



BIG Personalization

Flip Chart Notes

What's the Vision?

(benefits of personalization and/or how can it be used for events)

- Personal Wayfinding
- Product and Learning Preferences
- Personalized Surveys
- Personalized Networking
- Know Behaviors
- They Know me
- Matchmaking
- (Like) Groups Tribes
- Personalized invitations
- Exhibitor Meet/Greet
- Individual Road map (sessions) exhibitors
- Hotel Welcome Text
- Agenda Notifications
- Social Media (Photos)
- Health, Safety and Comfort
- Using iBeacon technology on the exhibit floor
- Using the survey data to keep design next year
- Personalized agendas
- Recommendation of sessions from previous year
- Personalized communication
- Amazon Style matching
- Pre-populate attendee forms/information
- Information gathering
- Integration of information into one system
- Personalized timeline for participation
- Topics of interest on badges

- Symbols or colors to identify similar interest groups
- Speakers based on attendee interests
- Virtual vs. physical
- Gifts
- Seating
- Mobile App
- Session upselling for paid events through registration
- Interactive application platform
- Seating
- Push notifications to target audiences
- Mobile application/Beacon Technology
- Real Business Productivity
- More Personal data on Reg to connect
- Communication Styles
- Menus
- Targeted Marketing
- Personalized maps for show floor
- Social functions
- Content creation
- Site/location
- Content delivery

Why? (ROI/E/O)

- Co-creation
- Knowledge transfer
- Creating loyalty
- Investing in the future success of the brand
- Making your event more relevant
- Getting to know your customers
- Better understand the audience
- Perceived value
- Increase in sales for Exhibitors and ROI host
- Keep your job
- Goodwill of the organization
- Customer Brand and Loyalty
- Returning of attendees
- Attracting growth
- Financial gain
- Engagement
- Attracting younger generation
- Grow the discipline or the research
- Energize or motivate or inspire
- Learning environment
- Bottom Line results
- Create a (better) experience
- Attendee satisfaction
- Grow business
- Growth of the Event
- Grow membership
- Fun!!
- To be able to generate programs that are unique
- Expectations
- Elevate the Experience
- Stay relevant with Attendees
- Serve the customer, attendee/exhibitors
- Differentiate from competition
- Remain viable!
- Retention/loyalty
- Customer re-engagement

- Marketing strategy
- Grow the show
- Drive relevance for attendees
- Revenue
- Emotional connection
- Higher engagement
- Attendee acquisition
- Attendance and participation
- Increase in membership
- Education/advancement
- Create Ambassadors
- Stay Relevant
- Educate Attendees
- Growth
- FOMO (Fear of Missing Out)
- Profit
- Competitive Advantage
- Recognition
- Retention

Overcoming Barriers

- Bad data, finding a solution that works
- Higher up buy-in
- Marketing doesn't feel necessary "our #'s are good"
- Experient's Edge can help (but maybe not for the grand vision)
- Centralized Marketing Department
- Marketing Resistant to Work!
- Hire business Intel consultant
- Create Line Item in the Budget
- What Attendees say vs. what they do
- Perception
- Educating Exhibitors on ROI

Non Big Data Solutions

- Committees (boo!)
- Use Experience Co-Creation instead
- Use of tribes
- Persona development, use for:
 - Experience/event design
 - Personalization efforts
 - Targeted marketing
- Agendas
- Amenities
- Ribbons/Titles
- Lounges
- Pins
- Badge color/icon
- Personalized Information
- First Meet and Greet – Airports/Check-in
- Room Sets
- Amenities
- Notifications
- Fun signs along the wall
- Self-identifying
- “Like” attendee gatherings
- Registration
- Badge identification
- Decal
- Star
- Ribbon
- Signage