

EVENTBRITE SUPERPOWERS REVEALED!

Optimizing Eventbrite for
Conferences, Trade Shows,
Expos and Road Shows



by John Federico

with **John J. Wall**

forward by **Tamara Mendelsohn, VP of Marketing, Eventbrite**

Eventbrite Superpowers Revealed!

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Conferences, Trade Shows, Expos
and Road Shows

John Federico

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Kind Words About This Book

“I think many event planners underestimate the power of Eventbrite. While the platform is very simple to use, the functionality is very intense and this ebook from Event Hero and Eventbrite gives you the perfect step-by-step guide to manage some of the more complex functions of Eventbrite. From badging to session tracking and more, this guide will help you do everything you’ve always wanted to do with Eventbrite. And, even better, it will inspire you to use the platform to make your next event even better. The guide is incredibly simple to follow, packed with great information and inspiring to even the most professional event planners.”

Liz King, CEO & Chief Events Specialist, Liz King Events

“Those big old online registration companies should be shaking in their boots with the release of this book. John has made it easy for any event professional to use EventBrite and EventHero to set up a conference or event registration system that will give them super-powers that won’t break the event budget. The power to execute registrations without losing their minds, the power to do something useful with the data that they collect, and the power to feel confident about one of the major hassles in the event life-cycle. From set up and registration to badges and lead retrieval event producers can throw on their cape and get down to the business of producing amazing events.”

Keith Johnston, Managing Partner, i3 Events; Publisher, Plannerwire.net

Forward

There is nothing like the feeling that comes from organizing a great event. Creating a unique community and enabling them to share wonderful experiences – be it a conference, a trade show, a fundraiser or a university event – gathering with others is how we as human beings learn, grow, get inspired, feel connected, give back, and celebrate. In short, some of the best things in life.

But it's not easy.

Event professionals tend to work on a large scale, constantly juggling event logistics, data collection and customer relationship management – all at the same time, and all while circumstances are trying to break their event. Until recently, event pros have had no choice but to rely on enterprise software systems, proprietary equipment and time-consuming manual processes to manage their lengthy list of tasks.

That's why we at Eventbrite provide the tools, data, and reporting it takes to quickly set up, manage, and sell out events—all from a single platform. We are always looking for ways to make event professionals lives easier and their events more successful. So when we noticed a big jump in the corporate events and conferences that integrated with EventHero on our platform, we took notice.

When we dug a little deeper, we discovered EventHero had created a system that addressed common challenges for event professionals, like badging, multi-session attendance tracking, lead retrieval, analytics and more — much of it using data acquired through Eventbrite’s event registration. Today, EventHero’s integration with Eventbrite solves many of the data collection, usage, and sharing issues that would normally require dozens of people and significant financial investment to overcome. Needless to say, we’re impressed.

What you are about to read is EventHero’s guide for producing successful conferences, trade shows, and expos with Eventbrite. We’d like to thank their dedicated team for taking the time to put this book together. It’s easy to see how the information here can help business event organizers skip the trial-and-error phase, and go straight to running a conference, trade show or similar event effectively with Eventbrite.

Tamara Mendelsohn
VP of Marketing, Eventbrite
[@tmendelsohn](#)

Introduction

It doesn't have to be so difficult and expensive.

If there was one thing I could tell everyone who has ever (or will ever) run an event this would be it: *It doesn't have to be so difficult and expensive*

As an Eventbrite partner, we at *EventHero* have spent the last three years providing our customers with Attendee Management, Lead Retrieval, Check-ins, Multi-Session Attendance Tracking, Messaging, Real-Time Alerts and Analytics – the kinds of features that were once only available to the most savvy and well-bankrolled event professionals. EventHero has made them available to everyone. At the same time, we've watched Eventbrite become the most popular registration system used by our customers - and with good reason.

As we've built our company and our offering we have accumulated a library of the best practices for using Eventbrite and have distilled them down into this book.

The tips, tactics and concepts in this guide have helped to make events less stressful, more effective and more profitable for our clients. I sincerely hope this book can do the same for you. Because, and this is important, *It doesn't have to be so difficult and expensive.*

Sincerely,

John Federico
CEO & Co-founder
[EventHero](#)
[@gadgetboy](#)



If you ever have any questions, ideas or comments, you can always call on us by sending email to support@eventhero.io tweeting to us [@eventhero_io](#) or visiting [EventHero.io](#) on the web.

Chapter 1: Why Should I Care?

Using your knowledge of events, a web browser and a smartphone or tablet, you can streamline your operations and take complete control of your events.

Optimizing your registration system will help you:

- Attract more (and better) attendees
- Sell more (and bigger) sponsorships and exhibitions
- Improve partner participation
- Reduce stress and overall staff time throughout the production process
- Provide smoother logistics on-site
- Create a stronger brand
- Make your event more effective and profitable
- Provide you with insights about your attendees, speakers, sponsors, exhibitors and partners like you've never seen before

How do you *do* all of that without a super human effort?

You use the **data** you're already collecting.

By structuring your online registration using the proven methods that EventHero customers use, you can capture, sort and prepare information about all your event participants and accomplish all of the above – and more.

For example: Name Badges.

For many event pros, name badges are a constant source of pain – the kind of pain that most people wish would just go away. Sometimes you not only need badges, but you need *different* badges for *different* people. You know:

- Executive
- Speaker
- VIP
- Expo Only
- Sponsor
- Workshop

That sort of thing.

Did you know that you can easily let these people self-select, and put themselves into the correct category using Eventbrite ticket types, hidden ticket types or promo codes?

Once you've done that, you can [generate the right badge for the right person in each category in a couple of mouse clicks](#).

Are you sorting them by hand in Excel? Well, we're going to help you put a stop to that madness. Because you are

meant for something more noble than wrangling spreadsheets. Something more noble... more Heroic.

You see, Event Heroes run their events – they don't let their events run **them**.

But to get control of your event, you need to get control of your **data**. It may seem simple, but getting control of your data will empower you to accomplish more than you ever thought possible.

What Else Can I Do With My Data?

Badging is just the start.

Sell More (and bigger) Sponsorships

Sponsors are interested in reaching and interacting with a specific audience. The more you know about your attendees, the more valuable your event becomes. But there's a trade-off. The more you ask your participants about themselves during the ticketing process, the harder it is for them to buy a ticket. Every question just slows them down.

When Eventbrite is properly optimized, you can capture more good data *without losing ticket sales*.

You'll learn how to capture good data while streamlining ticket sales in **Chapters 3 and 5**.

Reduce Stress and Overall Staff Time

Recently, Careercast [rated](#) Event Coordinator as one the most stressful jobs you can have. (But you knew that already, right?)

Why is it so stressful?

Because there are a gazillion moving parts, managed by a human being - **you** - or someone on your staff.

Once you have your proverbial ducks in a row (AKA, *Your Data*), there's so much you can automate through the production process. Even the things that you can't set and forget, you can monitor and worry less about.

What kinds of things?

Speaker Evaluation Surveys - Imagine, instead of placing a sheet of paper containing a survey on every participant's chair and hoping that they complete it, [you could automatically send them a text message or email with a link to an online survey specifically for that speaker?](#)

Even better: the survey is optimized for smartphones and tablets, so participants can complete it *immediately* after the session, when it's all still fresh in their minds.

Even better than that: you don't have to sort through stacks of paper to compile responses and create reports – they're created for you automatically by the survey software. In fact, you can see how people were feeling about the speaker *immediately*, while the event is still in progress!

Continuing Education Units (CEU) - Similar to Speaker Evaluation Surveys, except now, your survey is a “[quiz](#)” and a pass/fail grade can be awarded on-the-spot.

No more asking attendees to complete and return a paper-based quiz or complete a web-based quiz at a later date.

Oh - and they’ll **score higher**. A [study by Peterson & Peterson](#) has concluded that, without memorization, people only remember 10% of what they were told 18 seconds ago!

Just think: at your closing keynote, you can announce to your attendees how many of them have already earned their credits just by participating in your conference.

Real-Time Information About Your Event

Without a doubt, post-event reporting is very useful, especially if you’ll be running similar events in the future. You can learn about what might have worked, what didn’t, and optimize for the next time. But what about what’s happening **right now**?

There are some challenges that can be overcome immediately - when you are alerted in real-time:

Using [Multi-Session Attendance Tracking](#), you could see that a room set up for 100 participants has 125 in attendance. Then you can easily dispatch an additional 25 chairs. That’s a Heroic level of attentiveness that your attendees will appreciate.

If your exhibitors are using [Real-Time Smartphone Lead Retrieval](#), you can be notified when an exhibitor appears to be underperforming in terms of the quantity of leads they're capturing. This gives you a chance to help them, rather than talk them through unexpected disappointment at the end of the show.

By monitoring [arrivals](#) in real-time, you can see when your throughput begins to max out. You can immediately dispatch team members who are stationed at under-utilized locations to supplement your check-in staff at the registration desk using the smartphones they're already carrying.

Shorter lines make for happier attendees.

Improve Your Next Event

Of course, all of this data can be analyzed post-event for other points of improvement.

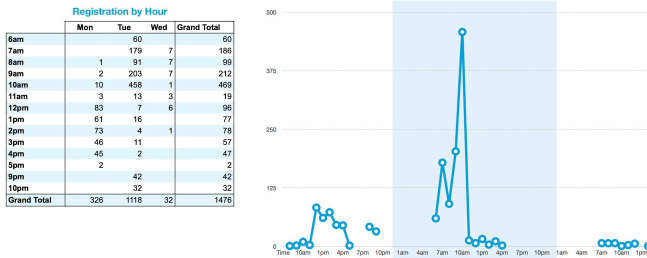
Using **Multi-Session Attendance Tracking**, you can see if your participants arrived early, on-time or late to sessions.

Did you notice that most people arrived late? You can then investigate key variables such as:

- Speakers starting and ending on time
- Elapsed time between scheduled sessions
- Distance between scheduled sessions
- Breaks in the schedule where participants can get a coffee refill, respond to urgent email, etc.

You don't have to be in the dark anymore. You know what happened and why.

Later, we'll show you [how a software company used their data to illuminate and improve their annual user conference](#).



EventHero Sample Registration Report

Supporting Sponsors and Exhibitors

Let's face it, this is what separates the pet events from the big dogs. Managing attendees is the most difficult part of events - that is, until you add in people who are paying five figures or more in the expectation that your event will drive business for them.

There are two primary areas to increase value for sponsors: The first is to reduce the logistical effort require to exhibit at the event, and the second is to **take advantage of the tremendous amount of data** available to make it easier for exhibitors to identify and serve attendees most likely to be prospects for them.

Treating Sponsors Like VIPs

By setting up a ticket type for sponsors you can allow them to self-register and eliminate any back-and-forth regarding price and/or allotment for exhibitor badges. There's also a benefit on your side here: being able to easily remove exhibitor badges from the attendee data pool (usually they are not attending sessions and you probably don't want to include their session evaluations – they tend to be biased, especially if their CEO is a speaker).

Unlocking Event Data for Sponsors and Exhibitors

This VIP level of service is also powered by real-time notifications. The Eventbrite/EventHero integration allows you to kick off emails or text messages as specific badges are scanned. Now, [you can be notified when your highest level sponsors are in the building or attending receptions](#).

This service can also be extended to your sponsors so they can be notified when their most valuable customers or prospects are on site. This is especially useful when crossed with attendee data.

For example, your sponsor (a database software company), could be provided with custom reports of which attendees were in the three database-related sessions over the course of the conference.

This is an amazing added benefit for your sponsors to

upgrade their sponsorship and **increase your revenue** for this event.

Banish Business Cards

By taking advantage of the rise of smartphones, tablets and software in the cloud, **lead retrieval has moved to an entirely new level of service**. Leads (and accompanying notes) are available immediately in the cloud, attributed to the proper sales person and ready for review and import into their CRM (Customer Relationship Management) system or marketing automation systems.

Gone are the days of renting an expensive scanner for each exhibitor. You can now offer smartphone-based scanning for a simple flat rate to your sponsors. Their entire team can scan with their phones, rather sharing a scanner.



Best Practices in Lead Retrieval are covered in a free white paper that you can download here: <http://ehro.co/ebwp>

Using EventHero, you can help improve the ROI for your sponsors or exhibitors at any time by offering lead retrieval as an add-on option.

To make events more profitable, many EventHero customers take advantage of discounted pricing for lead retrieval, including it for all sponsors and exhibitors as part of the exhibition fee.

Communicate with Attendee Groups

A hallmark of the most successful events is a proven communication schedule customized for each attendee group. What was at first limited to mailing a badge and the schedule to attendees, exploded when email made it simpler and faster to communicate with everyone involved with the event.

The landscape has changed again. Getting permission to SMS/Text your attendees can take your ability to manage your event to the next level.

Customized messaging can create a better experience for your attendees at every step, from registration all the way through to post-event follow up. As the attendee communication plan is tied directly to logistics, we've laid out a sample plan with a bunch of examples for your review in **Chapter 3**.

Terms Used in this Book

Whenever possible, I'll use standard terms from the events industry.

However, some terms are so new that they've been recently coined by providers and users of event tech; some of them have been coined by us at EventHero while still, others, sometimes have ambiguous meanings.

I'll define some of these terms as they arise. For a detailed

definition of the terms used in this book, [see Appendix: Glossary](#).

Appendix: Glossary

- **Access Control:** The practice of using coded badges that can be scanned to determine if an attendee has the right to enter a specific session or other part of the event.

Example: All attendees, free or paid, may have access to the Exhibition Floor but only paid attendees can go into educational sessions. Also useful for VIP or speaker receptions.

- **Attendee:** One who attends a conference, trade show, expo or road show, often requiring registration and/or purchasing of a ticket.
- **Audience Response System:** Any system that collects feedback from the audience in a session. More recent event technology allows attendees to send feedback or questions via a computer or mobile device.
- **Badge Design:** The design, layout and dimensions of a name badge.
- **Badge Stock:** The raw material for badges, either heavy stock paper or plastic blanks.
- **Badge Type:** The rights and privileges assigned to the holder of a particular Badge Design. (e.g. Sponsor, Exhibitor, Exhibits-Only, Staff)

- **Badging:** The process and workflows involved in organizing, creating and distributing badges to attendees.
- **Bar Code:** An encoded image that stores data that can be read by a bar code scanner. (See *Scanner Hardware*)
- **Booth/Stand:** A sponsor's display at the Expo. Standard booths can range from a single pedestal to a single table or 10ft. x 10ft. area, and can go 80ft. x 80ft. or larger for major sponsors.
- **B2B:** Business-to-Business. Industries that sell to other companies as opposed to individual consumers (B2C).

Examples: Enterprise Software is B2B, boats are B2C.

- **Check-in on arrival:** When an event participant arrives, they typically check-in at a registration station to inform the planning team and to pick up a badge.
- **Conference:** An annual event with many sessions for attendees, but there are no rules around the use of the term, could be any gathering of like minded people.
- **Consumer/B2C:** Events produced for individuals and families. (And companies that would like to sell products and services to them.)

Examples: The International Motorcycle Show; Comic-Con.

- **Continuing Education Units (CEU):** A CEU is a unit of credit equal to an amount of time that someone participates in an accredited program designed

for professionals with certificates or licenses to practice various professions. (Attorneys, Doctors, Dentists, Physical Therapists, etc.)

- **Event Participant:** Sometimes used interchangeably with *Attendee*, one who attends a conference, often requiring purchasing a ticket. Can refer to anyone participating in your event (sponsors, exhibitors, speakers, etc.).
- **EventHero Certified Partner:** A vendor that provides a service to event professionals that has a proven track record with EventHero of providing superior value to their customers. Many certified partners have integrations with EventHero, eliminating work for event organizers such as data importing and exporting.
- **Exhibition:** See Expo and Exhibitor. Usually included with Sponsorship Packages.
- **Exhibitor:** A company that pays for the privilege of a booth in the Expo hall (or “on the show floor”).
- **Expo:** (Short for *Exposition*.) For events with many sponsors it’s common to have an area of the conference set aside for attendees to visit with the sponsors and learn about their products. Large conference centers in major metropolitan areas are built for these types of events with huge (100,000+ foot) floors that can be divided into sections for sponsor booths or stands.
- **In-Advance Badging:** When an event manager prints attendee badges (or has them printed by a third

party) prior to the event.

- **Label Printer:** A printer that specifically prints labels which can be adhered to the face of a blank, branded badge.
- **Label Stock:** Adhesive-backed paper suited for printing labels from a dedicated label printer.
- **Lead Retrieval:** As exhibitors work the expo they often collect data from the attendees they speak with on the floor. This data is gathered through a Lead Retrieval system, a system that allows the exhibitor to scan the badge of the attendee, which is encoded with the attendee's contact information and is faster, simpler, and more secure than trading business cards. For Consumer/B2C shows, these are even more valuable as most people don't carry personal (not related to business) cards.
- **Messaging:** Any software that delivers real time messages to its users, usually in the form of email or text messages.
- **Multi-Session Attendance Tracking:** Software that tracks individual attendance at conference sessions. Tracking attendance has a variety of value propositions depending on your type of event.
- **Multi-Track/Multi-Session:** When attendees have multiple session options during the day. Contrast to Single Track, defined below.
- **Name Badge/Badge:** An attendee's credentials for the conference, usually a paper or plastic card worn around the neck or on a shirt with a clip. Usually

has the attendee's first name in large print for easier introductions among conference attendees.

Badges have become an integral, versatile, multi-purpose management tool for events.

In addition to making it easy to identify attendees by name and to facilitate networking, they can also serve as tools for tracking attendance at sessions, granting access to sessions, lead retrieval & event apps, among other things.

- **Notifications:** Any alerts, usually sent in the form of text messages or email, about the status of your event.

Example: For a black tie dinner you receive a text message when the check-in rate is at 90% so you know when to start the presentation or if you have to delay to allow more attendees to arrive.

- **On-Site Badging:** The alternative to "In-advance" badge printing, the printing of a badge at the event when the attendee arrives.

Most events will use a combination of In-Advance and On-Site Badging. Pre-printing keeps costs down and check-in fast while on-site printing enables last-minute registrations, changes or substitutions.

- **Post-event reporting:** Reports used to examine an event, but are not available during the event, either because of a lack of real-time data flow, or because the nature of the report only makes it useful post-event.

Example: A sessions attended per day report is most useful after the completion of the event.

- **Printing Method:** Paper or plastic? Badges can be printed on a variety of mediums both in-advance and during the event. Each has its pros and cons. Cost, ease of use and eco-friendliness usually steer event planners toward paper. Your decisions may vary.
- **QR Code:** (*Short for Quick Response Code*) An encoded image that stores data that can be read by a QR code scanner, typically a smartphone or tablet with a camera.

This versatile code can store a variety of data types and are easily scanned/read by any device with a camera and supporting software.

- **Road Show/Tour:** A conference that brings the same sessions to multiple cities. These “Traveling Shows” have a unique set of logistics, and, in the United States, often tour the secondary or tertiary markets (cities smaller than the largest cities).

Example: The DCI Marketing Automation Event is the same set of sessions presented March 1 in Dallas, March 3 in Baltimore, and March 15 in Seattle.

- **Room:** A single meeting space within a venue, used for sessions.
- **Real-time event management (AKA Closed-loop event management):** As all data points being captured for an event are integrated, the event manager can get accurate information about an event in real

time. Also referred to as Closed-Loop in regard to the data which flows unbroken through all systems (commonly through an enabling center point as this is more stable than a single linear chain.)

- **Real-time Monitoring:** The ability to monitor the activity at your event as it's happening, through an online dashboard. This includes metrics like:
 - Participants in attendance - a raw number
 - Who's in a particular session (Title, Position, Gender, etc.)
 - Rate of participant arrivals - how many are arriving per hour
 - Participants in a current session - multi-session attendance tracking
 - Participants at breakfast - multi-session attendance tracking, (good for verifying meal costs or ensuring enough food)
 - Performance of captured leads by exhibitors - exhibitor performance
 - Participants who have earned CEU credits - attendee performance
 - Percentage of participants who have completed speaker evaluation surveys
- **Real-time Reporting & Analytics:** A component of Real-Time Event Management. Any event reports taking advantage of data generated during a show that are presented for review during the show (i.e. "real-time"). Common uses are to confirm registration is working properly and that key personnel are

in place as required.

- **Scanner/Hardware Scanner:** Dedicated devices used to scan badges as part of the lead retrieval process. Typically, this is hardware that is many generations behind, overdue to be retired and replaced by smart-phone scanning software.
- **Session:** Individual presentations that comprise a conference or event.

Example: The two-day conference had five one-hour sessions per day, separated by meals and receptions.

- **Single Track:** Some events make a big deal about having a common attendee experience, so instead of multiple tracks, all attendees see the same sessions in the same order. These sessions are often more focused on the communal aspect of the conference as opposed to offering learning for a broad base of people on hundreds of topics.

Example: TED is a classic Single Track event, at the other end of the spectrum would be the Dreamforce conference with thousands of sessions so that no one's experience is like any other attendee's.

- **Smartphone scanning software:** Apps used to scan badges as part of the Lead Retrieval, Check-in, Access Control or Multi-Session Attendance Tracking processes.
- **Social Media:** Networks that facilitate communication among friends, colleagues or the public such as Twitter, Facebook, Instagram and Pinterest.

- **Social Media Monitoring:** The process of examining and reporting on content posted in social media.
- **Speaker Evaluation Survey:** A survey sent to attendees so they can evaluate the presentations they attend. This improves the quality of sessions and can be used to eliminate presentations that are really just advertisements.
- **Sponsor:** Many Vendors want access to conference attendees, and are willing to pay event organizers to interact with them, typically as part of the event's business model. It's not uncommon for event managers to make the majority of their income from sponsors willing to pay for the privilege.
- **Sponsorship:** The act of sponsoring an event, including the privileges provided to the sponsor in exchange for their fee. The benefits the sponsor receives can vary greatly and may include space on the exhibit floor to show their products, a logo on event signage, or an opportunity to address attendees for a few moments from the stage.
- **Sponsorship Packages:** Sponsors may be designated by their level of involvement. As the sponsor's payment increases, so does their involvement with the show and/or access to show data.

Example: The **Bronze Sponsor package** at \$3,000 includes a 5ft. x 5ft. kiosk on the show floor and no access to attendee data. The **Deluxe Sponsorship package** at \$900,000 includes a 40ft. x 40ft. booth at the front of the Exhibition Hall and the entire at-

tee list with session attendance for the exhibitor to market to.

- **Survey:** - See Speaker Evaluation Survey
- **Track:** For events with large number of sessions, the sessions are often grouped by similar topics or audience types to make it easier for attendees to figure out which sessions are appropriate for them.

Example: The Annual Superhero Conference had separate tracks for Marvel and DC characters.

- **Trade Show:** Large conferences organized around specific industries may be referred to as Trade Shows.

Example: The National Restaurant Association's NRA Show is that industry's premier trade show bringing over 40,000 attendees to show off the newest for restaurant operators and suppliers

- **Venue:** The location of the conference, often a Hotel or Conference Center
- **VIP Monitoring:** Better attendance tracking systems will allow you to specify who the VIPs are and send your text or email notices as conditions are met.

Example: You can receive a text message when your keynote speaker checks-in, or receive a text message if that speaker hasn't checked-in 30 minutes before she's scheduled to go on stage.