LIVE & VIRTUAL EVENTS

THE SHOW MUST GO ON

- Continuing an events strategy in uncertain times is an important extension of brand reliability and trust.

- Digital events provide more precise and actionable data than an in-person event which allows a brand to more easily re-engage afterwards.

- Organizations hosting virtual events found that 45% of registrants attend live and 10% attend on-demand

TIPS FOR SUCCESS

- The best time to run a webinar is 2pm EST

- 89% of event planners use social media to engage people before the event

- Organizations that tried to engage virtual event attendees were 150% more likely to be successful

Source: Forbes, Intrado, ON24, EventMB, Wild Apricot

TARGETING TO CONSIDER

Display, native, audio and video assets can be used to execute this targeting.

- **Audience and Demo Targeting:** Target users who have shown behaviors or interest in the event or other related events. This could include behavior, demographic profiles, or job title segments.

- **Contextual Targeting and Native Advertising:** Reach users who are reading and consuming content related to the event or insert native articles next to relevant content.

- **Geofence-Conquest-Device Match-Look Back Targeting:** Geofence specific current or past events by targeting devices seen there via GPS location data. Target attendees during the event and use look back targeting to retarget attendees after the event. Target devices that match direct mail or email lists.

- **Streaming Television (OTT/CTV) and Streaming Audio:** Create brand awareness with :15 and :30 video and audio messages targeting audiences based on shows, videos, podcasts, and music they consume.

- **Social Media:** Create display and video messaging on social media to reach desired audiences on YouTube, TikTok, Facebook, Instagram, and LinkedIn.

- **Retargeting and Click Retargeting:** Re-engage users that visit your website or click on a digital ad with stronger messaging to encourage event registration.