



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](http://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](http://TheExperienceInstitute.org)

### Questions on This Template? Feedback?

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— Industry-wide Collaboration —



## DECISION TO ATTEND STUDY

### 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