

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

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	Event																			
Criteria	ICNNE	APDC	ESCMID	ETIM	DOG	Himss	STFM	MEDTECHIMPACT	DGCH	AMR Europe	MWC	CES	EmTech Digital	TNW	CEBIT	websummit	IFA	Strata	worlds summit AI	
Locations	2019 Dublin, 2018 Milan, 2017 Lyon, 2016 Paris	2019, Seoul Korea	2019 Amsterdam; 2018 Madrid; 2017 Vienna; 2016 Amsterdam	2019 Essen	2019 Berlin; 2018 Bonn	2019, Orlando, FL	annual spring conference Ontario, Canada	Las Vegas, Nevada	2019 Munich	2019 Berlin	2019 Barcelona	2019 Las Vegas	2019 San Francisco	2019 Amsterdam	worldwide	2019 Lisbon	2019 Berlin	2019, London, New York, 2020 San Jose	2019 Amsterdam	
business field	nanotechnology and nanomaterials in energy	asia pacific dental congress	european congress of clinical microbiology and infectious diseases	emerging technologies in medicine	deutsche ophthalmologische gesellschaft	global conference & exhibition	society of teachers of family medicine		deutsche gesellschaft für chirurgie kongress		mobile world congress	Consumer technology association		the next web	business festival for innovation and digital technologies		consumer electronics unlimited		data conferences	
scientific/ns	scientific	scientific	scientific	scientific	scientific	scientific	scientific	scientific	scientific	scientific	n/s	n/s	n/s	n/s	n/s	n/s	n/s	n/s	n/s	n/s
fixed location/itinerant	itinerant	fixed location	itinerant	fixed location	in Germany	fixed location	fixed location	fixed location	fixed location	itinerant	fixed location	not mentioned	fixed location	fixed location	worldwide	fixed location	n/a	itinerant	fixed location	
submission of material	yes	yes	online/offline	no	yes	no	no	yes	yes	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
deadlines	yes	yes	yes but not highlight	no	yes	yes	yes	yes	yes	n/a	no	yes	yes	n/a	yes	n/a	yes	yes	yes	yes
transport info	no	yes + parking info	yes	no	no	yes	no	no	yes	no	yes	yes	yes	yes	no	no	yes	yes	yes	yes
city info	no	yes	yes	no	no	yes	no	no	no	no	yes	no	no	no	no	yes	yes	no	yes	yes
Hotel partner	no	yes	yes	no	yes	yes	yes	no	yes	no	yes	yes	yes	no	no	yes	yes	yes	yes	no
travel partner	no	yes	yes (official airline)	no	no	yes + shuttle	no	no	yes	no	yes	yes	no	no	no	no	yes	yes	yes	yes
location map	yes	yes	no	yes	no	yes	no	no	no	no	yes	yes	no	no	no	yes	yes	yes	yes	yes
program info	yes	online	yes	yes	yes	yes	yes	yes	yes	no	yes	yes	yes	yes	yes	yes	no	yes	yes	yes
registration online/at the place	online	online	online by mail	online	online for members	online	online	online	online or by post/fax	n/a	online	online	online	n/a	online	online	n/a	online	online	online
conference fee online/offline tickets	online +early birds tickets	online	online	n/a	n/a	online	online	n/a	n/a	n/a	n/a	online +early birds tickets	n/a	banner with price info	fee only after registration	n/a	n/a	online	n/a	
follow us on instagram,facebook, twitter links	no	yes	yes	no	no	no	yes	yes	yes	no	yes	yes	yes	yes	no	yes	yes	yes	yes	yes
website design	simple, green and white	plays a lot with animation; main page colourful	font is simple/boring too small;looks "old"; not modern	very simple,nearly no text/description	modern; not so comprehensible	could be more colourful, simple, gives you a calm feeling	boring, looks old	plays with animation, attracts your attention, modern, big font	font is too small, boring, don't know where to look, the use of the colour red has a stressful effect	start page good	animation, modern, colourful, very good	modern, enough information	modern, plays with the font	very inviting, colourful, modern, animation, very good	a little boring, only the start page is good, nothing special	very good, colourful, modern	white background looks unprofessional	white background but important things are highlighted	plays with animation, attracts your attention, modern, big font	
website structure	comprehensible,clear	in 2 languages for local & international delegates	comprehensible, not so much information	everything on one page underneath it; you can jump from topic to topic	modern; less information	comprehensible, everything easy to find	confusing, less information	comprehensible, modern	too much information, confusing, start page to full	too often 'content not found', less information	comprehensible, clear, modern	comprehensible, clear, modern	comprehensible, you have to scroll down, simple	much information about TNW , modern	less information, pages are empty	comprehensible, clear, enough info	clear, not so modern	comprehensible	very good + countdowns	
FAQ	no	no	yes	no	no	yes	no	no	yes	no	yes	no	no	no	yes	no	yes	no	no	no
contact/address/contact person	yes	yes	yes	yes	no	yes+stay up to date	yes	yes+stay up to date	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
legal notice	no	no	privacy statement	no	private policy	yes	privacy& refund policy..	yes	yes	n/a	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
pictorial material	very little	precisely	gallery; each page one picture	one picture, but video impressions	very little	only of the speakers	only of the speakers	video interviews	no	yes	yes precisely	yes	speakers + video material	yes	gallery + videos	yes + videos	yes + videos	yes + videos	yes + videos	yes + videos
download of information	yes call for paper download	brochure download	no	no	yes of program	yes brochure	no, only paper registration	no	yes	yes of prospect	ebrochure+ app download	no	no	yes	no	yes	yes	no	no	no
sponsoring	yes	to be announced	yes	yes	yes	yes	no	yes	yes	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 mentioned in the majority of the cases.
- We can state that the basic information is available.

## 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. This needs to get higher attention as the existing of backlinks is closely connected to the search rank.
- Especially for the more sophisticated functionalities such as the integration of a ticket-shop we find improvement potentials.

## Guidline to optimization

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

- What event is it?
- How does the program schedule look like?
- Who is the target group of the event?
- When and where does the event take place?
- How can I register?
- How much do I need to pay?
- How can I pay?
- In order to optimize customer experience all additional functionalities that enable customer flow shall be enabled.