Summary

To better understand the state of the event marketing landscape in 2017, Certain asked a large sample of marketers at enterprise companies how events fit into their marketing strategy.

We asked marketers about the effectiveness of events to achieve their goals, the tools they use to execute their events, the number and type of events they host, and the way they measure event success.

The results show clearly that most marketers agree events are an incredibly effective part of their marketing strategy. But most of those same marketers are throwing their events without the help of technological solutions like event management software and lead capture tools. They want more, better attended events, and they want to find ways to better capture, follow up with, and close the leads they generate.

We thoroughly enjoyed getting a bird’s eye view of the event marketing industry, and we hope you get as much out of the data as we did.
Methodology

To capture an accurate and broad perspective on event marketing in 2017, Certain relied on an independent research firm to interview 151 online respondents between April 10, 2017 and April 12, 2017. All respondents are marketing decision-makers at organizations with more than 1,000 employees.
Highlights

› Most respondents (76.8%) list their ability to drive results based on events as 4 or 5 stars.

› Most (57.6%) are spending more than 25% of their annual budgets on events and 69.5% of marketers plan on increasing their spend on events next year.

› On average, respondents listed events as their second most effective tool for driving revenue in 2016 (after direct marketing). The least effective tool was webinars.

› While most use event planners to make their events a success, less than half (49%) use an effective event management or automation software platform and less than a third (30.3%) use a technology solution to capture leads at the events themselves.

› More than 94% of respondents were unable to follow up with leads generated at events on the same day. Almost 60% (56.9%) take 4 days or more to follow up with leads. That might explain why, when respondents were asked about the biggest challenge to driving results from events, the second most common answer (after increasing attendance) was lead capture and follow up. As one respondent put it: “The biggest challenge is the follow up with the clients.”
Q. Overall, on a scale of 1-5, how effective is your organization at driving business results like demand generation and pipeline acceleration from in-person events?
Please rank the most effective marketing tactics you employed in 2016 for driving demand and revenue.

**AVG RANKING (HIGHEST TO LOWEST)**

- Direct marketing - 2.80
- Events - 2.89
- Content marketing - 3.44
- Email marketing - 3.53
- Paid advertising/SEM - 3.67
- Webinars - 4.66
Q. Will you increase or decrease marketing spending on events in 2017 from last year?

- Increase: 69.5%
- Decrease: 5.3%
- Stay the same: 25.2%

Number of responses: 100
Q. How much of your marketing budget was spent on events in 2016? Include spending for all events, from smaller field events to large conferences.
Which resources and technologies do you use to manage in-person events for your organization?

- In-house marketing operations: 72.8%
- In-house event planners: 68.2%
- Event management / event automation software: 49.0%
- Mobile app: 43.0%
- Event marketing agencies: 38.4%
- Lead capture: 30.5%
- Other: 1.3%
- None of the above: 0.7%
Q. Which marketing automation and CRM platforms are integrated with your event data?

- Salesforce: 58.9%
- Microsoft Dynamics: 39.7%
- Oracle Eloqua: 28.5%
- Pardot: 14.6%
- Marketo: 11.9%
- None of the above: 9.3%
- Other: 5.3%
Q. Which channel or tactic has been the most effective for promoting in-person events?

![Bar chart showing the effectiveness of different channels/tactics for promoting in-person events. The most effective channel is Social Media at 19.9% of responses.]

- **Social Media**: 19.9%
- **Email marketing**: 17.9%
- **Word of mouth**: 13.9%
- **Display advertising or retargeting**: 13.2%
- **Direct prospecting emails**: 11.3%
- **Direct mail**: 8.6%
- **Mobile App**: 6.0%
- **Company Website**: 4.0%
- **Blog**: 2.6%
- **Microsite**: 2.6%

**Number of responses**: 10
Q. Rank the following event-related technologies in order of importance to achieving a successful outcome for your events.

**AVERAGE RANKING (HIGHEST TO LOWEST)**
- Event management / automation - 3.05
- Registration management - 3.23
- Event & session check-in - 3.28
- Lead capture - 3.43
- Session polling and surveys - 3.83
- Mobile app - 4.17
Q. What type of events does your organization primarily host or sponsor?

![Bar chart showing the preferences of event types.]

- Corporate meetings: 68.2%
- Seminars: 63.6%
- Parties: 62.9%
- Tradeshows: 52.3%
- VIP dinners: 49.7%
- Field marketing events: 49.7%
- Roadshows: 47.0%
- Annual user conferences: 37.7%
- Award ceremonies: 27.8%
- None of the above: 1.3%

Number of responses: 25
Q. How many events does your organization typically produce each year?

- 10 or less: 9.9%
- 11-50: 31.8%
- 51-250: 26.5%
- 251-500: 9.3%
- 501-1000: 11.9%
- 1001-5000: 5.3%
- More than 5000: 5.3%

Number of responses: 10, 20, 51-250, 251-500, 501-1000, 1001-5000, More than 5000.
How many events does your organization typically sponsor each year?
How many people in your organization typically are involved with an in-person event throughout the event lifecycle?
Which of the following metrics does your organization use to measure success of in-person events?

- Registrations
- Marketing qualified leads created
- Upsell and cross-sell opportunities created
- Retention
- Pipeline created
- Pipeline influenced
- Revenue generated
- Attendee engagement
- Brand awareness
- Pipeline influenced
- Number of responses

Percentage of respondents:
- Registrations: 66.9%
- Marketing qualified leads created: 55.6%
- Upsell and cross-sell opportunities created: 54.3%
- Retention: 52.3%
- Pipeline created: 51.0%
- Pipeline influenced: 50.3%
- Revenue generated: 46.4%
- Attendee engagement: 43.1%
- Brand awareness: 35.1%
- Pipeline influenced: 34.4%
- Number of responses: 31.8%
Q. How long does it typically take your organization to follow up on event leads?

- **60.6%** take 2-3 days
- **16.6%** take 4-6 days
- **13.2%** take 1 week
- **15.9%** take 2 weeks
- **6.0%** take 3-4 weeks
- **4.0%** take longer than a month
- **1.3%** take longer than a month

Number of responses: 20
About Certain

Certain is the leading enterprise Event Automation solution that helps data-driven marketers and event professionals handle event logistics, engagement, and follow up. Certain partners with hundreds of companies across tens of thousands of events with millions of attendees. Visit www.certain.com for more information.