## Event landing pages revisited. A systematic analysis and derivation of best practices.

Stephan Bingemer & Karina-Ingrid Zaporojan

### Event

| Criteria | Overall | Online/offline | Submission of material | Location map | Transport info | Hotel partner | Legal notice | Privacy policy | Sponsored by | Contact information | Event program schedule | Scheduling 

| | 2019 Munich; 2018 Bern; 2018 Berlin; 2018 Tokyo | yes | yes | yes | yes | yes | yes | yes | yes | yes | yes | yes |

### Positive findings

Our study finds the most essential elements are existing for most of the researched sites:

- Almost all of the event landing pages contain an online registration with a document submission section. In 80% of the cases with the indication of an associated deadline.
- Moreover, the event program schedule, the contact information and sponsoring are also researched sites still fail to deliver essential user information:

### Improvement potentials

Almost two decades after the studies of DeLone&McLean (2003), many of the researched sites still fail to deliver essential user information:

- For example, neither the online payment facilities nor the conference fee are mentioned in 50% of the cases.
- The information sections on the host city often is weakly equipped. 12 out of 20 examined pages do not have these information but they offer accommodation or have a hotel partnership in place.
- Especially where corporate needs meet visitor’s personal (leisure) needs, the information and support gets weak.
- The use of link-outs and backlinks with social web platforms such as Facebook and Instagram are underused.
- Especially for the more sophisticated functionalities such as the integration of a ticket-shop we find

### Guideline to optimization

In the first place, an event landing page needs to be able to answer the following questions:

- What event is it?
- How much do I need to pay?
- How can I register?
- When and where does the event take place?
- What event is it?
- What do you get for your registration fee?