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 CVB marketing team collaborate on targeted promotional messages to Maximize Attendance!

**STEP 3:** Share your attendance promotion best practices with others at: DecisionToAttend.com

“*We both loved the exercise. Some ‘aha’ moments come from it.*”

“*Often, planners and CVBs will hit the replay button. This review provided an in depth look of group/attendee needs to enhance the attendee experience.*”

**Get the Resources!** To access the DTA2 Full Report, Executive Summary, or Best Practices Checklist, go to your professional organization website or: TheExperienceInstitute.org

**Questions on This Template? Feedback?**
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Study Findings — Top Attendance Drivers!

- 92% Education & Staying Abreast
- 78% The Destination — Attendees are Discerning Travelers!
- 76% Networking

Strategic marketing is often needed to convince them to attend!

*Source: DTA 2nd Study 2017 8,992 Respondents*
INSTRUCTIONS: Step One: Well before attendance promotion is underway, Client/Group and CVB 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 CVB 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