

MOVING FORWARD:

HOW TO MODERNIZE YOUR EVENT MARKETING IN 2022



Are you still using the same event strategies that you did pre-pandemic? Is your trade show booth putting attendees to sleep? If so, it's time to do an event marketing strategy makeover in 2022.

For much of 2020 and into the early months of 2021, events moved online and brands used new technologies and tactics to connect with customers. Virtual events rewrote the playbook for brands, forcing them to rethink strategies to continue delivering valuable business impact. But as in-person events slowly begin to return, one question is on everyone's mind: what's next?

The world has changed so much in the past couple of years, and it's crucial your event strategy adapts to these changes. In this e-book, we're teaching you how to modernize your events in order to keep attendees interested, expand your brand presence, and gain valuable leads for your business.

We'll give you a step-by-step guide on how to update your events, including how to:



Let's get started.

GO MOBILE-FIRST

Americans spend an average of **5.4 hours** on their mobile phones per day. It's important as an event marketer to meet attendees where they are – in the palm of their hand. In order to do this, your next event should take a mobile-first approach.

As attendees are strolling around an event expo center, the last thing they want to do is hold a bunch of brochures. Give them the information they need right on their mobile device with a mobile-based web app like **HUB LIVE™**.

HUB LIVE™ is a virtual experience that allows attendees to access information about your brand without having to download an app or write anything down. All attendees need to do is scan a QR code with their smartphone, and they can access your brand through this unique web-app experience.

HUB LIVE™ OFFERS ATTENDEES ACCESS TO:

1. Promotions, new products, and marketing materials
2. Memorable experiences like scavenger hunts or quizzes that will have them thinking about your brand long after the event ends
3. Meetings calendars where they can schedule one-on-one conversations during or post-show, in person or remote
4. Video streams, webinars, and live chats
5. Event information like booth hours and symposiums schedule

SCHEDULE A DEMO!

Web-app experiences are the future of events. Get a head start on the competition by scheduling your **online demo** of **HUB LIVE™** today!

SCHEDULE NOW



ELEVATE YOUR EXHIBITS

Think outside the box.

Exhibits look different now than they did in early 2020. There are fewer hands-on experiences and much more caution surrounding live events. But this doesn't mean your exhibit has to be boring. Instead, it's time to think outside the box and uncover new ways to appeal to attendees in a COVID-19 era.

1. TARGET THE SENSES: Touch might be out due to safety concerns, but that doesn't mean you can't appeal to your attendees' other senses. Our [exhibit at EXHIBITORLIVE](#) this year invited visitors into an immersive experience that engaged their sense of sight and hearing. We used LED lights and soundscapes to immerse attendees in six different natural environments. Visitors said it was unlike anything they've seen before, which is the goal when trying to help visitors remember your brand above everyone else's at a show.

2. CHANGE YOUR DESIGN: Have you been using the same reception counter and back wall display for your last 50 trade shows? You can completely shift the structure of your booth in ways you might not have considered. Our EXHIBITORLIVE exhibit this year abandoned a traditional booth in favor of six ten foot tall sycamore wood planks. Each plank had a QR code that attendees could scan to learn more about our offerings.

3. SHOW, DON'T TELL: When people are walking around an exhibit hall, they want to be shown something new and exciting. Rather than relying on word of mouth, be sure to show attendees what it is you do. Use interactive elements to showcase your products or services. This will allow visitors to do a quick scan and learn who your company is and what you can offer them.



REMIX YOUR SOCIAL MEDIA

Expand your online presence.

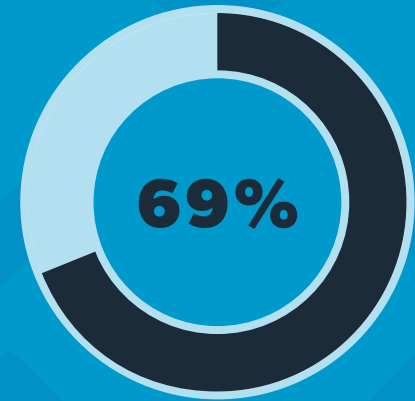
With 69% of adults using at least one social media platform, it's very important to build social media into your event marketing strategy.

Use social media to promote your event, connect with attendees while it's happening, and stay in touch with them afterwards. Here are some ideas on how to remix your social channels so you're connecting with the right people:

1. DEFINE YOUR TARGET AUDIENCE

The first step in remixing your social media is to define your target audience, and understand how they use social channels. Social media use varies depending on audience demographics like age and gender.

For instance, young adults aged 18-29 use Instagram almost **twice as much** as adults aged 30-49. Women are more active on Facebook, Instagram, and Pinterest, while men are more active on YouTube, Reddit, and LinkedIn. Knowing these statistics will help you decide on the right social media channels to focus on for your audience.



of adults use at least one social media platform.

Source: Pew Research Center

2. CREATE A BUZZWORTHY HASHTAG

Once you've chosen the right channels for your audience, focus on how to engage with attendees on social media. One great way to do this is with a buzzworthy event hashtag.

Include rhymes or clever wordplay to make your brand's hashtag stand out from others. Encourage people to use your hashtag by including an interactive photo element. If you provide a fun backdrop or memorable display, attendees are more likely to snap a photo and add your unique hashtag.

3. PIQUE THEIR INTEREST WITH TEASER POSTS

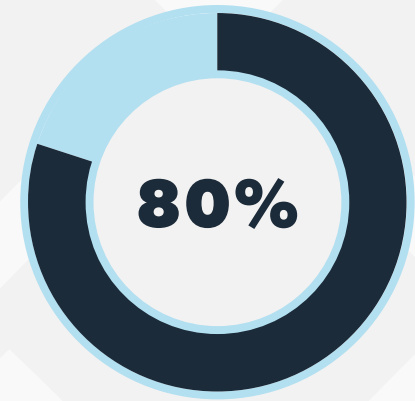
You want your audience excited about your event before it happens. Creating teaser posts on your social media channels will pique their interest and send them hurrying to visit your booth once the event begins.

Great ideas for teaser posts include images of the swag you're handing out, a video time-lapse of you setting up your event space, or images from last year's event.

4. LIVE STREAM THE EVENT

Video is becoming the most popular way for people to consume media. Live streaming on social media is growing exponentially each year. **80% of people** said they would rather watch a live stream from a brand than read a blog from the same company.

In order to satisfy this video-hungry audience, you should live-stream your next event on Facebook or Instagram. Live-streaming allows people at home to get a glimpse into your event. It also allows people who might be on the other side of a busy exhibit hall to tune into what your brand is doing. Live-streaming will draw a bigger crowd into your booth, and improve your brand reach.



of people said they would rather watch a live stream from a brand than read a blog from the same company.

Source: [Findstack.com](https://findstack.com)



BE COVID-CONSCIOUS

Get your COVID-19 strategy settled early.

COVID-19 continues to affect the event industry as new variants and challenges arise. As you plan for a combination of online, in-person, and hybrid events this year, it's important to have a COVID-19 strategy in mind.

Here are some ideas on how to modernize your events with safety in mind:

1. FIND OUT VACCINE AND SCREENING REQUIREMENTS IN ADVANCE

Make sure to check the event expo's vaccine and screening requirements well in advance. It's important to know if you and your employees/clients are required to be fully vaccinated and/or boosted. Be sure to communicate this to your employees and remind attendees through any event messaging your brand may send out.

2. USE TOUCHLESS SOLUTIONS

Remove any parts of your exhibit that require touch. Instead, opt for touchless experiences and QR code sign in. [HUB LIVE™](#) allows you to offer touch-free access to all of your brand information.

3. OFFER BRANDED SAFETY MEASURES

It can be a challenge for guests to remember all of their safety equipment. Make your brand stand out by handing out free hand sanitizer and facemasks to anyone who stops by your booth. Add a personal touch by including brand logos or imagery on these items.

HAMILTON SUPPORT + SAFETY SOLUTIONS

From vaccine rollouts to private consultation rooms, we have solutions to COVID-19.

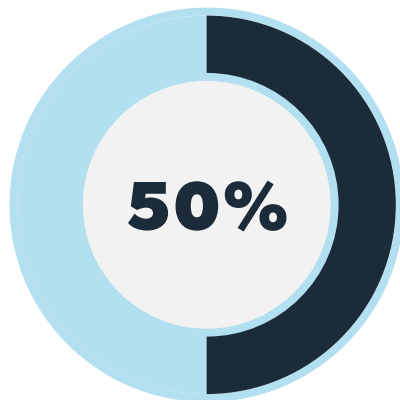
Check out our safety solutions to learn how we can help you keep your employees and business safe.

[LEARN MORE](#)

STAY CONNECTED

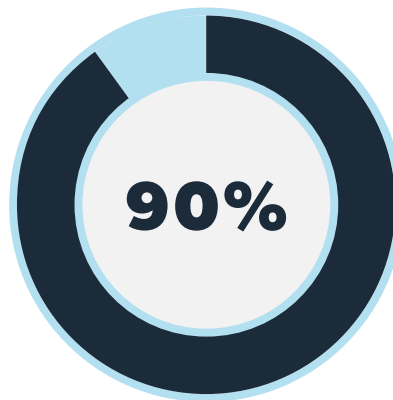
Make good use of the emails you gather at your next event.

Before your event even begins, it's important to have an airtight post-event strategy. Your post-event strategy is what will solidify people's interest in your brand. It will remind them of your unique booth, and turn people who simply strolled through into customers.



of sales go to the vendor that responds first.

Source: [Fronetics](#)



of virtual event organizers use surveys to measure satisfaction.

Source: [Markletic](#)

Here's how to build a killer post-event strategy:



FOLLOW-UP PROMPTLY WITH QUALITY LEADS

During the event, it's imperative to gather information about the leads that visit your booth. [Hamilton inSIGHT™](#) allows you to gather leads on your device and ranks them based on how valuable they could be. After the event, use this information to promptly follow up with all attendees, including these high-value leads.

[35-50% of sales](#) go to the vendor that responds first. This means time is of the essence to send personalized follow-up emails to your highest value leads that thank them for visiting your booth and open a line of communication. Use this email to remind them of product features that set your company apart from the rest.



SEND A SURVEY

In order to gauge the effectiveness of your brand presence, send a survey to attendees after the event. Surveys are one of the best ways to measure attendee satisfaction. [90% of virtual event organizers](#) use surveys to measure satisfaction, and the concept is just as valuable for in-person events. Your survey should ask questions about attendees' perception of your brand. Here are a few good questions to include on your survey:

1. How would you rate your experience at our booth 1-10?
2. How friendly and helpful were the team members you interacted with?
3. What was your favorite experience or moment from the booth?
4. How likely are you to recommend (insert company name here) to a friend?



SHARE INTERESTING CONTENT

Add value to your new email list by sending out compelling content. Make the content relevant to the event they just attended. Examples could be a recap video, a blog with key takeaways, or interviews from industry experts. Offering your email list interesting content, as opposed to simply promotional or sales content, establishes your company as valuable and lessens your chances of leads hitting the unsubscribe button.

MODERNIZE YOUR EVENTS FOR 2022

It's impossible to say what surprises are in store for the event industry in 2022, but no matter what happens, we're confident events will continue. Whether they happen online, in-person, or somewhere in between, Hamilton can help you make your event marketing a success.

If your event calendar for 2022 is already filling up, you'll want to remember this checklist in order to keep your events safe and modern:

- ☐ Take a mobile-first approach by using our HUB LIVE™ experience.
- ☐ Elevate your exhibits by thinking outside the box.
- ☐ Switch up your social media channels to match your audience and goals.
- ☐ Decide on your COVID-19 policies and procedures ahead of time.
- ☐ Have a strategy in place to continue connecting with your audience after your event.

To learn more about Hamilton's HUB LIVE™ web app experience, [contact us](#) today.

CONTACT US

