



THE EVENT MECHANIC!

Pivot Your Marketing to Focus on the Event Attendee

Aligning your marketing efforts with your audience's desires

In today's rapidly evolving events landscape, focusing on attendee preferences is key to driving event success. This program is a strategic approach designed to help event organizers shift their marketing efforts toward understanding and engaging their attendees deeply. By prioritizing the needs, motivations, and preferences of attendees, this solution helps organizers drive higher engagement, satisfaction, and overall event performance.

By placing the attendee at the center of your marketing strategy, you will not only meet their expectations but exceed them, increasing attendance in a competitive marketplace.

CHALLENGE

Traditional event marketing often emphasizes broad, generalized promotion without fully considering the unique needs and preferences of individual attendees. This approach can lead to disengagement, lower attendance rates, and missed opportunities for deeper connections. In a market where attendee expectations are constantly rising, not aligning marketing strategies with the attendee experience risks losing the attention of the very people who make an event successful.

SOLUTION

Our "Pivot Your Marketing to Focus on the Event Attendee" methodology transforms the way event organizers approach marketing. We employ data-driven insights to better understand attendee demographics, behaviors, and preferences. With personalized and targeted marketing campaigns, you can:

- Develop customized messaging that resonates with individual attendee profiles.
- Leverage AI and other tools to enhance marketing segmentation and communication efficiency.
- Create compelling attendee journeys that start well before the event and continue long after it ends.
- Integrate feedback loops and real-time analytics to continuously improve the attendee experience.

RESULTS

Event organizers who pivot their marketing to focus on the attendee experience can expect measurable improvements in key performance areas, including:

- **Higher attendee engagement**
- **Greater exhibitor appeal**
- **Increased attendance**
- **Data-driven decision-making**
- **Enhanced attendee satisfaction**



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**