



DETERMINE BEHAVIORS • MAXIMIZE ATTENDANCE

Use This Template To Maximize Attendance!


- STEP 1:** Use this Template as a **conversation tool** to identify the behavioral nuances of each Group.
- STEP 2:** Then, both the Group marketing team and DMO marketing team collaborate on **targeted promotional messages** to **Maximize Attendance!**
- STEP 3:** Give your feedback on the Template process to help improve it for all users. Click or go to the survey: DecisionToAttend.com

For more info. go to: TheExperienceInstitute.org

Questions?

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— Industry-wide Collaboration —




DECISION TO ATTEND STUDY

Study Findings —
Top Attendance Drivers!

- ♦ 95% Education & Staying Abreast of Industry
- ♦ **82% The Destination — Attendees are Discerning Travelers!**
- ♦ 75% Networking

Strategic marketing is often needed to convince them to attend!

Source: Phase One Study, 2015
7,171 Respondents

 **THE EXPERIENCE INSTITUTE®**

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INSTRUCTIONS: Step One: Well before attendance promotion is underway, Client/Group and DMO Sales/Services meet together (by phone or in person) to work through this short template. **Use the list as a strategic conversation tool.** Circle 3-5 of the **most prominent behavioral nuances**. Work quickly through the list; don't get hung up. **Step Two:** Get Client/Group and DMO Marketing teams together to target market promotional messages!

1. INDUSTRIES ATTENDING

Circle Those in Attendance:

Healthcare / Medical
Science / Life Science
Finance
Energy
Technology / Information
Green / Environmental
Agriculture / Agri-Science
Engineering
Education
Shipping / Logistics
Automotive
Other

2. INTERNATIONAL

Approx % Int'l. Attendees:

3. PRICES / OVERALL COST

Approx. % who may be price sensitive on lodging, food, transportation, or may pay their own way to the event?

4. GENDER

Approx. mix of men / women?

5. AGES

**Approx. mix of Attendee ages?
Youth Attending / Accompanying?**

6. EXTENDED STAY / BRINGING OTHERS

**Approx % extending stay?
Approx % bringing others?**

7. DESTINATION ELEMENTS

Of the following, what could significantly impact attendance?

- A. Walkable
- B. Safety
- C. Service-Oriented People
- D. Unique Experiences No Other Destination Offers
- E. Free or Low Cost Local Transportation
- F. Environmentally-Friendly
- G. Other

8. 'Out & About' INTERESTS

Overall, what's the 'make up' of the group; which are strongest?

- A. Late Night Scene (Bars, Music, Gaming, Nightlife, etc.)
- B. Outdoor Activities (Run/Walk, Trails, Biking, Sports, etc.)
- C. Arts & History (Museums, Performing Arts, Galleries)
- D. Cultural Neighborhoods (Experience Culture, Food, etc.)
- E. Shopping (Malls; High-End, Outlets, Districts)
- F. Other

9. FOOD PREFERENCES

Overall, what's the 'make up' of the group; which are strongest?

- A. Eat vs. Dine (Fast Food, Bars & Grills, Cafeterias, Bistros, Fine Dining, Food Court, etc.)
- B. Specialty Food Preferences (Ethnic, Healthy, Gluten Free, etc.)
- C. Unique Food & Drink Options (Food Trucks, Craft Beer, Coffee Shops, Wineries, etc.).
- D. Other

10. DESTINATION SERVICES

Of the following, which may help increase attendance?

- A. Defray Attendee Costs (Coupons, Passes, Subsidies)
- B. Face-to-Face Networking (Social Outings, Dine-a-Rounds, Organized Tours, Fellowship, etc.)
- C. Corporate Social Responsibility (Volunteering; Connecting to Local Organizations, etc.)
- D. Revenue-Generating Activities (Pre or Post Tours; Fundraising Auctions, etc.)
- E. Other