



# **WE HELP EVENT MANAG- ERS MAKE IMPACT**

**We support attendee growth, extended brand awareness and an increased ROI for exhibitors & sponsors.**

**Turning physical into digital.**



## Where do you want to be in 10 years?

Imagine; you have all the resources and possibilities available that you need; an unlimited amount of money, people and time. Where will you grow your event to? Do you want to remain the same as it is now? Do you want to become the leading event in your sector? Or, do you have another goal you want to achieve?

These seem like simple questions, but surprisingly few people have a straightforward answer. People have a tendency to lose themselves in small peripheral issues throughout their busy daily work, at the expense of what really matters; the bigger picture.

‘Begin with the end in mind’ - it is one of the 7 habits of Highly Effective People, afterall. It may sound obvious, but if you don’t have an end goal in mind, how on earth are you going to get there? How can you possibly know whether you’ve succeeded, failed or reached somewhere in between, if you don’t know what you’re aiming for? Knowing your end goal can give you the continued motivation you need to achieve success.

(Credit: Stephen R. Covey, The 7 Habits of Highly Effective People)

At Let’s Get Digital, the end goal is always the starting point of every collaboration we enter into. Where do you want to go with your event? Why do people visit your event in the first place? And what solutions can support you in your ambitions?

At Let’s Get Digital, not only do we want to support your events, but build long-term relationships focused on achieving your bigger goals.

I’ve got the end goal in mind



**I WANT TO  
BE THE  
LEADING  
EVENT IN  
MY SECTOR**

We don’t know about your event yet, but we do know some things from our experiences:

# Break your **big goal** into chucks

Sometimes when we look out into the distance at the goal we are trying to achieve, it can be overwhelming and, at times, feel too big. This can actually demotivate us. That's why it's important to break your big goal into small chunks.

Let's say you want your event to be the number one event of your segment in your country. It will probably mean you want to have the highest number of attendees in combination with the highest satisfaction rate (NPS). For your number of attendees; you may need to double this. When it comes to your NPS; you're doing great when you have a score between 30 and 70... It can seem like an impossible job!

However, when you split it up over 10 years, it looks a lot easier. To double the amount of attendees, you only need an attendee growth of 7.2% and, to go from a good NPS score (between 0-30) to great (between 30-70), you only need approximately four extra points per year.

At Let's Get Digital, we make sure that we know the objective goals to focus on for each event but, the subjective goals are also important:

- What is the biggest compliment you could receive regarding your next event?
- What is your biggest obstacle & biggest fear for your next event?
- What should happen in order to ensure that your attendees return to the next event?

Knowing the answers to these questions is crucial. Let's Get Digital provides software with over 100 different features and, together we can select which options help you toward your goals, based on exactly what you want to achieve.

# Your goals connected in our ecosystem

## Increased number of attendees

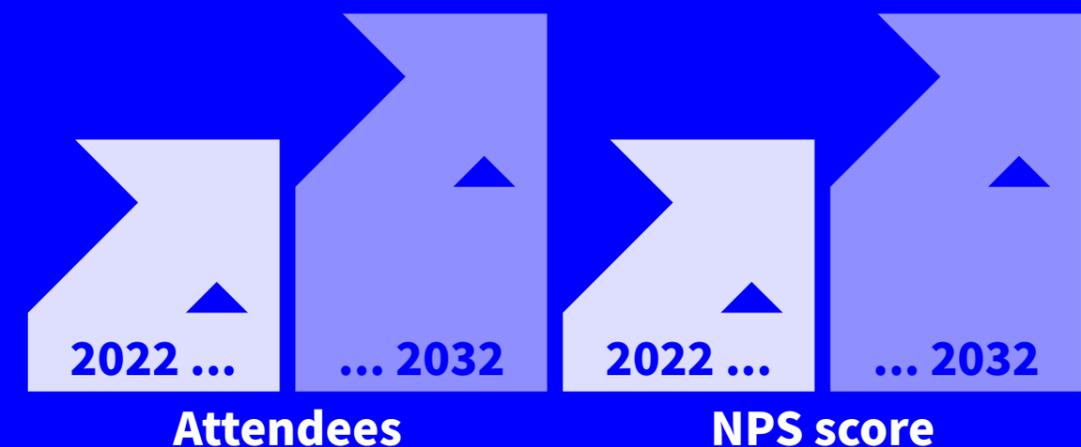
By focusing on attendee satisfaction, we help event managers in adding value to the visit of an attendee. In the following pages, we will tell more about the reasons why attendees visit.

## Extended brand awareness

With in-person and virtual solutions, we've a powerful combination to mix the advantages of the 'real world' with the 'digital world'. Attract more attendees via virtual (pre)-events, which are easily accessible all over the world. Extend your event brand awareness and lower the barrier for new people to experience your event.

## Increased ROI for Exhibitors & Sponsors

We have several options available for exhibitors and sponsors to showcase their brand, gather leads and the data to back this up. You can attract new sponsors with a proven business case and structure or upgrade your sponsor packages with opportunities such as advertisement space.



# \* DO YOU ALREADY KNOW WHY PEOPLE VISIT YOUR EVENT?

Another crucial aspect to understand is why your attendees visit your event. Only when you know this, can you carefully determine what your event should offer. This method of thinking is often referred to as 'The Golden Circle'; a way to provide the best value you can to your customers by changing the way your business thinks.

(Credit: Simon Sinek, Starting with Why)



The neuroscience behind the Golden Circle theory is that humans respond best when messages communicate with those parts of their brain that control emotions, behaviour, and decision making.

Do you already know why people visit your event?

## We did the research

# \* TIME FOR SURVEY RESULTS

We ran a survey among the attendees of events hosted with Let's Get Digital. The following three reasons for attendance came out on top;

- To network and expand this network
- To gain knowledge and find solutions for problems
- To get inspiration, share ideas and work with others.

Every event is unique and there are many more reasons for attendees to join events. However, from the get-go, every event manager and the whole team behind them should know why their attendees are joining along. For example, if people join for networking only, it doesn't make sense to spend a big part of the budget on speakers.

## Your attendees' 'why?' Connected in our ecosystem

Let's Get Digital provides solutions which address your attendees' 'why'. What's more, not only have these solutions been developed alongside event managers but they have been tested by more than one million participants. Some examples;

### Networking

We bring the right people together at the right time, whether online and/or in-person, with our advanced matchmaking algorithm. We ensure that attendees get added value out of their connections.

### Knowledge

We've got different tools to increase attention and stimulate interaction between speakers and audiences to ensure that the message conveys.

### Inspiration

With our earthquake feature we blow attendees away and make sure we create an inspirational and memorable experience.

Let's Get Digital has more than 100 features available in our three main categories; event-applications, virtual event platforms and badge printing software. All of these are focused on the reasons behind the 'what'. Based on your event goals, we can explain to you which of the features work best for you and present best practise cases based on similar events we have supported.



# TIME TO INVESTIGATE THE FIT

We've helped a lot of event managers and a lot of happy attendees but, we can't help everyone.

Do you know where you want to go in the next 10 years? Do you want to brainstorm together on what's possible, beyond your perceived limitations?

Talk to one of our sales consultants\*

\*Yep, we are trying to make sales, but only if we believe it results in a longstanding and mutually beneficial relationship.

GET IN TOUCH!

