



Increase Event Attendance

Tailored solutions to help you understand your audience better and drive record attendance for your next event!

Boost your event's attendance by understanding what's working, identifying what isn't, and refining your strategy accordingly. My approach focuses on amplifying successful tactics, eliminating ineffective ones, and introducing new methods to attract your target audience. I help you address the critical issue of being out of touch with your audience, ensuring you connect with them in meaningful ways. Whether you're struggling with low registration numbers or aiming to break attendance records, I have the expertise to guide you to success.

CHALLENGE

Event organizers face significant hurdles in attracting attendees due to:

- **Engagement Issues:** Many traditional marketing approaches fail to convert interest into actual registrations.
- **Fragmented Marketing Channels:** With audiences scattered across different platforms, it's tough to reach the right people effectively.
- **Retention Difficulties:** Balancing innovation with familiarity is essential to keep previous attendees while attracting new ones.

Without a clear, data-driven strategy, events often experience declining attendance and disengaged audiences, which negatively impacts revenue, sponsorship opportunities, and long-term growth.

SOLUTION

We take a strategic and data-driven approach to boost attendance by:

- **Assessment and Strategy Adjustment:** We evaluate your current event to identify what's working and what's not, to optimize your approach.
- **Audience Understanding:** We work to bridge the gap between you and your audience, so you are aligned with their needs and preferences.
- **Targeted Engagement:** Through personalized marketing, we focus on the most relevant segments, delivering messages that resonate.
- **Tactical Expansion:** We introduce new, effective outreach methods to maximize attendee acquisition while refining existing tactics.

RESULTS

By leveraging this approach, we've consistently helped clients achieve:

- **Higher Registration Rates**
- **Improved Audience Engagement**
- **Greater Retention of Past Attendees**
- **Maximized ROI**



Warwick Davies

I specialize in helping organizers shape the future of events by transforming them into powerful, profit-driving experiences. With over 30 years of expertise in the conference and trade show industry, I bring a strategic approach to planning, content development, marketing, operations, and both attendee and exhibit sales. My focus is on helping businesses launch, streamline and grow their events for maximum impact and profitability, ensuring long-term success and growth in a competitive market.



TESTIMONIALS

At Shared Insights, we had an urgent need for both expertise and assistance executing a few of our networking conferences. We hired Warwick to step in and deliver against some very tight timelines. He helped us deliver world class events that exceeded their targets. If you have events and are looking to improve your margins while making them better for the attendees, I encourage you to consider Warwick and the Event Mechanic!

— **Mark Wallace, Founder of Justellus**

I've had the privilege of knowing Warwick Davies for over 15 years, and during that time, I've come to deeply value his strategic insight into the event industry. Warwick possesses a rare ability to guide event organizers in building their businesses with a customer-centric approach that drives significant returns. His innovative mindset and fearless approach to event creation set him apart as a true leader in the field. Warwick's groundbreaking work with The Annabelle Project, alongside his success in launching multiple events, makes him the ideal partner for event organizers looking to innovate and achieve strategic growth."

— **Sam Lippman, President, Lippman Connects**

DATAVERSITY has engaged Warwick on projects continuously since January 2008. In that time, Warwick has brought us millions of dollars in revenue. He is strategic in his forward thinking, and extremely effective in his tactical execution. His breadth of experience means he is always a valuable resource when I need to make strategic decisions for DATAVERSITY. Since early 2020, Warwick has played a key role in keeping our sponsor relationships stable and growing. He worked with our clients to transfer their sponsorship efforts to our future events and digital programs. His work directly resulted in the retention of 90% of our existing commitments, and substantial growth of our digital programs. Frankly, his efforts were essential to the survival of our business during Covid-19. For event organizers looking for a 'rainmaker', help with launching a new profitable conference, or rescuing a lagging sales program, I have no hesitation in recommending Warwick for the job.

— **Tony Shaw, CEO of Dataversity**