



A Global Technology Company

Predictive Modeling Evolves User Conference into Business Winner

- Long-running User Conference needed updating to appeal to a changing target audience
- Client asked Maritz to determine more effective meeting design based on new audience and business goals
- Maritz' process yielded better-designed event, attracting more attendees and increasing intent to purchase

“Voice of the audience” insights into the agenda and format preferences drove changes that led to a more targeted, more effective and better attended event.

Situation

A leading enterprise hardware and software company had successfully managed a high-quality User Conference for many years. But the basic components of the conference had remained the same over time, while multiple acquisitions had changed the audience and business landscape.

Future conferences needed to address shifts in attendee base roles, titles, and levels of purchasing influence — from the traditional rank-and-file project implementation attendees, to a growing number of more senior-level decision-makers. The client recognized the importance of:

- Assuring close alignment of User Conference strategy and overall business strategy.
- Gaining and utilizing a better understanding of the role of User Conferences in driving more customers through the sales cycle, more quickly.

Solution

Maritz used predictive modeling to build a Meetings Effectiveness process. After a Discovery Session, business objectives were defined and Maritz:

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- Created an Event Measurement Scorecard.
- Used Scorecard to design a voice-of-the-participant survey.
- Ran the survey findings through a predictive modeling process to optimize conference design.

Audience value was then assessed and ideal attendees were identified and acquired. Creation of an event value proposition and messaging compass were used to align content with venues, activities and creative approach. Goal achievement and level of persuasion gained through the event were measured over time to help plan post-event communications.

Results

- Pre- and post-event studies validated event value.
- Better designed and targeted event increased attendance.
- The event influenced "intent to purchase" by 14% (versus a 5% target).
- Attendees expressed a 50% likelihood to purchase combined solution sets from the company.

As further growth has led to additional consolidation of events, this User Conference has been integrated into an even larger event. Study findings helped design the integration process, to maintain the existing sense of community and optimize the appeal to legacy attendees.

For more information, please visit Maritz Travel at www.maritztravel.com or call (877) 4 MARITZ.