



Increase Quality Attendance

Make sure you are attracting enough of the right attendees.

Your success relies on bringing high-quality buyers to your exhibitors, and working with me is your best option for achieving this. My approach goes beyond boosting numbers—it's about attracting the right audience. With me leading the way, you'll draw decision-makers, increase exhibitor satisfaction, and ensure long-term profitability for your event, setting the stage for sustained growth.

CHALLENGE

Many event organizers struggle with filling their events with attendees who are genuine buyers. Exhibitors invest time and resources to generate leads, but if the audience lacks purchasing power, their ROI suffers. Without quality attendance, exhibitors are unlikely to return, jeopardizing future sponsorships, attendance, and the overall reputation of your event.

SOLUTION

To increase quality attendance, you need a focused strategy. This includes:

- a data-driven attendee acquisition plan that identifies and targets potential buyers,
- enhanced pre-show marketing campaigns
- The use of AI and Data Analysis that makes it easy to attract the right attendees

RESULTS

- You attract more qualified buyers
- Exhibitors generate more leads and close more deals
- Your event becomes essential to exhibitors' business growth
- Reputation and profitability of your event grow
- Creates a sustainable cycle of success for future editions



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**