

# Event Advocacy

## The Power to Influence



### PEOPLE WHO ATTEND EVENTS ARE MORE VALUABLE TO BRANDS WHO EXHIBIT:

- They have more influence on and offline and are more likely to make recommendations to their peers
- They have greater reach online, posting more frequently to a wider variety of platforms and are more likely to blog
- Their posts are more compelling, driving more likes and re-posts



### WITHIN THE EVENT COMMUNITY, THERE IS A GROUP OF HIGH INFLUENCE VISITORS WHO:



- Spend double the amount other visitors spend up to 12 months after the event.
- Spend four times the amount after the show than they spend at the show
- Are advocates and go on to recommend the event and its exhibitors to others.
- Are noticeably more active on social media including Instagram and Youtube (this includes trade visitors).

#### CONSUMER

↑ **32%**

32% of consumer show visitors are high influencers which is double the amount of the general population

↑ **295%**

High influencers at consumer shows have 295% more followers on Twitter than the average non-attende and a 70% higher reach



High influence visitors are more likely to adapt purchasing behaviour, recommend exhibitors and the event based on what they see

#### TRADE

↑ **34%**

34% of trade show visitors are high influencers who spend double the amount of other visitors

↑ **4x**

Trade show visitors reach 4x more people on social media than the general population

↑ **44%**

Trade show visitors are much more likely (44% v 37%) to recommend brands, products or services they have seen at an event

#### WHAT DOES THIS MEAN?

- **EVENTS ARE A GREAT INVESTMENT** – they attract high influencers who spend more, talk to more people and recommend more brands
- Social media is an important way for exhibitors to communicate with high spending high influencers before, during and after the event
- To convert those sales (4x the “at show” spend), exhibitors should be communicating with show visitors long after the event has closed
- To prove ROI of the event exhibitors could use trackable vouchers and referral initiatives as part of their customer marketing campaigns that can be captured at point of purchase

