

# THE RISE OF **MOMENT** **MARKETING**

IN EVENTS



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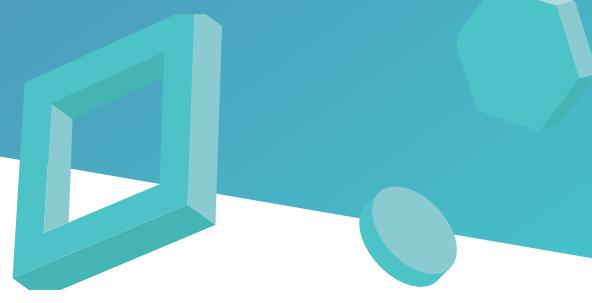
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# INTRODUCTION

2018 will be remembered as the year of the experience. When events evolved from mere get-togethers to strategic tools that deliver brand messages and change the behavior of those attending.

That's a great premise but how do you shape an experience? And most of all, how do you capitalize on the excitement experiences deliver before, during and after the event?

One trend that is quickly evolving into a fully fledged strategy is Moment Marketing.

Whenever moments are involved, event professionals need to listen carefully, because our industry by its definition is driven by memorable moments.

We are excited to bring you a complete overview of what Moment Marketing is and how we can use it to drive activations, registrations and desired actions in our audiences.

Here is what you will find in this report:

- We will start this journey by giving you an overview of what Moment Marketing is.
- Then we will analyze the underlying dynamics that make Moment Marketing important for today's live experience professionals.
- In the final part of this report, we will get down to business and show you practical tactics to make for your own live experiences.

Sit tight and join us on this ride through the future of event marketing.



**Julius Solaris, Event Manager Blog,  
Founder and Editor**



## WHAT IS MOMENT MARKETING ANYWAY?

Google defined Micro-moments for the first time in 2015:

**'They're the moments when we turn to a device — often a smartphone — to take action on whatever we need or want right now. These I-want-to-know, I-want-to-go, I-want-to-buy and I-want-to-do moments are loaded with intent, context, and immediacy.'**<sup>1</sup>

<sup>1</sup> Adams, L, Burkholder, E, Hamilton, K, Micro-Moments: Your Guide to Winning the Shift to Mobile. Accessed March 2018 from: [www.thinkwithgoogle.com/marketing-resources/micro-moments/micromoments-guide-pdf-download](http://www.thinkwithgoogle.com/marketing-resources/micro-moments/micromoments-guide-pdf-download)

In a world permeated by technology and data, we now turn to our mobile devices to take immediate actions on the products, services, and experiences we want.

This changes everything. What we may have studied in our marketing textbooks all of sudden loses context. Google has invested an incredible amount of resources to educate marketers about the power of moments and how they can overrule traditional buyer journeys.

What Google argues<sup>2</sup> is that we are not loyal to brands but to moments. A moment when we strongly want something has more weight than any type of influence brands try to exercise with traditional marketing campaigns.

Moment Marketing capitalizes on having just the right message at just the right moment. While it appears to be magically spontaneous, and sometimes it is, most often it's planned out well in advance. This "magic" and "spontaneity" yield great viral potential.

## THE IMPLICATIONS OF MOMENT MARKETING FOR LIVE EXPERIENCES

Moment Marketing has an incredible disruption potential for live experiences. Let's look at the universal drivers for event attendance:

- I want to learn about a topic/be up to date with trends
- I want to be entertained/I want to have fun
- I want to meet relevant business contacts
- I want to filter through the noise/too much information

A traditional strategy may look at the complex user journey that moves them to identify their needs and look for alternatives (events) to satisfy them.

Another interesting component is the attention to now. Moment Marketing helps us to reconcile our intelligence with another trend we identified in 2017, late registrations. Moment driven decisions driven by questions such as 'what is happening around me?' or 'where are my colleagues going this week?' result in late or walk-in registrations at business events. That defies all marketing tactics that have traditionally relied on early bird sign-ups to avoid last minute scenarios.

<sup>2</sup> Adams, L, Burkholder, E, Hamilton, K, Micro-Moments: Your Guide to Winning the Shift to Mobile. Accessed March 2018 from: [www.thinkwithgoogle.com/marketing-resources/micro-moments/micromoments-guide-pdf-download](http://www.thinkwithgoogle.com/marketing-resources/micro-moments/micromoments-guide-pdf-download)

Moment Marketing is challenging traditional marketing boundaries to move the attention directly into the moment when our prospective attendees will feel the need to attend.

It capitalizes on the need. And the drive to satisfy that need immediately. Smart event marketers are ready at that micro-moment with:

## Readiness      Relevancy      Speed      Tangible Satisfaction

### READINESS

Event marketers need to be able to anticipate when these moments may occur and be ready to provide a solution for the strong urge to satisfy that need. That means that whether it is a query on Google or a story shared by someone on Instagram, brands need to be ready to deliver within an 'if this is happening' - 'you should buy/attend' scenario.

**Example:** Someone shares a story on Instagram before the event using a hashtag -> A brand is ready for that moment by having an advertisement that talks to those watching that story and invites them to register.

### RELEVANCY

In Moment Marketing relevancy is everything. Brands cannot afford to be irrelevant or out of focus in specific moments. Consumers are becoming extremely savvy at recognizing relevant messages and often times they deride irrelevant messages on social media. Identifying those precise moments by using data platforms, keyword or hashtag research is key in order to be relevant. The live event professional should look for patterns that show an intent, capitalizing on that moment by being relevant will break down any possible barriers to action.

### SPEED

Moments are time-bound. The technologies supporting Moment Marketing activities have to be fast and reliable. As we move in a mobile-first world, speed in accessing information determines success or failure of a campaign, even before it is rolled out. A slow, non-responsive website, registration software, social media response or mobile app, spell failure in a Moment Marketing world.

## TANGIBLE SATISFACTION

Live experience professionals that want to capitalize on Moment Marketing need to offer tangible satisfaction to the need prospective customers present. That means a laser-focused answer to a very specific need. Therefore if I have the need to see a certain speaker on stage, I will purchase your event ticket if, and only if, you hire that speaker, and not anyone else. You need to be extremely clear in explaining how you satisfy the need prospects are experiencing. Moment Marketing requires very precise language, digital assets (images, videos, landing pages, etc.) and calls to action that explain how your live experience will satisfy the need of the moment.

## THE NEED FOR INSTANT GRATIFICATION

Instant gratification and compulsion are the main drivers behind Moment Marketing. What would happen if your TV remote control would work only occasionally or send you to the wrong channel? I am getting nervous even writing it.

Think of smartphones as life's remote controls. We use them every day to satisfy our needs. Whether it is purchasing that lamp you really liked, paying taxes or laughing at a cat video. When we feel the need to \_\_\_\_\_, we reach to our mobile phones for answers or solutions to our needs. If we can't find the answer or solution, our frustration grows. This dynamic has profoundly revolutionized the way we decide to attend events.

Social media has been the partner in crime with mobile phones to bring along such change. We witness a great event on our social networks. We may spot an enthusiastic tweet or LinkedIn update from a colleague (or a competitor) who is attending. We watch an awesome event recap video on YouTube. We catch up with our friends sharing 20 stories on Snapchat or Instagram from the event.

It would be great to be there. Wouldn't it? Instantly we feel a sense of frustration growing. We cannot satisfy our urgent need to be there in person and enjoy this great live experience. We are missing out. **Fear Of Missing Out**, or FOMO, is born. We feel the need to take action. That could be participating online or maybe purchasing a ticket for next year (or next month's edition or the next city on the tour).

This is when Moment Marketing becomes disruptive for events. It is the perfect opportunity to create **fear of missing out** and to satisfy it. This is also what we will present in the second part of this report. We will give you the tools you need to convert prospects into registrants:

- Conceptualizing pre-event campaigns that capitalize on the opportunities brought about by moments.
- Orchestrating moments during the event that can create a sense of missing out for all those not attending in person.
- Devise a plan to promote your message once the event is over.

## HOW TO MAKE YOUR EVENT MOMENT-READY

Making your event moment-ready involves a great deal of agility and flexibility in your team. A rigid structure, a complex decision-making process and strong adherence to the status-quo, will inevitably translate into failure. We identified four characteristics of the moment-ready event team:

### CREATIVITY

The average Internet user breathes the 'been there, done that' mantra. Ten years going viral was as easy as being a cute cat. And while kitties still have a place in today's Internet, surprise, emotion, play, and influence are more difficult to achieve every day.

Only the most creative marketing teams will be successful at Moment Marketing. Creativity is not only limited to the copy of your website, promotional material, social updates or remarketing banners. Moment marketers need to be creative in interpreting data that can lead to identifying valuable moments. They should think outside the box to spot trends, patterns, and insights that could drive marketing decisions. Moreover, live experience professionals are also called to be extremely creative in planning memorable moments during the event. Moments that can act as small marketing campaigns to recruit attendees.

### FLEXIBILITY

Moments can be unexpected. As much as you can plan them, sometimes they just happen. Having a team that is empowered to create those moments has consistently been part of successful experience design teams. Recreational parks and household names in hotels empower their staff to follow their gut creating memorable experiences.

During the latest National Collegiate Athletic Association (NCAA) basketball finals, the underdog University of Maryland Baltimore County (UMBC), seed 16 (or last), in the ranking went on to beat Virginia, seed number 1, for the first time in history. The event in itself is

quite remarkable. What made it even more infectious was the man behind the UMBC twitter account<sup>3</sup>. A genuinely motivated member of the team that goes beyond what is asked can become an overnight sensation and created tangible marketing opportunities. Empowering team members gives you an edge when it comes to moments.

## TECH PERFECTION

There is no room for good eventtech with Moment Marketing. Either your technology is outstanding or you should move on. Your tech provider should offer you the insights to make Moment Marketing decisions, it should flag opportunities. It should work perfectly at every touchpoint. It should be fast and it should offer an incredibly easy user experience for organizers and attendees alike. The correlation between complexity and effectiveness is just an excuse to justify obsolete technology. It's great sales team material but it's not for the moment marketer. Tech dashboards that offer quick solutions for you as a planner or for the attendee should always be prioritized over kitchen-sink event technologies that are challenging to use.

## TECH CONSISTENCY

Our research<sup>4</sup> tells us that **74%** of event professionals are still using individual solutions for technology. That is a problem in a Moment Marketing world. All-in-one solutions or deeply integrated platforms should always be preferred to siloed technology. The risk is different experiences at different touchpoints (e.g. a great event website but an awful mobile app). A decision that needs to happen fast and in-the-moment needs to count on a unified and simple experience that meets the urgent desires of the attendee or prospective attendee.

### Do you use an all-in-one solution or different providers?

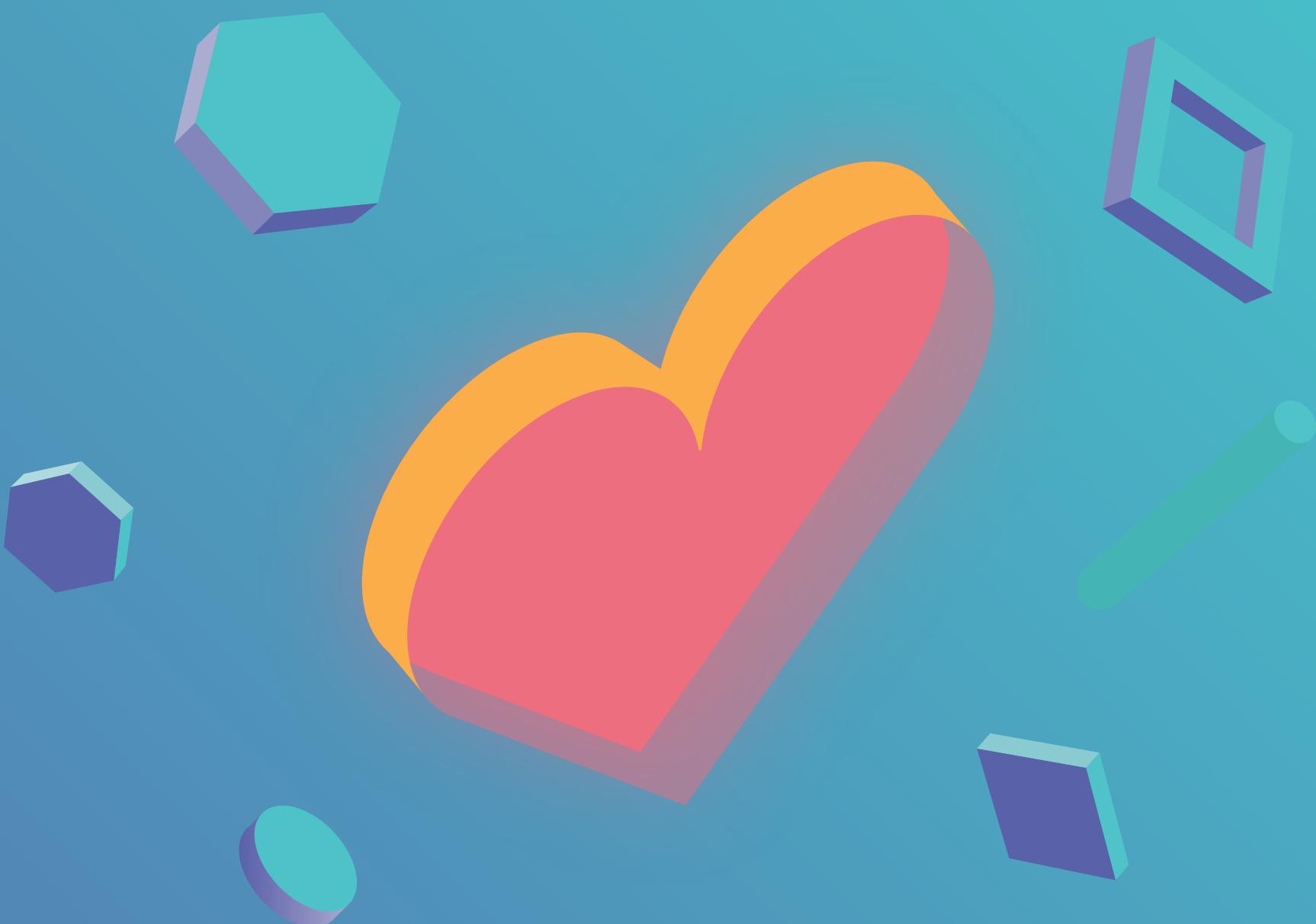


## SEARCH FRIENDLINESS

With major social networks changing the rules of the game frequently, online search is the real opportunity for planners wishing to take advantage of Moment Marketing. Micro-moments where first mentioned by Google. This whole phenomenon is being embraced by the tech giant and this is where Search Engine Optimization (SEO) comes in. While we discussed speed as one of the key factors of being moment ready, having the searcher need in mind when we create a page for an event is key. Optimising for the search intent and for new technology such as voice search should be a priority on your digital marketing to-do list.

<sup>3</sup> Andrews, M (2018, March 17) Man Behind U.M.B.C. Twitter Account Also Takes a Victory Lap. Accessed March 2018 from: [www.nytimes.com/2018/03/17/sports/ncaabasketball/umbc-twitter.html](http://www.nytimes.com/2018/03/17/sports/ncaabasketball/umbc-twitter.html)

<sup>4</sup> EventMB, State of the Event Industry Research (2018). Accessed March 2018 from: [www.eventmanagerblog.com/state-event-industry-research-2018/](http://www.eventmanagerblog.com/state-event-industry-research-2018/)



## MAKING THE MOST OF MOMENT MARKETING

Before, During, and After Your Event

*Becki Cross*

**Marketers all over the world agree that 2018 is the year of experiences.**

The live event industry is capitalizing on the opportunity to create unforgettable brand moments, face-to-face with their customers. In this section we break down some of the ways event planners and marketers can use live events to create meaningful moments throughout the customer journey, explaining tools, tactics, tricks, and examples that have been successful.

# HOW TO USE MOMENT MARKETING BEFORE THE EVENT

In the critical period leading up to your event, Moment Marketing can make the difference between a full house or lackluster registrations. Make sure you fill every seat by nailing these opportunities to shine and take advantage of your moment center-stage.

## The Speed of your Online Assets and How it Affects the Decision to Attend

Excuse us if this sounds obvious but the first essential step is to make sure that your event website is mobile friendly. Search from mobile devices (smartphones and tablets) worldwide have now overtaken PC searches<sup>5</sup>. Not only that, but Google also gives preference to sites with the fastest loading speeds. This makes sense when you appreciate that 53% of visits are abandoned if a mobile site takes longer than three seconds to load<sup>6</sup>. And for every one-second delay in site load time, conversions fall by a further 12%.

You want information and you want it fast. Impatient maybe, but this is the world we live in - get on board or get left behind. Don't give your potential attendees any reason to lose attention.

### Make it snappy

- Test and optimize your site. Start by using this tool: [testmysite.withgoogle.com/intl/en-gb](https://testmysite.withgoogle.com/intl/en-gb).
- Only use providers that can guarantee fast loading speeds for their registration platform.
- Strip out all assets that slow down your loading speed. Typically videos, animations, and large pictures can slow the page-load speed.

## Make Registration Easy Peasy. Or Lose Out

Another scenario blocking your Moment Marketing opportunities is a painful registration process. Don't give any reason for potential attendees to lose attention and bounce away - the opportunity could be lost forever.

### Maximise registration success:

- Enable social sign in to minimize the information your participants need to enter manually or use a system that remembers previous registration data so attendees just need to check everything is still correct and fill in the gaps. The smoother the user experience the faster the booking will be confirmed.

5 StatCounter (March 2018) Desktop vs Mobile vs Tablet Market Share Worldwide Accessed March 2018

6 Gevelber, L (August 2017) Micro-Moments Now: Why expectations for 'right now' are on the rise Accessed March 2018 from: [www.thinkwithgoogle.com/consumer-insights/consumer-immediate-need-mobile-experiences](https://www.thinkwithgoogle.com/consumer-insights/consumer-immediate-need-mobile-experiences)

- Look critically at every question on your registration form and ask 'is really essential to ask this question?' If it isn't absolutely vital, remove it.
- Ensure that your registration site tracks and captures those that looked around your site or abandoned the booking process so you can remind them about the event and perhaps offer them a special discount code to entice them to attend.

## Be Ready to Maximize Registrations Until the Last Moment

Event attendance decisions are made later than ever, which can be nerve-wracking for event planners needing a specific amount of registrations or ticket sales. Be ready to accept bookings right up to the last minute to ensure that you don't lose out.

### Capture those late additions:

- Don't stop your marketing efforts and let people know they can still purchase tickets online or even in-person at the event. If potential attendees discover your event super late, this is the first thing they want to know. If you use chatbots or live web chat, make sure this question is addressed clearly.
- Encourage social sharing to encourage further sign-ups. On Facebook, if you set up your event details this means that whenever anyone indicates they are interested or attending it will automatically share details with members of their network and provide a ripple effect.
- Also, encourage social sharing options after the booking is complete. Prompt a new registrant to share they are attending via their preferred social media channel after booking and 'show off' to or notify their peers. Some event registration providers even allow organizers the ability to incentivize registrants to share on social media through single and double-sided referral bonuses (similar to what Uber and Dropbox used to drive user signups).
- Use technology so that you can service last minute bookings without an issue. Print badges on site, on demand, instead of pre-printing in advance and offer self-service kiosks or ticket sales at the entrance.

## Perfect Timing: Remarketing and Converting Prospective Attendees

Often people need several nudges before they make a purchase. 97% of visitors to an event website leave without buying a ticket. Sometimes it simply isn't the right time but a timely reminder at a later date could get them booked on.

### Stay in the mind of your potential attendees:

- Remarket your event to those that have visited the site or looked at some different pages but did not complete the registration.
- Use targeted remarketing - if someone has checked out the program page but never

purchased a ticket, show them the newest speakers added to the event.

- The most effective remarketing campaigns have a clear call to action to convert attendees that are wavering, or possibly interested. They are also highly contextual to the visitor's behavior. Think about those Amazon ads for exactly the product you were looking at but didn't end up buying.
- Drip marketing is another powerful marketing tool. Create an email nurture campaign that sends emails based on particular contact actions, like visiting a particular page, or clicking a particular button within your event website.

## Be The 'Best' and Reap the Rewards

Mobile searches for "best" have grown by 80% in the past two years<sup>7</sup>. You need to show up when people search for the "best event for <insert industry niche here>". Consumers want to be confident they are making the best decision and this is particularly true when it comes to investing their precious time or money into attending a conference or event. The better search rankings your event achieves, the better the visibility in search results and the greater the confidence that potential participants will have in committing to a purchase decision.

### Stand out over and above the competition:

- Be the best event in your niche. To prove this you need the website content and the search rankings to back it up. If people hear about the event and Google the name, make sure your site is easy to find.
- Get listed in roundups for the best events in your industry or niche. Reach out to respected authorities for their consideration.
- Google listens to brand signals. Be recognized as a brand name and a search term people are seeking out to raise your rankings.
- Up your content game. Traffic from social is another signal to Google that you are the best, so drive people to your site from social networks. Work with influencers to increase referrals and spike traffic while you're at it.

## Ensure Your Event is Poised to Take Advantage of 'Today' and 'Tonight' Searches

Over the past two years, travel-related searches for "tonight" and "today" have grown over 150% on mobile<sup>8</sup>. Events happening at a destination today/tonight can still appeal to these last-minute thrill seekers.

### Take advantage of those within traveling distance:

- Make sure local hotels and tourist boards are aware of your event so they can suggest it to

<sup>7</sup> Gevelber, L (July 2017) Micro-Moments Now: 3 new consumer behaviors playing out in Google search data.

<sup>8</sup> Gevelber, L (July 2017) Micro-Moments Now: 3 new consumer behaviors playing out in Google search data. Accessed March 2018 from: [www.thinkwithgoogle.com/consumer-insights/micro-moments-consumer-behavior-expectations](http://www.thinkwithgoogle.com/consumer-insights/micro-moments-consumer-behavior-expectations)

visitors.

- Use social media ads immediately before the event to give a last minute ticket boost, focusing on those who are close to your event so that they can make an impulsive decision to visit your gathering.
- Reach people like those that are already interested in your event through lookalike audiences<sup>9</sup> to target ads more effectively.
- Make use of social channels. Snapchat shows location heat spots of high activity to capture and spread the interest to those nearby. This feature is perfect for events if your target attendees are loyal users of the Snapchat platform.

## Act Now to Win with Voice Search (it is already here)

With Comscore predicting that 50% of all search will be via voice by 2020<sup>10</sup>, it is more important than ever for event planners to optimize for voice. It isn't a tool of the future, digital assistants are already here and are already influencing how prospective attendees find events.

### Use voice discovery to your advantage:

- Unconsciously, voice searches are more natural and conversational. Text searches are often only a few words, however, voice searches ask longer search queries, often in the form of questions. Ensure that your website content takes into account long-tail search phrases and information for potential attendees at all stages of the sales funnel.
- Voice searches tend to be more action-based than text-based searches, with voice search users showing intent to act rather than simply searching with no purpose of acting on it. For example, asking "how much is a ticket for the ABC conference" demonstrates a greater intent than someone asking "what is the ABC conference?" Create and develop content to answer specific questions and match different levels of user intent. Use a more conversational writing style, rather than just focusing on keywords.
- Use schema markup<sup>11</sup> in the backend of your website to boost your voice search results. This is code to help users find more informative results. It tells the search engines what the data means, rather than just what it says and this structured data is one of the signals that powers the "cards" or direct answers returned for voice search. Use schema markup on your forthcoming events page so that your events listings are returned accurately by personal assistants, such as Siri and Alexa.
- Organizers can also use the Google data highlighter<sup>12</sup>. Tag the data fields on your site with a mouse to enable Google to present the data more attractively and in new ways in search results. Within your event listings, use Data Highlighter to tag data (name, location, date) for

9 Facebook. Lookalike audiences. Accessed March 2018 from: [www.facebook.com/business/help/231114077092092](http://www.facebook.com/business/help/231114077092092)

10 Bentahar, A (2017, November 27) Optimizing For Voice Search Is More Important Than Ever. Accessed March 2018 from: [www.forbes.com/sites/forbesagencycouncil/2017/11/27/optimizing-for-voice-search-is-more-important-than-ever/#467dcf9e4a7b](http://www.forbes.com/sites/forbesagencycouncil/2017/11/27/optimizing-for-voice-search-is-more-important-than-ever/#467dcf9e4a7b)

11 Patel, N How to Boost Your SEO by Using Schema Markup. Accessed March 2018 from: [blog.kissmetrics.com/get-started-using-schema](http://blog.kissmetrics.com/get-started-using-schema)

12 Google. About Data Highlighter. Accessed April 2018 from: [support.google.com/webmasters/answer/2692911?hl=en](http://support.google.com/webmasters/answer/2692911?hl=en)

all of the events on your site. The next time Google crawls your site, the event data will be available for rich snippets on search results pages.

## Be Location Savvy: Investing in Local for ‘Near Me’ Results

Today, nearly one-third of all mobile searches are related to location<sup>13</sup>. Due to location sensors, Internet users expect to be served relevant results even if they don’t explicitly type “near me” into the search bar.

### Make the most of your local catchment area:

- Use data on explicit location search requests to help you improve your event visibility. If you are running an SEO conference in New York, how many searches have there been for this search in the last month? How many results are being returned? What other events do you need to beat or differentiate from?
- Facebook dominates in terms of event discovery<sup>14</sup>. 38 million public events were created on Facebook in 2016, with event listings used by 490 million people each month. 60% of Facebook users discover events through the news feed. It is possible to subscribe to, mark as interested in attending, or indicate they’re going to an event, which then populates back to the News Feed, showing the event to users’ friends and colleagues. Those attending are then encouraged to contribute to a public Story collating pictures and videos from the event.
- There are millions of daily search queries related to finding local events and activities. Google has updated its app and mobile web experience in the U.S. to help all types of events, happening nearby, now or in the future to show up in search results. Google created developer guidelines<sup>15</sup> for event marketers to make sure their own event listings are surfaced through Google Search. Using schema markup on your forthcoming events page can enable your events listings to show up directly in the SERPs (search engine results pages). This can share details about each event at glance: title, date, time, and location.

## The Art of Newsjacking and How It Can Grow your Event

While the practice of Moment Marketing may seem very passive, it’s actually about getting noticed at the right time and context. Newsjacking is the perfect combination of a timely occurrence, a branded opportunity, and the right social media platform to get noticed. If you blast your sales pitch in the middle of the World Cup, your message will be a mere interruption. If you join others as they are watching with your own fitting commentary, you start building a friendly relationship.

### Use newsjacking wisely:

13 Gevelber, L (August 2017) Micro-Moments Now: Why ‘near me’ intent is a ‘near you’ opportunity. Accessed March 2018 from: [www.thinkwithgoogle.com/consumer-insights/local-search-mobile-search-micro-moments](http://www.thinkwithgoogle.com/consumer-insights/local-search-mobile-search-micro-moments)

14 Facebook. Bring people together with Facebook Events. Accessed March 2018 from: [events.fb.com/#why-facebook-events](https://events.fb.com/#why-facebook-events)

15 Google Search. Event. Accessed March 2018 from: [developers.google.com/search/docs/data-types/event](https://developers.google.com/search/docs/data-types/event)

- Be ready monitoring social media 24/7 and able to respond without a clunky hierarchy needed to sign off content. Any delay in posting and the optimum moment may already have passed.
- During sporting events and similar pivotal moments on social media have a team of people ready and waiting to respond at the opportune moment.
- Plan for some of the most common scenarios that might happen during an awards ceremony, a world record attempt, etc. so that you can trigger a witty repost with lightning-speed reactions.

## It's All About Me: Offering Intuitive and Personalized Suggestions That Convert

Your attendees are used to being served up personal recommendations that appeal to them. By default they expect the same from their event experience, so make sure you take a customized approach. Blanket messaging and mass mailings are definitely not the way to impress your potential audience.

### Get personal:

- Take advantage of every opportunity to get to know your attendees better. Ask their opinion, poll them, ask for feedback. Do everything you can to understand them.
- Harness artificial intelligence (AI) to suggest and serve up the best solutions, based on machine learning from analyzing the choices of others and data from past interactions, if possible.
- Reach out to past attendees of similar events to let them know about any new opportunity that should appeal to them, based on their past preferences and attendance.

# HOW TO USE MOMENT MARKETING DURING THE EVENT

The overarching theme here is to inflate FOMO to epic proportions for anyone not at the event, including those participating online, and to provide a more engaging experience for those attending in person.

## How To WOW with Social-Media-Worthy Moments

To capitalize on Moment Marketing in live events, it must fit your brand and the interests of your audience. If you get it right, your attendees will love it and the opportunities for social capital will pay off with every social share.

### Boost social sharing at your event:

- Invest in creating the wow factor to get people reaching for their phones to capture the moment. Use props, oversized elements, interesting backdrops, special effects, confetti - anything that will get your audience excited. CSE Live, a conference for people who plan events, meetings and live experiences, got this right recently by having curling and many moment-ready props on hand.
- Think about innovative, different elements and top swag that participants will want to show off to their friends or colleagues. MozCon, an event for digital marketers, gives away collectible figures designed to encourage attendees to come year after year to build up a collection of coveted figurines.
- Consider tools that use automatic photo tagging through the use of facial recognition. If you can share cool event photos and tag those captured in the image this makes them more likely to share with their peers and to spread the word about the event.

## The Power of Performers and Moment Marketing to Drive Engagement

Add star quality to your Moment Marketing by making the most of performers and speakers. Make sure that it is clearly requested and written into your contracts exactly what you expect as part of the agreement.

### Get the most from your special guests:

- Create exclusive content by giving sneak peeks and previews from the backstage areas. Showing glimpses only accessible with VIP passes can capture the imagination of your guests. At the MTV Europe Music Awards, Rita Ora took the TV cameras backstage and was comparing the size of her dressing room and rider against other performers for a humorous spoof which sent Twitter into a frenzy.
- Ask your talent to take selfies, livestream or video from the event and post it on social

media to skyrocket excitement around the event. In any crowd shots, encourage fans to find and tag themselves on the photo or watch and respond to the video or live stream if they spot their friends. Even in a corporate conference environment, the mood shouldn't be somber and the delivery and atmosphere can still be upbeat.

- Actors can be used to interact with your audience, either to create an unexpected, performance or to specifically increase interaction between the audience members.
- In meeting design, Forum Theatre<sup>16</sup> can be a powerful way for the audience to stop a scene and redirect the actors to respond differently. The same scene can be acted out multiple times until the “perfect” behaviors, outcomes and learnings are achieved. This participative interaction<sup>17</sup> can contribute to longer-term retention.

## Can You Keep a Secret? How To Seduce with Secrecy to Create Memorable Experiences

When you keep details of an event secret, limited or exclusive the interest in the event can skyrocket as the intrigue and speculation grows. It can be a successful marketing technique, guaranteeing a sell-out event now or in the future and getting people talking, further boosting excitement.

Academic studies link positive surprises to a number of desired marketing outcomes every event professional is looking for:

- Derbaix and Vanhamme<sup>18</sup> concluded that surprises have a positive influence on word of mouth.
- Oliver<sup>19</sup> also found a positive correlation between positive surprises and customer delight (while customer satisfaction is the objective of mediocre business, customer delight is the new predicament of modern marketing).
- Wetzel et al<sup>20</sup> talked about the role of positive surprises as igniters of affective commitments (the type of commitment that increases engagement and satisfaction).

### Ideas to incorporate secrecy into your event:

- Two events in 2018 that have had success with keeping a secret and the surprise element are SXSW and PCMA's Convening Leaders. At SXSW, a Q&A with Elon Musk<sup>21</sup>

16 Wikipedia. Forum theatre. Accessed March 2018 from: [en.wikipedia.org/wiki/Forum\\_theatre](https://en.wikipedia.org/wiki/Forum_theatre)

17 Breel, A (2015, May) Audience agency in participatory performance: A methodology for examining aesthetic experience. Accessed March 2018 from: [www.participations.org/Volume%2012/Issue%201/23.pdf](http://www.participations.org/Volume%2012/Issue%201/23.pdf)

18 Derbaix, C, Vanhamme, J. Inducing word-of-mouth by eliciting surprise? a pilot investigation. IAG - LSM Working Papers; 01/14 (2001) Accessed March 2018 from: [hdl.handle.net/2078/18286](https://hdl.handle.net/2078/18286)

19 Oliver, R (2010) Satisfaction: A Behavioral Perspective on the Consumer. Accessed March 2018 from: [books.google.co.uk/books/about/Satisfaction.html?id=IJ5846z99tIC&redir\\_esc=y](https://books.google.co.uk/books/about/Satisfaction.html?id=IJ5846z99tIC&redir_esc=y)

20 Wetzels, M, de Ruyter, K, van Birgelen, M. (1998) Marketing service relationships: the role of commitment, Journal of Business & Industrial Marketing, Vol. 13 Issue: 4/5, pp.406-423. Accessed March 2018 from: [doi.org/10.1108/08858629810226708](https://doi.org/10.1108/08858629810226708)

21 Conditt, J (2018, March 12) Breaking down Elon Musk's surprise, sold-out talk at SXSW. Accessed March 2018 from: [www.engadget.com/2018/03/12/elon-musk-sxsw-spacex-tesla-mars-ai-future-nolan/](https://www.engadget.com/2018/03/12/elon-musk-sxsw-spacex-tesla-mars-ai-future-nolan/)

was announced by email in the dead of night, the day before it happened. The element of surprise and celebrity, combined with a very tight deadline gave a winning combination. It sold out by 8.30am. PCMA's Convening Leaders convention in Austin, Texas wowed attendees with unannounced appearances from the actor, Matthew McConaughey, and country music legend, Willie Nelson.

- Gingerline events and the Secret Cinema Club in the UK are two examples of events taking place at undisclosed locations, keeping the details secret until the last moment. This approach has propelled them to cult status. It is more than just keeping the location under wraps though, the experience they offer after arrival is immersive, not passive, to make it a truly unique event from start to finish. Attendees are detached from reality, making them feel like they are in a movie. Make choices that go against conventions and traditions to surprise and disrupt attendees (within legal and safe boundaries of course).
- Planned serendipity exists and it's a clear winner. Technology and apps are great tools to build secrecy and events offer the perfect opportunity to unveil the secret.

## Raising the Hype to Propel Your Event Appeal

Events have a limited and time-bound opportunity to make an impression so you need to raise the stakes at every opportunity to really make an impact. You want to spike demand by driving attendees to quickly register before time runs out.

### Create a frenzy around your event:

- 18% of event planners in the EventMB Big Industry survey identified influencer marketing as their most effective promotional tactic, with 25% planning to invest more into it in the future. Respected influencers, or even micro-influencers, can have a huge impact on the awareness, interest, and bookings for your event.
- Brighton SEO is a conference which runs twice a year in the UK, and religiously "sells out" 1,500 tickets in 50 seconds. The tickets are free but nevertheless, to orchestrate such a high demand and to see how fast the capacity is reached deserves recognition. They build their email, web, influencer and social media marketing to a crescendo in the 24-hour period before the tickets are available, getting the event trending and getting talked up by respected names in the SEO world. All of this seems to drop at just the right time to ensure that mentions are everywhere and securing a ticket is the number one priority for anyone working in this field. It has come a long way since it started out in a room above a pub.
- To check in for a Tony Robbin's event, prospects must wait in line for hours. Keep in mind, these are slick, big-budget events that utilize the best event tech, choose the best venues and employ limitless event staff. So why the long lines? The speculation is that this process of waiting in line for the event is purposefully slow to raise the excitement and intrigue for what is to come and encourage attendees to get to know the people around them. You can't create a "golden ticket" moment unless the event feels exclusive and highly desirable.

## How To Incorporate Unforgettable Moments into your Event Schedule

You want to create events that get people talking and stick in their memory for a long time. Have you really made a difference if you don't create that deep, lasting impression or bring about behavior change as a result of your event?

### Make your event unforgettable:

- The most unforgettable moments are not always the biggest budget. One stand out moment from employees attending a corporate retreat was when the company C-suite was there to shake their hands and bid them farewell at the airport before their flight. This was completely unexpected but cost virtually nothing. Staff still talk about that moment to this day as it made a big impression on each and every one of them, showing them how valuable they are to senior management.
- Storytelling is often underutilized in events and but it is an age-old, effective way to convey an important lesson in a memorable way. This is particularly true if the story is particularly emotive. It is hard to forget if the words of a speaker move you to tears.
- Often it is the participative moments that are the unforgettable moments in live events. If your guests are part of something, rather than passively listening, it will give them a much more positive response to the event compared to someone who didn't join in.
- Making the advice personal is another way to have an impact. In a workshop session if the facilitator can get participants working in pairs or small groups to share an issue and offer solutions in return this can give a powerful new perspective on the issue. Even if the perfect plan to overcome the difficulty isn't offered it can often trigger further thinking and enlightenment which will resonate after the event, as well as increasing bonds with the other participants.

# HOW TO USE MOMENT MARKETING TO MAKE THEM COME BACK

Even after the event is over, you want to utilize Moment Marketing to keep your attendees loyal and eager to return for the next event.

## Leverage the Moment to Collect More and Better Feedback

Once attendees have left the building the moment has gone. Feedback needs to happen on the spot and be quick and easy for attendees to respond to. This can take the pulse of the event and enable event planners to make their next events even better.

### **Find out what your attendees really think with these quick response feedback ideas:**

Send reminders through event app for attendees to give feedback and consider offering an incentive for those that make the effort to respond.

Set up a poll and ask your participants to respond live within the session to give a quick idea of the event feedback.

Use self-service kiosks to encourage fast and anonymous responses, including the opportunity for longer comments if they want to share ideas for improvement.

Use happy and sad faces for quick, simple feedback about the event overall or to find out how you did on specific elements.

Ask attendees to return their conference badge to a specific receptacle as they leave the event, to indicate whether the overall event left people satisfied or unsatisfied or to show whether they would attend the event again or not. Of course, this doesn't give deep, qualitative feedback but it can give an overall indication and you can always invite further feedback from those that are inclined to share more.

## Take Advantage of Binge Attending to Make Them Hungry for More

The new way to consume content is to binge. This is a familiar concept with TV shows and movies but the same behavior is emerging as a trend in events too. Impatience, immediate action, instant gratification, impulsiveness - behavior we can identify today. Constant FOMO (fear of missing out), combined with an ever-growing all you can eat buffet of desirable content are two of the main drivers of this behavior.

Binging attendees can be found at almost every event type. There's the person who dresses as Darth Vader at every geek convention, there's the serial sports fan who follows their team around the world and there's the surgeon who attends every medical conference in their state. These superfans are also the most likely to want to obtain every piece of merchandise

associated with the event, every ticket upgrade possible and entry to any fringe events. For these reasons, the bingers are among your most valuable attendees.

#### **Make the most of the desire for more:**

- Around every event is a community of users with similar interests or goals. The best way to tap into that resource is to partner with other events in this niche. Work with similar events to cross-promote at the point of sign-up. The “thank you for your purchase” page an attendee sees after purchasing a ticket is the ideal place to promote similar events without giving your sale away.
- Target the bingers more directly through their own communities or communities you bring about. Binge attendees aren’t just interested in attending an event, they can be obsessive about the topic and as such are often very involved in the activity and wider discussion. A great way to tap into communities is to make use of influencers. Every community has them and in the case of events, the influencers are often bingers themselves.
- Attendees and their respective communities can also be targeted through social media advertising on platforms like Facebook, Twitter, and LinkedIn. Facebook, in particular, offers an opportunity to target “lookalike audiences”. You can create audiences based on demographics, interests and external data to build an accurate profile of who to target.
- The road to binge nirvana is to keep satisfying the need of attendees by giving them more of what they want and also increasing the opportunity to upsell.

## **The Art of Follow Up. Reliving Key Moments to Re-ignite Interest**

You want the event bubble to continue after the event and to keep conversations and positive feelings on a high. This can be a great opportunity for early ticket sales for next years event, to generate some early cash flow based on attendee trust and excitement, even before the program and finer details have been released.

#### **Keep excitement levels high for long-term loyalty:**

- Share a short highlights video capturing the best bits of the event, publish pictures of the speakers with key quotes from their presentations and encourage attendees to share their best memories and learnings.
- Set up discussion groups around different topics/interests from the event to enable the connections and value to continue, with or without speaker involvement. As well as using social media groups, some conferences are utilizing the communication platform Slack for a deeper dive and discussion around the event. Channels can be set up around different discussion topics and the tool is searchable to find the specific queries you want to explore in further detail.
- Use tools such as Evernote to create a digital goodie bag of notes from your conference<sup>22</sup>.

22 Wén, G. (2017, May 30) Passing Notes—A Better Way to Share Content From Conferences. Accessed March 2018 from: [blog.evernote.com/blog/2017/05/30/a-better-way-to-pass-notes-sharing-content-from-conferences](http://blog.evernote.com/blog/2017/05/30/a-better-way-to-pass-notes-sharing-content-from-conferences)

Collate notes from the speaker, event moderators and conference participants to create a comprehensive learning resource to help attendees appreciate the content shared at the event and to retain the learning for longer by having the main takeaways to reference on demand.

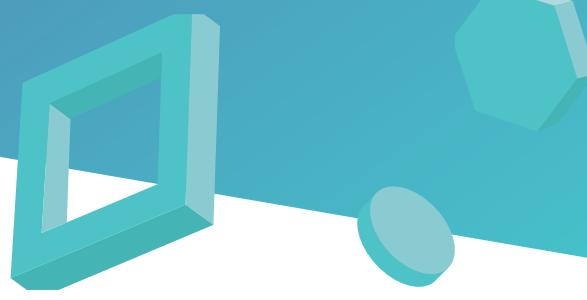
- Encourage attendees to tag themselves in photos from the event and spot themselves on video footage to keep them engaging with the content, sharing, tagging and interacting.
- Do a caption competition from the event offering some unmissable prizes.
- If the event was filmed in its entirety make sessions available so that attendees can relive them and receive even more value.
- Create and share a billboard-sized work of art – live and in real-time, powered by your event's social media hashtag.

## CONCLUSION

Moment Marketing uses offline experience to drive or trigger online interaction. It connects an audience to a brand as if they were all sitting together in the same room. But to do it successfully events must perfectly align the content and the context, and be ready with lightning quick reactions, which is not always an easy thing to do.

We are just at the beginning of the Moment Marketing revolution. As tech giants further integrate technology capable of instantly satisfying many of our needs and wants, moments have become more and more important.

Live experiences need to satisfy the urge to attend, purchase a registration, share a picture. They need to foster that feeling in those willing to attend so that their peers watching online are compelled to take immediate action or risk missing out.



## A NOTE FROM BIZZABO

Moment Marketing is here, and it's here to stay. According to one study, events are the single biggest expense for the average CMO, comprising 24% of her budget<sup>23</sup>. And according to a recent survey conducted by Bizzabo, respondents chose live events as the most effective marketing channel - more effective than digital advertising, content marketing, or social media<sup>24</sup>.

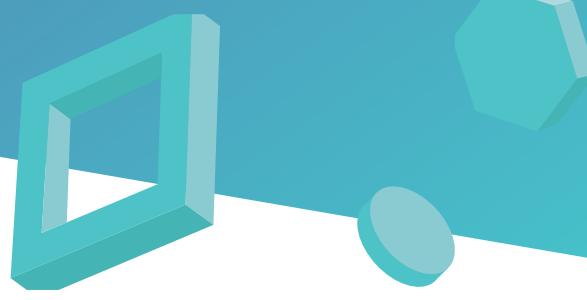
In a world where live events represent a unique channel through which marketers can connect with prospects and customers, how should technology be used to facilitate event management and marketing?

Allow us to suggest Bizzabo, an all-in-one software used by the world's biggest and best brands to plan meaningful moments. Bizzabo is the unified event platform that helps event professionals to build digital experiences that compliment the live event. From contact management, to event registration, to analytics and sponsor promotion, Bizzabo was built with memorable moments in mind.

As mentioned in this report, using a unified and user-friendly event platform is the only way to create responsive digital experiences that create FOMO and delight event goers. We invite you to experience Bizzabo to see how our event software paired with our team of dedicated customer success managers can help you and your team to create remarkable live events.

23 Event Software Buyer's Guide, Bizzabo, [welcome.bizzabo.com/event-software-buyers-guide](http://welcome.bizzabo.com/event-software-buyers-guide)

24 Event Benchmarks and Trends 2018, Bizzabo, [welcome.bizzabo.com/event-marketing-2018](http://welcome.bizzabo.com/event-marketing-2018)



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Becki is the Deputy Editor of EventMB, which she describes as her dream job alongside event planning! Follow Becki on Twitter: @beckitrain.



[\*\*Event Manager Blog\*\*](#) is the most influential website in the meeting and event industry. It offers education, innovation, and inspiration through daily articles and industry reports. Founded in 2007, EventMB has been widely referenced as the go-to resource for innovative event professionals wanting to learn more about trends in the event planning industry.

EventMB releases industry reports and intelligence about event technology, social media, and engagement at events. Thousands of event professionals have downloaded EventMB free reports at [eventmanagerblog.com](http://eventmanagerblog.com).



[\*\*Bizzabo\*\*](#) is the #1 rated event software. Our platform along with dedicated customer success managers, help organizers to create successful events by empowering them to build amazing websites, sell tickets, grow communities, go mobile and maximize event experiences - using a beautiful, user-friendly platform. Bizzabo is used by thousands of conference organizers from around the globe. It's available online and across iOS and Android devices.

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## CREDITS AND THANKS

This guide would not have been possible without the help of an incredible team of people. I would like to thank:

Bizzabo - for sponsoring this report.

Carmen Boscolo - for making the project a reality.

Becki Cross, MD of Events Northern Ltd and Deputy Editor of EventMB - for co-writing, proofing, and project management.

Camille Wagner - for report checking and support.

## DISCLAIMER

While this report has been sponsored, the analysis is completely unbiased.

Publishing date: April 25, 2018