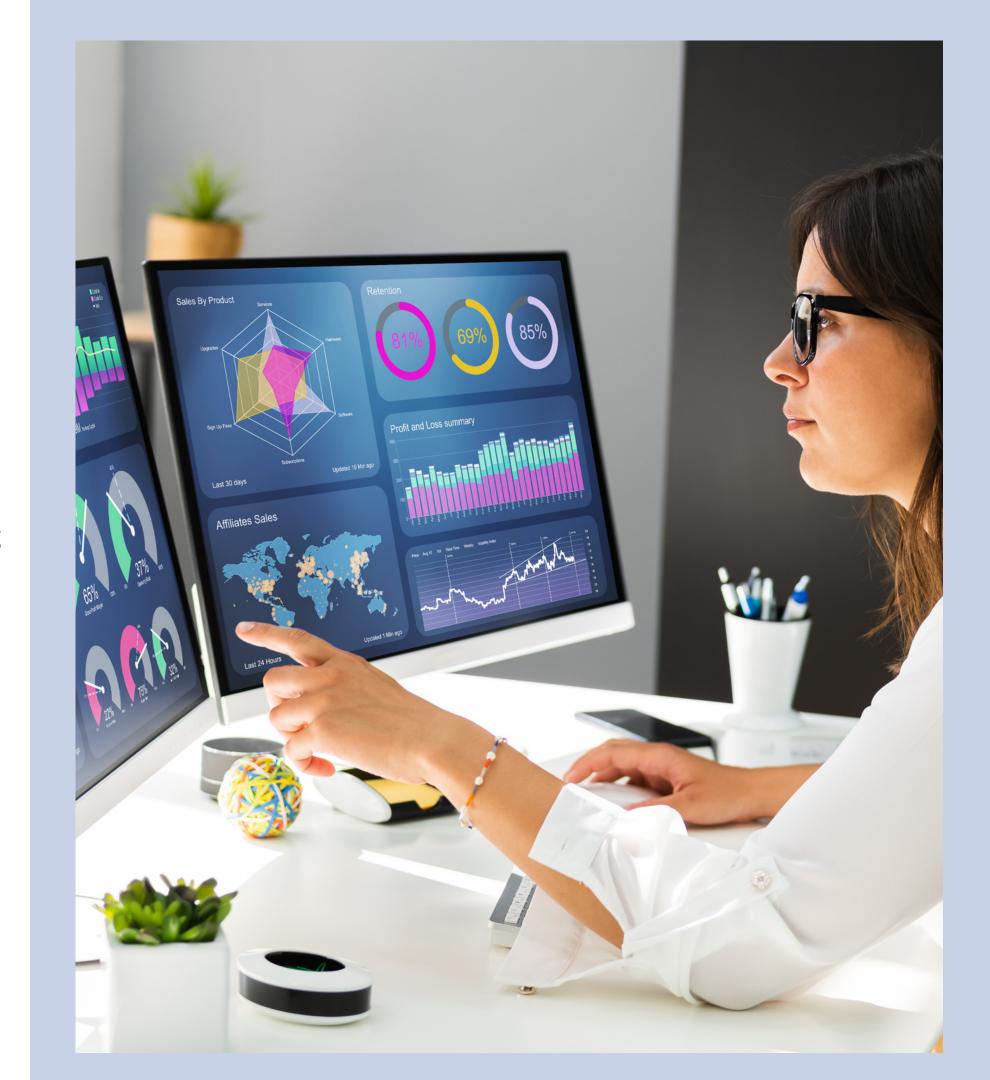
03. Social media

Social media can provide useful information about how people feel about an event, but only if they actually post something about it! You can run polls on social media to find out what your attendees want to see at your future events.

04. Mobile Apps

You can embed RSVP Forms, surveys and Live polls in a Mobile event App to collect data and find out more about your attendees.

05. Onsite Systems

Onsite systems like check-in machines can help you know who attended the event and who didn't.
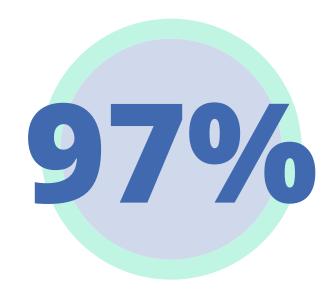
06. Networking tools

Online diaries are great for understanding your attendees and the type of people they like to network with. If you notice from your analytics that your attendees loved networking with a certain exhibitor, then it might be worth your while to invite that exhibitor to the next event you host.

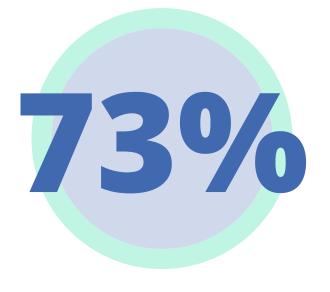## With the right tool you can track the following information:

- Attendee demographics – who attended, where they are attending from, and how they traveled.

- Attendee behavior – What icons they clicked on, how many sessions they attended, and how much time they spent on sessions and visiting speaker profiles

- Attendee interaction – how many people filled in the survey, if they participated in the polls, how engaging were they

- Sales conversions – which attendees turned to leads or sales, how many bought from the event,

Let's take a look at the numbers

97%

of event planners believe that personalisation can change a delegates perception of the brand and event

73%

of Event planners Believe that personalisation and data driven marketing is a priority for their events.

Stats from EventForce

Ways to personalise your event

Personalised badges

Badges have become a staple of events because they allow attendees to easily identify each other and make introductions. You can personalise the badge by adding a photo of the attendee that matches their profile photo on your event app. This helps others identify them from afar and provides a quick way to introduce themselves if needed.

Emails and event communication

From the moment your attendees register, you can use email marketing software like MailChimp to send them helpful information about your event — Flock Eventing Platform has created a simple yet comprehensive invitation process that allows event planners to send invitations, manage RSVPs and more – from a device of their choice. This gives you, the event planner, full control over all the steps in the RSVP process.

Event swag and goodie bags

Offer different types of swag based on ticket level or track (e.g., higher-priced attendees might get a nicer water bottle than those who purchased basic passes).

Personalised calendars

Attendees may not need to know everything that's going. The personalization secret here is to declutter the attendee calendar. With a Flock Custom Branded App Attendees are able to choose sessions that they want to attend and create their own agenda within the app.

Custom branded mobile app

Your Mobile App can include QR codes, maps and schedules, as well as an interactive forum for attendees to discuss sessions and networking opportunities. With Flock you have access to A mobile event app that gives attendees immediate access to important info, allowing them to engage and interact with others. Guests can provide useful feedback and data about the company event.

Beacons to create an interactive venue

Beacons are every event's dream! Beacons connect directly with an attendee's device through Bluetooth. Organisers can use beacons to tailor the event experience for the attendees. Exhibitors can install beacons at their stalls that connect with the attendees' devices. As soon as the attendees come within the radius of the booth where the beacon is located, organisers can display custom messages such as " Hey Mike, Would you like some coffee?"

Push notifications

Send every attendee that has downloaded the event app push notifications to remind them of upcoming sessions. Making notifications relevant to each attendee group ensures a smooth experience so that objectives are met.

Offer different benefits to different ticket holders

Split your tickets into different tiers such as VIP and General access. Those with VIPs should be able to get a lot more benefits like accommodation, activity tickets, Goodie bags and so much more compared to the ones holding general access. This will make the general access ticket holders want to upgrade and purchase the VIP ticket.
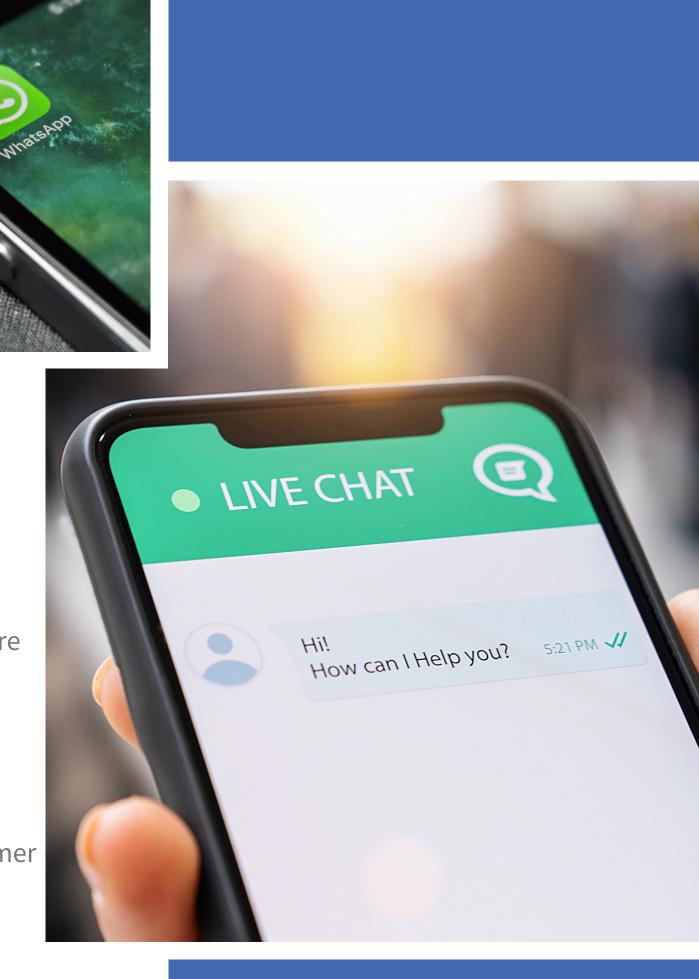
one more........

Use WhatsApp in place of a chatbot

Connect with attendees before/during/after an event. Instead of using a chatbot to offer support to your attendees, use whatsapp. About two billion people in the world have WhatsApp on their devices and use it religiously - what are the chances that someone will not have access to WhatsApp and won't be able to use during the event.

With WhatsApp, you can...

- Send your attendees messages and alerts to let them know of any event changes, announcements, and upcoming sessions. "Mobile messages see open rates of 98% (compare that to email, which is just 20 %). Avoid crowded inboxes and establish a direct, long-term connection with your customers"

- Open a support chat portal; Messaging allows you to react faster to customer requests and respond to questions faster. That will boost your conversion rate and increases your customer satisfaction.

A few event planners were asked how they use personalisation at event?

89% Said they use personalised event invitations

16% Said they use push notifications and concierge service on apps and mobiles

58% Said they rely on personalised registration

24% Said they love personalised onsite experiences, catering and give aways

71% Prefer personalised event communications

We've attended thousands of events......

and from each event there are a few things we loved and left us saying WOW.

Head on to the next page to see how some of the most amazing events created personalised event experiences for attendess

Africa's Travel Indaba 2022

Had different registration booths for hosted buyers and guests. This allowed the event organisers to tailor the experience for each attendee and ensure the correct information was collected during registration.

Attendees also had personalised name tags that included their names, what kind of attendees there were, and which company they were from.

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Meetings Africa 2022

Attendees could register to attend the event as either guests, hosted buyers, exhibitors or media. Each category had benefits tailored for each attendee.

Hosted buyers had VIP access to a lounge that gave them networking opportunities, Complimentary breakfast and lunch, and all exhibitor stands and meeting portals.
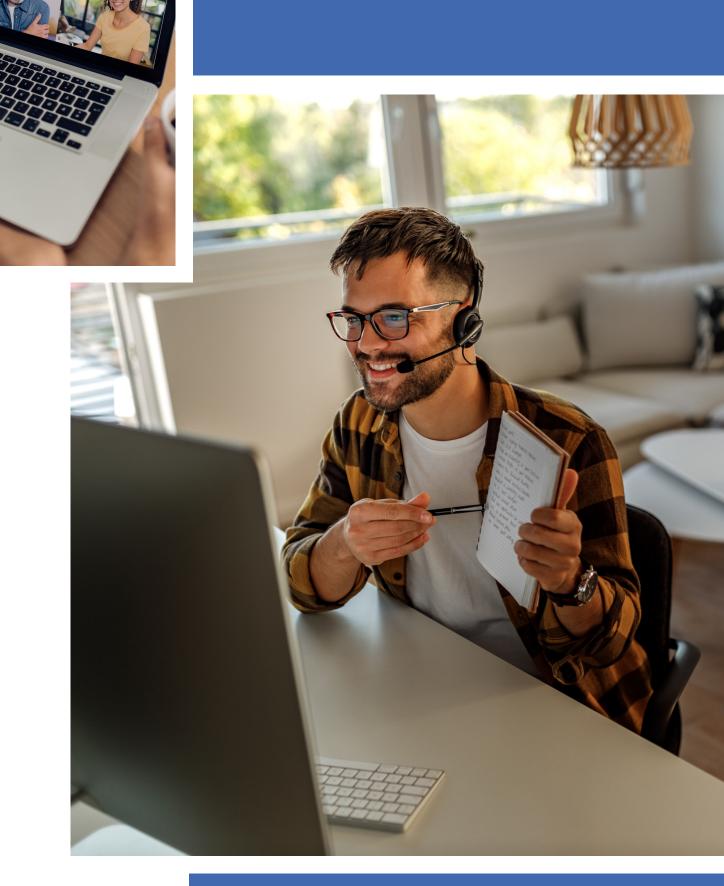
Visitors were given goodie bags upon arrival with a diary and had access to the showroom and general sessions.

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The flock Knowledge Series 2020

There are quite a few things we did to ensure that each attendee felt special. We sent out invitations to individuals that attended previous events asking them if they would like to attend our upcoming event.

Guests who took part in our surveys and competitions had good packs delivered to their houses a day before our next virtual events. The cherry on top was rewarding guests who filled in our event surveys with gifts and vouchers

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Work with us.....

It's important to understand that personalisation is data-driven. Before you jump on the personalisation wagon you need to think about why and align your activities with the goals.

As an event planner, you need to understand what data you must collect from attendees and agree across their organisation on how this data is going to be used. Equally, attendees also need to understand that you are going to be collecting data through the event and that this will better their experience. Getting that balance right is critical if you want to get it right.

Are you still unsure about how to create personalised experiences for your attendees? We can help!

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