

# The Power of Virtual Event Data: *A Case Study*



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# The SITUATION: *April 2020 F2F Disruption*

Like many trade show organizers in the spring, our client had a difficult decision on whether or not to try to host their industry-leading, international, event.



# The ACTION: *Massive Pivot to Virtual*

- Cancelled In-Person Event = insurance considerations, new format?, who's participating?, refunds?, etc etc
- Boards and committees had to be efficiently and effectively communicated with for approval
- They had to mobilize a task force to undo an in-person experience
- Someone had to figure out how to make a digital experience happen
- They had ~8-10 days to get it done
- *By the way, there was no charge to be an attendee in-person*

# The RESULTS: *GoToMeeting*

## GoToMeeting

Hosted 11 total sessions  
across the 2 days of the event



1,765

Total Registrants



2,373

Content hours consumed



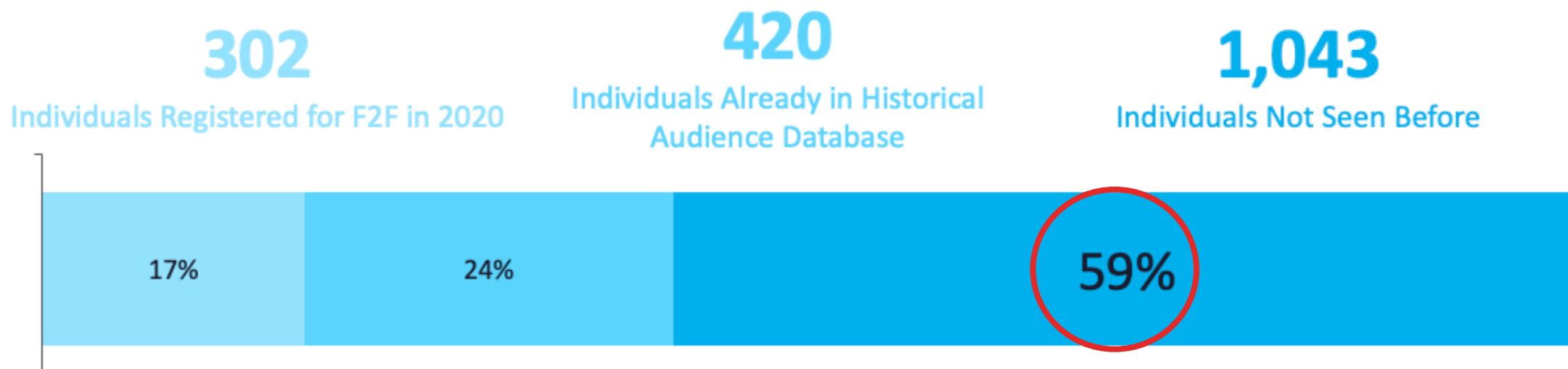
3,904

Session Participants\*

\*Not unique individuals

# The AUDIENCE: *"The Who"*

In 2020 **1,765** unique individual registered. Here's how those individuals broke down by loyalty behavioral profile:



# The RESULTS: *Engagement*

**52 mins**

the average session attendee stayed for 85%+ of the sessions duration

**2.0**

The average participant took in 2 out of the 11 sessions

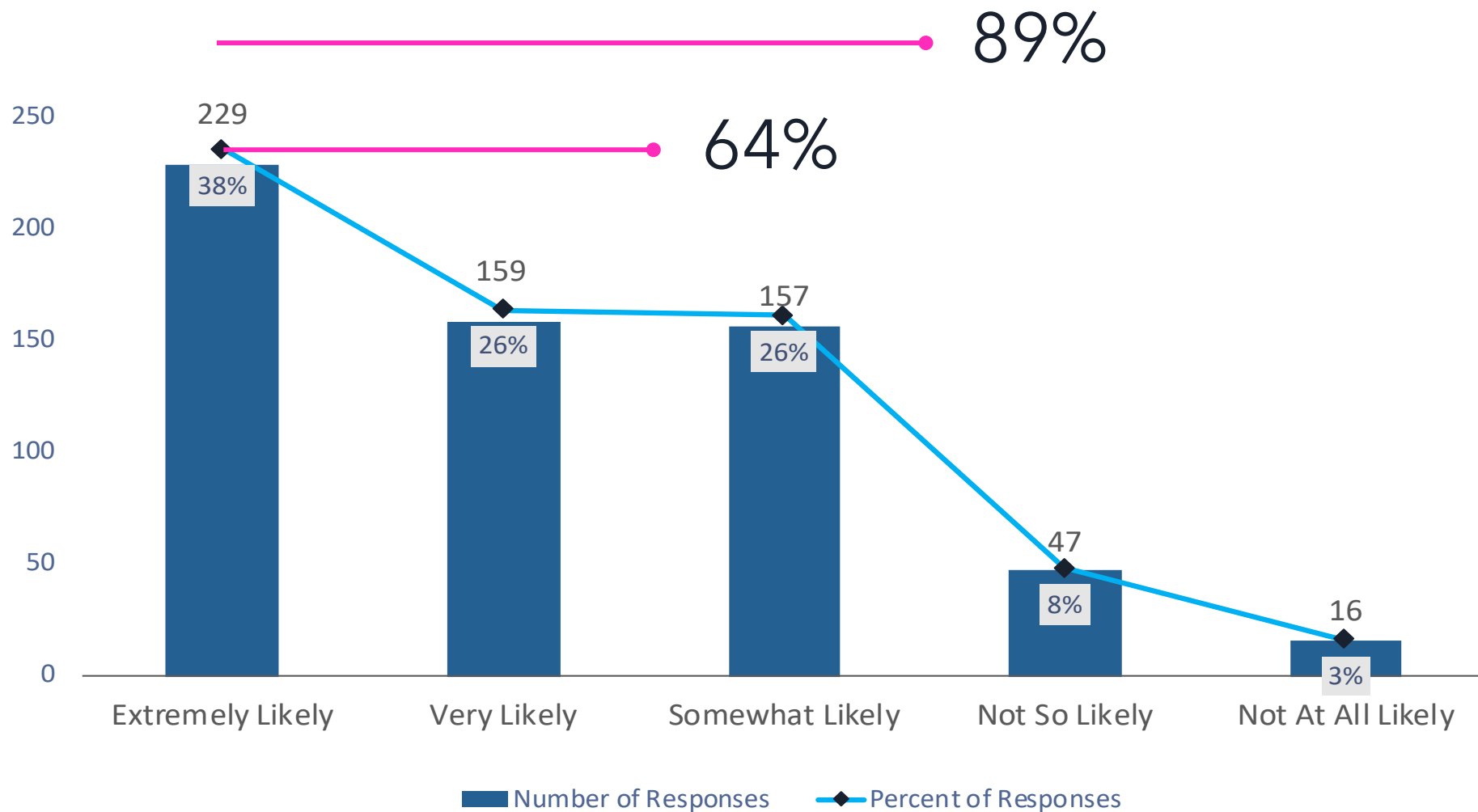
**70%**

Of those registered, 70% actually signed into the virtual platform – which is on par with their onsite verification

# Session Metrics: *Engagement Cont'd*

Session Number	Clicked Registration Link	Registered	Attended	Attendance Rate	Questions Asked	Surveys Submitted	Survey Response Rate
Session 1	1009	567	437	77.07%	70	199	45.54%
Session 2	661	394	300	76.14%	52	141	47%
Session 3	446	282	206	73.05%	105	N/A	N/A
Session 4	293	140	88	62.86%	17	40	45.45%
Session 5	872	520	380	73.08%	35	130	34.21%
Session 6	420	252	166	65.87%	255	66	39.76%
Session 7	558	348	243	69.83%	35	109	44.86%
Session 8	682	457	320	70.02%	19	155	48.44%
Session 9	678	478	324	67.78%	47	172	53.09%
Session 10	228	147	95	64.63%	7	49	51.58%
Session 11	420	319	182	57.05%	9	91	50%

# The FUTURE: *Taking a survey on next year...*





# Best Practices for Virtual Event Data

# Virtual Event Data Do's

## 1. DO collect as much reasonable data at registration

- Personal identifiable (name, email, address, mobile, etc)
- Ask Demographic, psychographic, firmographic questions
- Ensure your platform can export meaningful transactional data (reg timestamp, code usage, badge categories, etc)
- Understand the engagement metrics you can expect to see (duration, communications, shares, etc.)

For a complete list of fields, email me at [hello@bearanalytics.com](mailto:hello@bearanalytics.com)

## 2. DO ask for a sample export of reporting during your virtual demo.

- You want to see as much of the raw data as possible. The more you can play with the better!
- .Csv and Excel export are the bare minimum

# Virtual Event Vs. F2F Data

Data Types	Face to Face	Virtual
PII – Personal Identifier Information	Name, Email, Company, Address, Phone/Mobile	Name, Email (where's the company data?)
Demographic/Psychographic Information	Typically 4-5 questions asked at registration	If available, asked via survey during sessions/program
Transactional metrics	Various timestamps, reg codes, reg categories, etc	Potentially very deep, if available via exports – when someone did anything!
Engagement data	Beacons, RFID, Lead scans (limited)	Potentially extensive with great breadth

# Virtual Event Data Do's

## 3. DO think about what your audience engagement looks like

- Ask yourself what metrics you'd like to know after the event happens? Marry your engagement strategy with metrics you want to measure?
- What are the personas of people you want to engage with your virtual event? What does that look like?
- *Who's is NOT in your F2F audience that may make sense for a virtual event – students, YPs, ancillary industry players, other industry verticals?*

## 4. DO have a plan for reaching out to 2020 virtual first-timers for 2021 or your next event

- What is your forward-looking path for engagement?
- What is the tail on your content or engagement?

# Virtual Event Data Don'ts

## 1. Don't limit data at registration because you're worried about abandonment

- Registration doesn't have to be painful to be effective.
- Collect the data to understand your audience – especially if your price point has been reduced or eliminated. **THE DATA IS THE CURRENCY!**

## 2. Don't keep your existing registration categories from F2F

- Keep it simple for your audience to differentiate the options.
- Make sure it's clear what each level gains access to – pair it with membership if you're a trade association or professional society.

# *Virtual Event Data Don'ts*

## 3. Don't keep all your content hidden

- Virtual offers the opportunity to tease and test the market – push out some content and see who consumes it AND ask for feedback!
- Use testimonials from these speakers to tease what your audience can expect within key content panels/sessions.

## 4. Don't assume your loyal base will adopt virtual

- Loyalty cohorts are predominantly made up of senior level individuals, with longer career experience, who are now busier than ever.
- Cultivate their experience for them – provide them with a dedicated concierge hotline or customer service experience to get the most out of virtual.
- This is particularly important to buyer/seller trade show virtual events.

# Thank You!



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