



2770 Arapahoe Road | Suite 132, PMB 233 | Lafayette, CO 80026  
www.directhitmarketing.com · (303) 666-0798

## Event or Tradeshow Attendee Profiling and Trending For Live and Online Events

It is highly recommended that event organizers update their attendee profiles and trends before constructing marketing strategies and tactics for their next tradeshow (live or online). Take the current down time as an opportunity to dive into your data and identify attendees based on their attendance behavior.

**It is essential that event marketers dial in their tradeshow marketing messaging based upon actual attendee behaviors and trends for post pandemic marketing.**

The Tradeshow Attendee Profiling and Trending Analysis will help you identify and create micro-segments and focus your messaging with relevant personalization. This will get past attendees, members, and other constituencies to listen and respond. Microsegments with relevant messaging will typically have higher conversions rates and drive the type or quality of the attendee that your exhibitors demand.

Micro-segments should be statistically valid – a group of 12 individuals is not a great metric. Develop micro-segments from registration demographics and combinations of demographics.

**You should choose to develop micro-segments that will focus upon essential KPI's for your next event.**

As mentioned above attendance behavior is a very important approach for micro-segmentation. Some of the behavior segments to consider for messaging would include:  
First-time attendees from last year's event,  
First-time attendees from previous events that have not returned (one-timers),  
Loyalist (someone who has attended three of the last five events, including once in the last two),  
Super-loyalist (someone who has attended every event in the past several years),  
Education or special event attendees.

Each association will find actionable segments and improved conversion rates if they are intentional about their Attendee Profiling and Trending.



2770 Arapahoe Road | Suite 132, PMB 233 | Lafayette, CO 80026  
www.directhitmarketing.com · (303) 666-0798

The typical attendee profiling and trending analysis examines the following metrics for the last 5 years of show attendees:

1. An Indepth look at attendance trends with trends on registration categories and codes
2. Retention Dynamics by location and individual
3. Location attendance dynamics (Loyalists vs. one timers)
4. Individual attendance dynamics (Loyalists vs. one timers)
5. Average revenue by attendance frequency
6. In depth First Timer Analysis with trends and retention dynamics. Done at the location and individual level. This process uses custom match logic and does not rely on self-reported information
7. Domestic Geo analysis with trends
8. International geo analysis with trends
9. Proximity geo analysis with trends
10. Demographic Trends over the last 5 years
11. Select Cross Demographic Trends over the last 5 years (Looking at where demographics intersect and gaining key new micro-segments for messaging).
12. Comparative Demographics by Attendance Frequency, Revenue vs. Non-revenue, Verified Attendees vs. no-shows
13. Examine Exhibitor Free Pass Programs for true net gains
14. Developing logical micro-segments for tailored message testing.