cvent

B2B MARKETING



How B2B events are delivering on marketing goals

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Introduction

From hybrid to in-person and virtual events, marketing leaders have had to adapt rapidly to all kinds of event formats in the last few years. In 2022, **Cvent and B2B Marketing** reported on the transformation of B2B events in response to Covid-19. At the time of the report, the return to in-person events was highlighted alongside the benefits of in-person networking and what B2B events look like in a post-Covid era.

Since then, events have continued to evolve as a channel and now more than ever, events are being used by organizations to build engagement and create trust and loyalty with their core audience. In addition, marketing leaders are also navigating how in-person and virtual events fit together while figuring out how to measure ROI and overall impact.

In this report, we summarize the key findings from a recent survey to understand how events are continuing to develop as a critical B2B marketing channel. The objective is to showcase events' ultimate impact as a critical channel in B2B marketing while addressing any ongoing challenges and trends in the space.

The survey had **103** respondents with their company's head office primarily based in the US (49%) and the UK (28%). The majority hold senior marketing positions such as CMO, VP Marketing, Head of Marketing or Marketing Director (26%), with a notable presence of Event Managers (24%), CEOs (12%) and Marketing Managers (10%).

This report also includes relevant viewpoints from interviews with marketing leaders across various industries:



Jonathan Griffiths
VP Marketing EMEA
Pax8



James Houselander
Director EMEA Marketing
HPE Aruba Networking



Paul Freeman
former VP Global Marketing
GPS



Raquel Rosado
Senior Marketing Executive
The Economist Group



Carla Barker
Northern Cluster Marketing Manager
Kodak Alaris



Bruna Pascucci
Senior Marketing Manager - Events
Financial Times

They explain how events are effectively integrated into broader marketing strategies and adapted to meet evolving business needs.

Commentary from Cvent

Commentary from Cvent



Mike Dietrich,
Vice President,
Product Marketing,
Cvent

Events have reasserted their position as a crucial marketing channel, serving not only as a means to generate leads but also as powerful platforms for building community and fostering long-term loyalty. **With 41% of respondents considering events to be "very valuable" and a further 33% rating events as "extremely valuable"**, this report reflects a broader understanding among organizations that events can significantly enhance the brand experience, help cultivate a more engaged customer base, and deliver on marketing objectives.

However, measuring and reporting on events' impact remains a challenge. **In fact, 36% of respondents are unsure about the ROI from their events, and 18% report no measurable ROI at all.** Fortunately, event technology can help address this issue by ensuring that marketing teams can capture the right data and gain the insights they need to analyze and refine their strategies. It also enables teams to have a holistic view of performance and spend across the event channel.

In-person events remain at the heart of event marketing strategies – and with good reason, as they are indispensable for forging deep connections. Networking sessions and roundtable discussions encourage open dialogue and connections, user conferences facilitate learning and sharing experiences, and workshops allow for deeper engagement with content and peers. That the report finds these event types to be the most common in-person events hosted by organizations highlights their effectiveness in fostering connections and learning.

But other event formats also have an important role to play in modern marketing strategies. **For example, over a third (37%) of respondents regularly host virtual events, including webinars.**

Virtual experiences play a key role in enabling brands to continue engaging with their audiences beyond the start and end date of an in-person event.

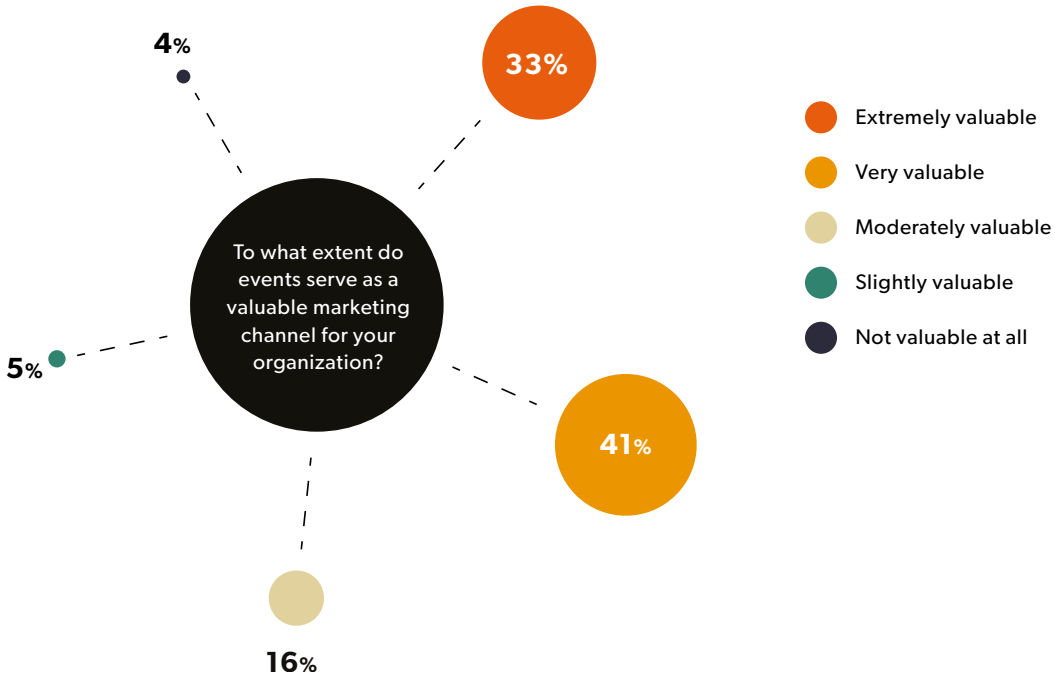
Hybrid events present a unique opportunity, despite the challenge respondents cited in providing a fully engaging experience for both in-person and virtual attendees. They can make events more accessible to a wider audience and serve as a gateway for future in-person attendance. With proper scoping and selective live streaming, hybrid events can be budget-friendly and promote long-term engagement.

As customers and prospects interact with multiple event formats, marketers can use event technology to capture attendees' digital interactions, better understand their interests, and follow up more effectively.

Looking ahead, event technology will continue to become a priority for marketing teams. It not only helps with capturing and analyzing data but also speeds up tedious tasks, allowing marketers to focus on high-impact activities. By embracing these technological advancements and strategically integrating diverse event formats, organizations can create more personalized and impactful experiences, ultimately driving deeper connections, greater loyalty, and sustained business growth.

The state of events: what's happening in B2B?

The state of events: what's happening in B2B?



Events as a marketing channel

The survey reveals that events are highly valued within the marketing strategies of most organizations. Specifically, 41% of respondents consider events to be "very valuable," while 33% rate them as "extremely valuable." Only 16% view them as "moderately valuable," indicating a strong consensus on their importance.

Paul Freeman highlights the importance of scheduling different types of events throughout the year according to their objectives:

"GPS is a high-value, low-volume business and we have a selected number of customers that we need to reach. We use exhibitions as aggregators, conferences for specific market opportunities, and customer events for high-level meetings with selected groups."

Events are integrated into the overall marketing strategy based on their relevance and access to the target audience, ensuring a focused and effective approach.

According to our survey, organizations frequently host their own in-person events. 35% do so once or twice a year, 24% host events once or twice a quarter, 21% host events once or twice a month, 10% once a week and the remaining 10% once or twice every six months.

At Pax8, **Jonathan Griffiths** says events are central to community building, education, and innovation. The company has consolidated demand generation and event functions into go-to-market (GTM) teams:

"This means that event teams work hand in hand with marketing campaign teams under a GTM Director, so they share objectives, messaging, calls to action, follow-up, etc. and feel part of one seamless customer journey, wherever that customer is in their relationship with Pax8."



James Houselander's approach at HPE Aruba Networking is focused on a strategic alignment of events with ABM:

"We align our events strategy very much to our account-based programs. So we're looking at how we reach specific accounts. We're surrounding all those accounts with digital ads and running targeted ABM programs and then we align our events strategy to very much help further that engagement and awareness and turn that into opportunities."

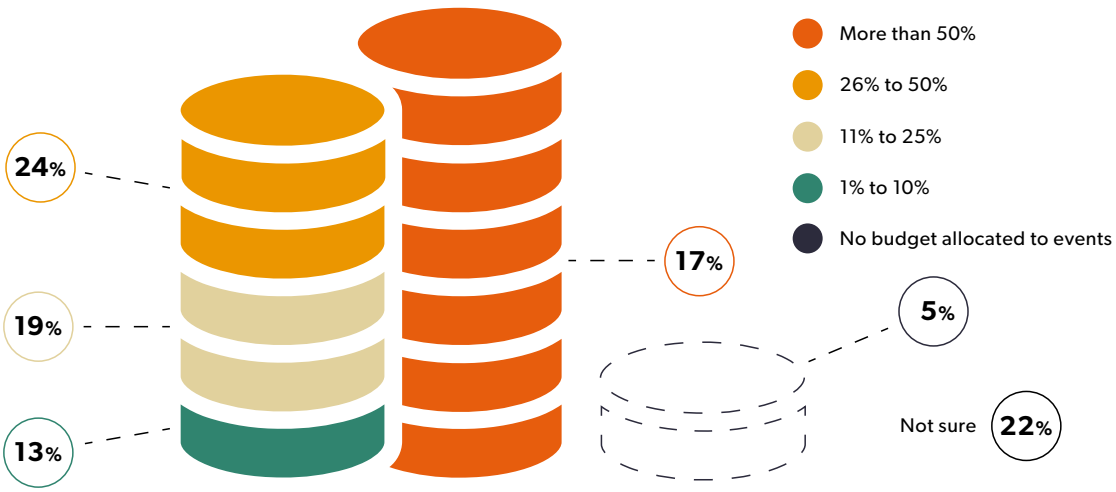
He explains that his strategy is tiered, starting from large-scale events like industry trade shows aimed at broad audiences and new contacts. This layer is followed by a one-to-few approach, targeting both existing and potential accounts through company-hosted events and collaboration with partner organizations. Finally, at the top of the pyramid, there is a one-to-one approach leveraging innovation centers and executive engagements to accelerate opportunities and deepen relationships.

The survey results reveal that 47% of respondents do not participate in agency-led or third-party events, indicating a substantial segment of organizations that either rely on internal resources or alternative marketing and networking strategies. This lack of engagement might reflect budget constraints, skepticism about the value of these events, or a preference for more direct, personalized marketing efforts.

On the other hand, 18% of organizations report attending these events once or twice a year, while 16% do so quarterly. This moderate level of participation suggests that while a significant portion of organizations find value in external events for networking, learning and business development, they may be selective about their involvement. The variation in participation frequency highlights the diverse strategies organizations employ, balancing between in-house initiatives and selective external engagement to optimize their marketing and networking outcomes.



What proportion of your marketing budget is allocated to events?



Building relationships and fostering loyalty

The survey shows that a significant portion of marketing budgets is allocated to events. Specifically, 24% of organizations spend at least 26% of their marketing budget on events, while 17% allocate more than 50%. Additionally, 19% allocate between 11-25% of their budget to events. A further 22% of respondents are unsure about the exact amount spent on events.

It's clear events are given a considerable part of the budget due to their value within the marketing strategies of several organizations. A key element is the ability to build relationships and foster customer loyalty.

For this to happen, **Bruna Pascucci** emphasizes the creation of a community around events. Financial Times uses technological platforms to provide attendees with information about other participants and opportunities to connect before the event:

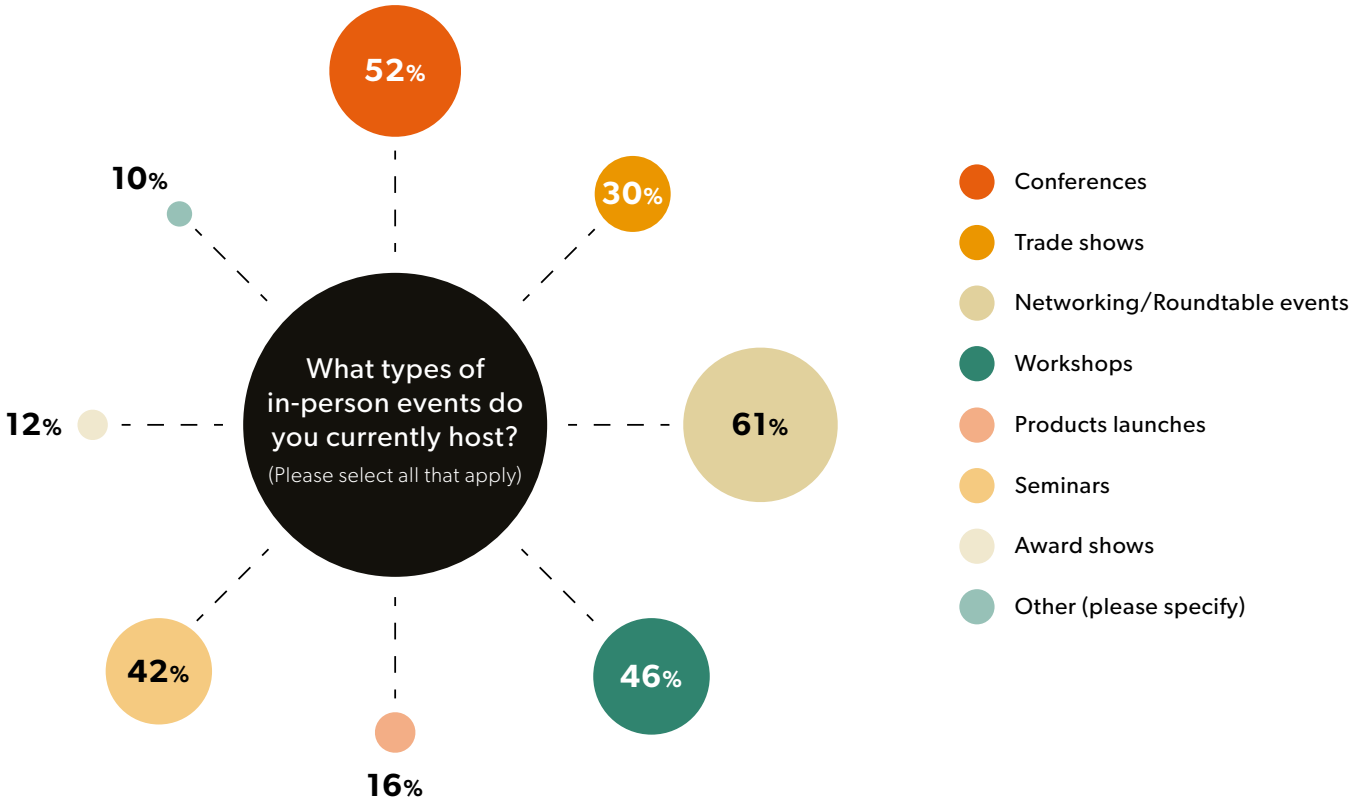
"We're trying to create this sense of community. I think this really helps to create loyalty as they know who is there; it's not going to be a surprise. We need to give as much information as we can, so people start to know this type of person always goes to this event, and this type of speaker... And they start to promote events to their connections as well. So I think it's all about the sense of community."

Building a community goes beyond merely achieving repeat attendance; it translates into fostering brand loyalty. To develop a deep and meaningful community, it's crucial to focus on enhancing the attendee experience before, during and after your event.

This means paying close attention to the quality of interactions, providing valuable content, and ensuring that participants feel engaged and valued throughout the event. By doing so, you can transform attendees into loyal advocates for your brand.

This approach encourages repeat attendance, as participants are more likely to return if they feel connected and informed. **James Houselander** also stresses the importance of events in fostering relationships among target audiences, particularly when they're interactive and allow attendees to engage with technology and network with their peers:

"We create intimate environments such as roundtables and workshops with a lot of interactivity. That means we need to know who the customers are, and what their challenges and pain points are, and therefore build an agenda that really resonates with them. And when we're running those types of events, we always give them the opportunity to spend time with our execs or play with our technology to really make them feel they're getting an experience. And depending on the audience and the venue, we have a fun theme throughout the event, whether that's around food or entertainment. They're not just turning up listening to us talk through 10 presentations around technology enhancements."



According to our survey, the most common types of in-person events hosted by organizations are networking/roundtable events (59%), conferences (52%), and workshops (45%). **Paul Freeman** believes in the power of face-to-face interactions to build trust and loyalty. GPS also focuses on creating relevant experiences at their events, ensuring that attendees gain valuable insights and networking opportunities:

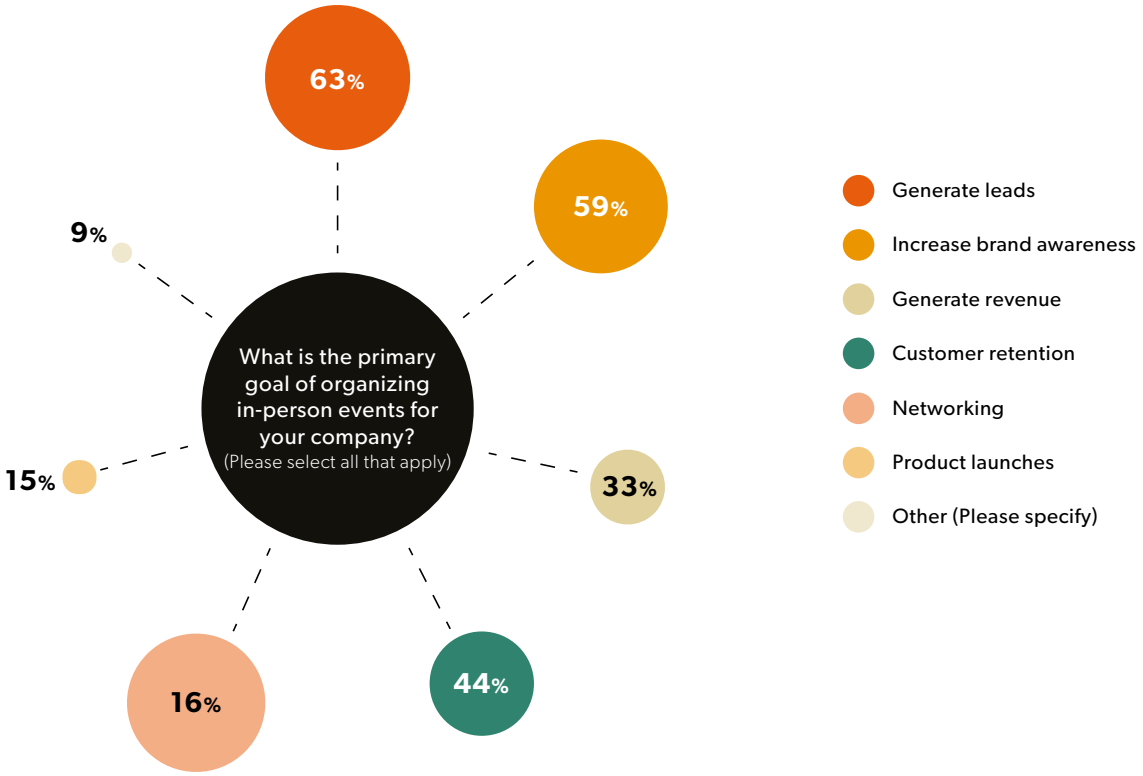
"People respond to substance and hospitality to some extent because humans typically buy from humans, maybe not for much longer, but at least in the short term. If they're going to do something with their partners and vendors, they want to acquire substance. That would typically fall into sharing with them something that is very relevant to what they're pursuing in their own businesses. You have to have a good idea of that and also provide them with the networking opportunities that will enable them to develop their business so that everybody benefits. If you can cover those two things you have a pretty good shot of getting positive outcomes."

This is also the case for Kodak Alaris, which uses events to engage deeply with customers, offering personalized experiences that address their specific needs. **Carla Barker** says that by providing opportunities for meaningful interactions and networking, they cultivate loyalty and strengthen customer relationships:

"We always look to engage with our target audience, leads and stakeholders ahead of the event, and utilize existing relationships and account-based marketing to invite these people to events we are attending. We ensure that we give them the opportunity to share their challenges in an open discussion and don't use this as an opportunity to push products or services on them."

How are marketing leaders measuring impact?

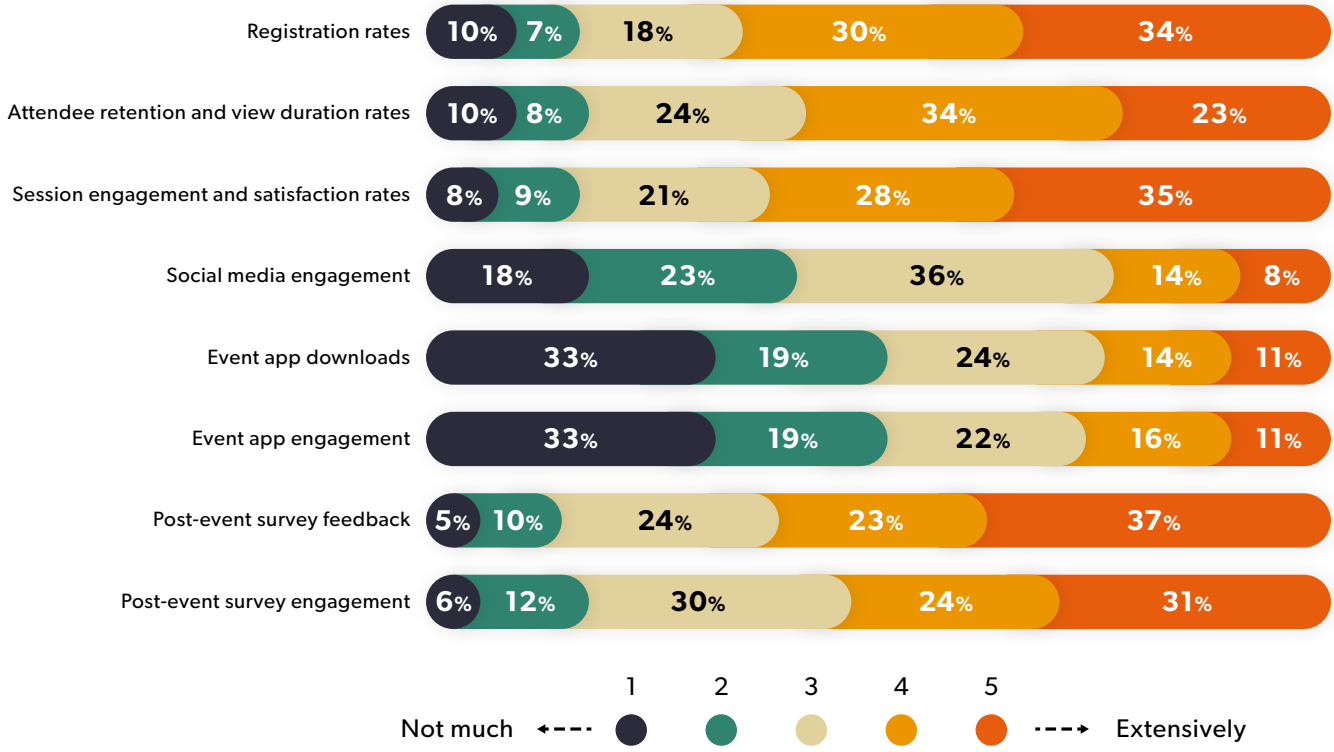
How are marketing leaders measuring impact?



After addressing the current landscape of in-person and virtual events, it's important to understand what marketing goals are being set by marketing leaders.Our survey reveals that the primary objectives for organizing in-person events include generating leads (64%), networking (59%), increasing brand awareness (59%) and customer retention (44%).



To what extent do you use the following metrics to measure in-person event engagement?



Effective ways of measuring the impact of events

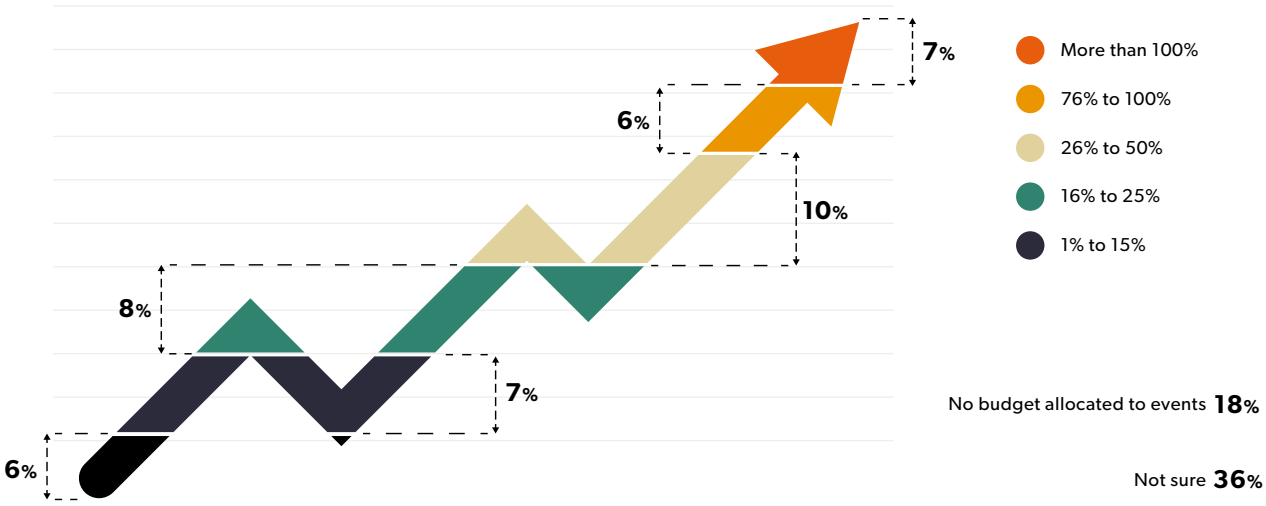
Organizations use various metrics to measure engagement and success at in-person events. Our survey respondents identify the most commonly tracked metrics: registration rates, attendee retention, session engagement, social media engagement, event app downloads and post-event survey feedback.

Nonetheless, success in achieving marketing objectives is primarily measured by the number of leads generated (65%), the number of attendees (63%) and revenue generated (40%).

In this context, 'leads generated' refers to the number of potential customers or clients who express interest in a company's products or services during an event. These individuals typically provide their contact information and consent to receive further communication, indicating their potential as future customers, representing new opportunities for business growth and sales.

The 'number of attendees' measures the total number of people who attend an event. Attendees may include a mix of potential customers, existing customers, partners, industry professionals, and others who are interested in the event's content or activities. While not all attendees will become leads, their presence is crucial for networking, brand awareness, and engagement purposes.

What percentage of Return on Investment (ROI) do in-person events typically deliver for your organization?



According to our survey, the return on investment (ROI) from in-person events varies among respondents: 36% are unsure about the ROI, 18% report no measurable ROI, and 10% indicate an ROI between 51-75%.

When it comes to measuring the impact of their events, **Carla Barker** says Kodak Alaris typically breaks this down into two areas: marketing and sales. Marketing metrics consist of engagement (such as email and social media), registrations, and the value of being at such an event, which is not limited to monetary value, and can also include raising brand awareness through attendance and speaking slots. She emphasizes that sales metrics are primarily focused on financial outcomes, such as the value of opportunities generated from the event and the return on investment (ROI). She mentions the crucial role of effective planning in achieving these financial goals:

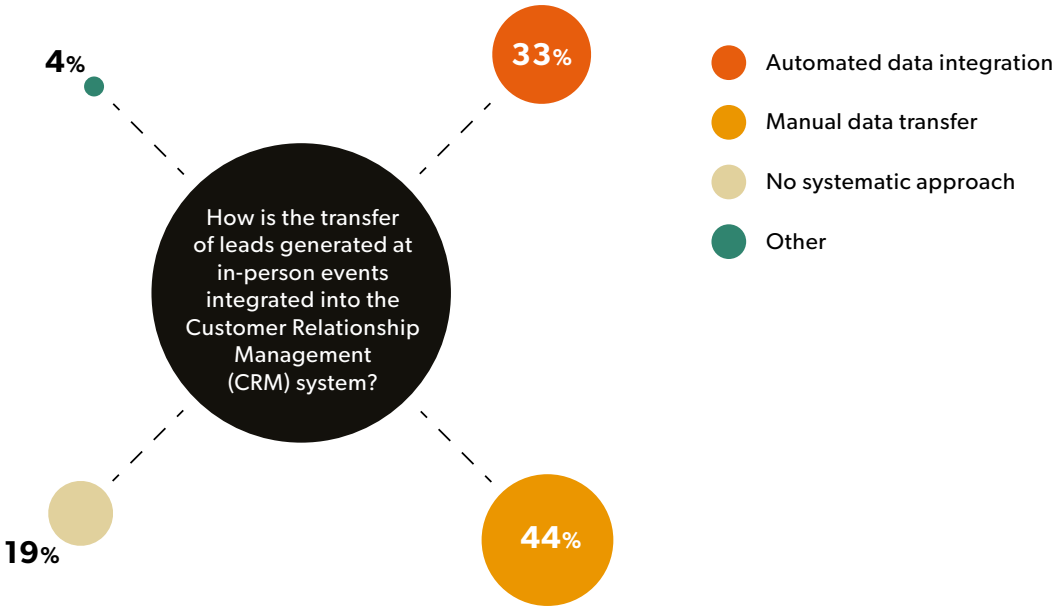


"I think the main part of this comes before even committing to an event. We do extensive research as to whether we feel this event is aligned with our objectives, if the audience is right, if the conference topics are relevant, and looking at past event insights. For me, I feel that this slightly reduces the risk of a poor ROI from the offset."

Carla Barker, *Northern Cluster Marketing Manager,* **Kodak Alaris**

Raquel Rosado uses a robust CRM system to track event outcomes and measure ROI. This is achieved through a specific link for each campaign material and Net Promoter Score (NPS) to measure customer satisfaction and loyalty:

"NPS scores are the main metrics but there are also other key metrics such as registration numbers, attendee engagement levels and post-event survey results. The NPS scores obviously will give us an indication of customer satisfaction and then by analyzing the data after an event to see how many people attended versus how many people registered and so on, it can give us a better understanding of ROI."



The survey data reveals varied approaches to integrating leads generated at in-person events into CRM systems. Nearly half of the respondents, 45%, rely on manual processes to input lead information into their CRM systems. However, this method is time-consuming and prone to human error. About one-third of the respondents, 31%, use automated systems to transfer event-generated leads into their CRM, which enhances efficiency, reduces the likelihood of errors and ensures that data is quickly and consistently updated. Additionally, 19% of respondents do not have a structured method for integrating these leads, indicating a lack of systematic approach in their data management practices.

Carla Barker also prioritizes metrics such as attendee engagement, lead generation, and post-event follow-up actions. **James Houselander** stresses the importance of linking event activities to business outcomes. HPE Aruba Networking uses detailed tracking and analysis to measure the impact of events on sales and partner engagement, ensuring that they deliver tangible business value:

"We track all our investments through our reporting system and ultimately measure pipeline through to closed revenue. We start by examining the funnel, considering metrics such as the number of attendees, potential opportunities and average deal size. This forms part of our planning process, although it is somewhat speculative. When it comes to actual measurement, we follow a lead process post-event. We focus on two key metrics: the first is Marketing Generated Opportunity (MGO), which is a net new opportunity resulting from the event. Our field marketing teams collaborate with our salespeople to identify potential leads or opportunities from the event, which then transitions to the sales team as an MGO. The second metric is Sales Pipeline Acceleration (SPA). If a salesperson has an existing opportunity and the account attended and engaged at the event, we assess the influence of the event on accelerating that opportunity. Thus, our two key metrics for measuring the impact of events are MGO and SPA."

Bruna Pascucci identifies two key KPIs: financial performance and quality control. The Financial Times measures the value of events in terms of spending and revenue, as well as the seniority and engagement of attendees. They use these metrics to assess long-term relationship building and community creation:



> *"Quality control targets start with analyzing event attendance, focusing on metrics such as the seniority of attendees, the number of returning participants, and the number of first-time attendees. We aim to create a sense of community, so we assess how well this is working by tracking the number of meetings held during the event and how many people made connections through social networking. We also evaluate post-event engagement by monitoring how many people visit the event community. This helps us analyze the formation of long-term relationships, which is important in addition to measuring the financial returns of the event."*
>
> **Bruna Pascucci**, *Senior Marketing Manager - Events*, **Financial Times**

Bruna emphasizes the importance of meticulous planning in achieving successful event metrics. She highlights the need for marketing campaigns to promote the event, analyzing their performance by comparing it with the previous year. To understand why campaigns perform better at certain times, she sets event registration targets and monitors progress two to three weeks before the event, ensuring realistic expectations are set and progress is assessed effectively.



What are the key challenges?

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The survey respondents highlight several key challenges in managing events, each affecting different aspects of event planning and execution, such as cost (45%), attendance (26%) and time constraints (8%).

Many other challenges emerged from the survey: financial limitations often restrict the scope and quality of events, requiring careful budgeting to maximize impact without overspending. Ensuring a high turnout and keeping attendees actively engaged are critical for the success of an event, as low attendance or engagement can diminish the event's overall effectiveness and perceived value.

Allocating resources efficiently and managing time effectively are essential to handle various event components. This includes increasing brand recognition and justifying expenses through a solid ROI, that are necessary for long-term event viability. Additionally, survey respondents identify administrative and logistics issues, such as securing the right speakers, which is crucial for enhancing the event's credibility and appeal, or finding a suitable event venue.

Implementing automation can streamline processes and improve efficiency, but it often requires investment in technology and training. Another challenge is the timely follow-up by the sales team for converting leads into sales, which highlights the need for coordination and prompt action post-event. These are all significant hurdles that must be overcome to ensure a successful event program that truly delivers business growth.

A balanced approach between in-person and virtual events

In-person events are generally perceived as more effective than virtual events. 36% of respondents consider in-person events to be much more effective, 32% find them more effective, while 14% are not sure.

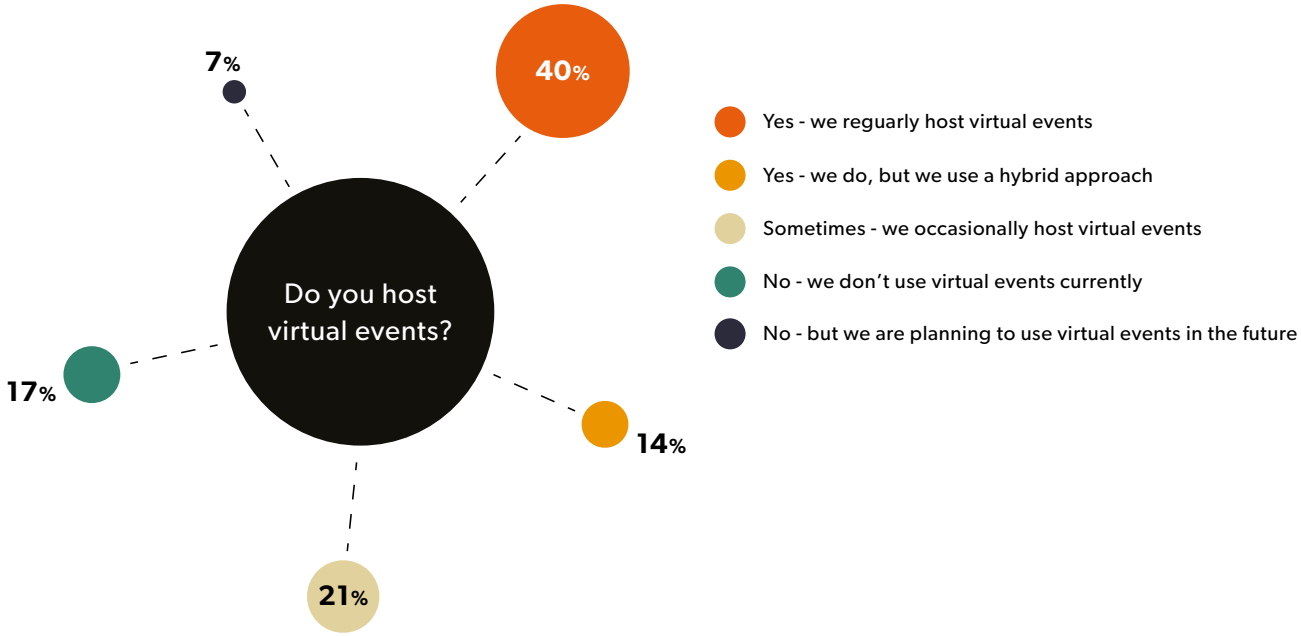
Jonathan Griffiths strategically selects event formats based on customer journey stages and objectives. Pax8 conducts virtual events like 'Launch Briefings' for prospects and in-person 'Mission Briefings' to help partners grow their businesses:

"It almost feels too obvious to say, but Covid swung the needle so far in the direction of virtual events that it changed the face of them forever. However, as with other B2B brands, we have seen a strong desire from our audience to be in-person, both at industry and our own events. We now carefully select the format of an event based on where the customer is on their journey and our objectives. For example we still host virtual 'Launch Briefings' for prospects who want to understand our company and marketplace more before committing, but then once they become a partner they can come to long, full-day 'Mission Briefings', which aim to help them grow their business and connect with key staff available to them."

Bruna Pascucci acknowledges the necessity of a virtual element in events but notes the challenge of virtual fatigue. Financial Times adapts by offering distinct experiences for virtual and in-person attendees:

"There was a fatigue of webinars and anything virtual. Then we brought the in-person back and the challenge started to be: 'If I could just watch from home, why would I buy a ticket?' So we had to adapt to it and offer different things. If you attend in-person, you have this kind of experience, and if you're watching online, you're going to have another experience."

Her approach addresses the different needs and preferences of their audience, based on clear messaging to highlight the unique value of each type of participation.



Our survey reveals that 37% of respondents regularly host virtual events, 23% only do so occasionally and 14% have a hybrid approach. Those who host virtual events prefer organizing webinars (65%), training sessions (31%) and online conferences (24%).

Pre-Covid very few people would have defined a webinar as a 'virtual event' but that has changed.

Carla Barker has incorporated webinars into her strategy at Kodak Alaris with mixed results, finding that engaging content and clear takeaways are crucial for success:

"We have tried to incorporate webinars into our marketing strategy, which has worked well in some areas, and not so well in others. A key part of this is ensuring that the content is engaging and there is a clear takeaway for the attendee – either learning something new, finding new ways to make revenue, or introducing a new product/feature. It is always difficult to find the right mix, so for us, testing has been essential to find the right mix of hybrid events."

They continue to test and refine their mix of hybrid events, tailoring them to different verticals and audience levels to ensure effectiveness.

Challenges with hybrid events

James Houselander also acknowledges the challenge of maintaining engagement in virtual events, emphasizing the need for high-quality content and interactive elements. While hybrid events were attempted, execution challenges such as technical difficulties and engagement disparities led to a preference for either fully virtual or fully physical events. The difficulty in managing interactions between in-person and virtual attendees, especially in roundtable formats, highlighted the limitations of hybrid models.

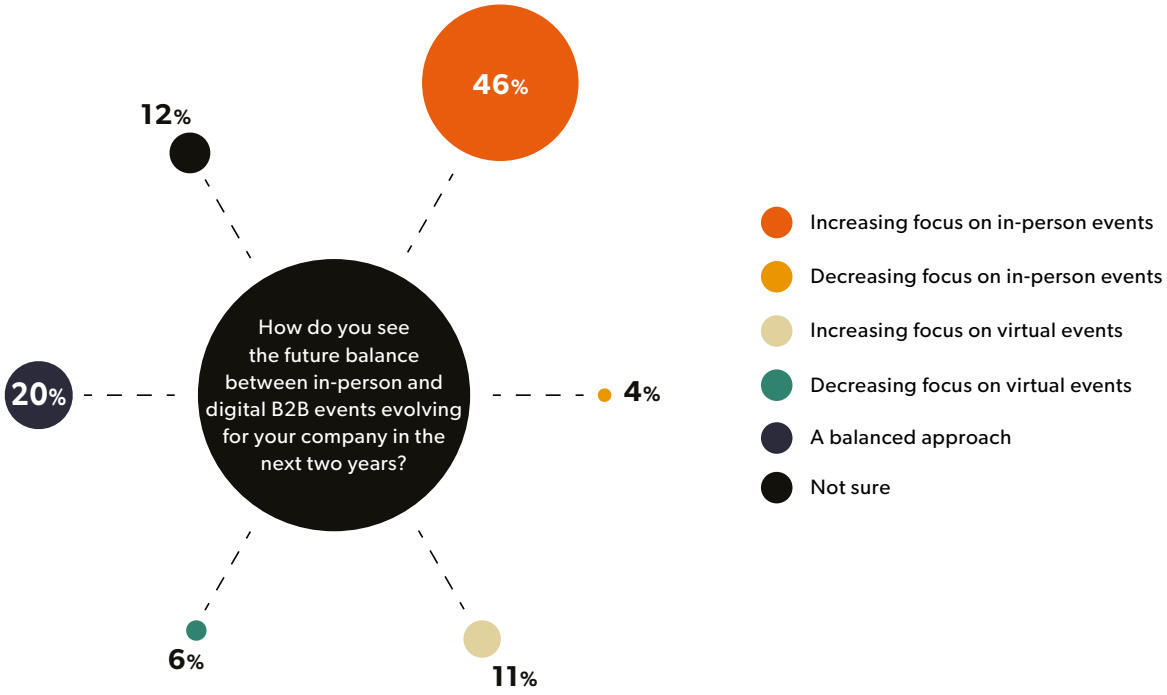
Paul Freeman shares the same position and prefers not to conduct hybrid events, believing they often result in poorer experiences for both online and in-person attendees. Instead, GPS also focuses on either fully virtual or fully in-person events to ensure quality.

On the other hand, **Jonathan Griffiths** considers that even though many events have returned to in-person, hybrid events are still a viable option, particularly in the UK:



"With many people now working from home or in a hybrid capacity, we've seen the commitment to attend free events fall. Finally, we also consider different geographies and cultures. We know, for example, that customers in DACH or Benelux tend to show up to an event if they've committed to it, whereas in the UK our show rate is lower, so that's when offering a hybrid solution can sometimes have benefits."

Jonathan Griffiths, *VP Marketing EMEA*, **Pax8**



Expectations for the future balance between in-person and digital B2B events include an increasing focus on in-person events (46%), a balanced approach (20%), and an increasing focus on virtual events (11%). 12% of respondents are unsure about what the future balance may be.

Future trends in B2B event marketing

Looking ahead, **James Houselander** sees the integration of AI into event strategies as a significant trend:

"We're already using AI today in terms of how we select accounts, automate some of the messages we push out, and in some of the tools that we use at the events. However, I think moving forward, it's important to understand how to use AI through events, whether you're delivering them virtually or physically. When you think about how you get people there and the experience they have, how are you going to build AI into that?"

James adds that ABM is continuing to be a business focus: *"In order to target the right accounts, you need to have the right data. So, how do we leverage data and insights further, before, during and post-event?"*

HPE Aruba Networking plans to incorporate more interactive and immersive technologies to enhance attendee engagement. **Bruna Pascucci** also anticipates increased use of technology and AI in event marketing.

She stresses the need to balance technological tools with human creativity and personal connections. Staying informed and connected with other marketers and industry developments will be key to adapting and staying ahead of trends.

"I think having more technology tools, AI, and platforms like these being used every day by marketers helps not only with creativity but also with data. We no longer waste so much time doing tasks that used to take hours, as technology now allows us to accomplish them in much less time. Technology is a great aid, but it also presents a challenge. Anyone can write an email marketing campaign now; we just need to input the necessary details. This might make us less productive or creative and overly dependent on these tools. We should use technology, but not become completely dependent on it."

Bruna plans to stay ahead by liaising with other marketers, exchanging information and observing what others are doing. *"Information is everything—we need to consume a lot of it to know where we are going. Connecting with like-minded people and not fearing failure is crucial. Let's try different platforms and approaches, and if they don't work, we can learn and move forward."*



Paul Freeman envisions a future where data-driven personalization and advanced technology are paramount. He also foresees AI and machine learning revolutionizing customer engagement through precise targeting and tailored experiences.

"There's an opportunity to better diagnose the needs and goals of customers attending events. This would allow an experience tailored to solving individual business problems. It usually requires a degree of customer intimacy from the account team that is typically unavailable. It's a lot of work and not something that can be done at scale. Systems that advance sales signals across different channels could help identify these needs without directly asking customers."



Conclusion

The findings of this report highlight the significance of B2B events in achieving marketing goals. From hybrid to in-person and virtual formats, events continue to be a key channel for building engagement, trust, and loyalty with target audiences. Our survey reveals that marketing leaders highly value events, with a substantial portion of marketing budgets allocated to these efforts. In-person events, in particular, are seen as more effective than virtual ones, highlighting the ongoing preference for face-to-face interactions despite the challenges posed by organizing such events.

Marketing leaders from various industries stress the importance of integrating events into broader marketing strategies. They share insights on tailoring events to specific business needs, leveraging technology, and fostering community among attendees. The emphasis on a balanced approach between in-person and virtual events reflects the necessity to adapt to changing audience preferences while maximizing the impact of each format.

Effective measurement of event success remains a critical focus. Metrics such as lead generation, attendee engagement, and ROI are key indicators used by organizations to assess the value of their events. The integration of AI and advanced data analytics is anticipated to further enhance the ability to personalize and measure event outcomes, driving more precise targeting and improved customer experiences.

How to develop your event marketing strategy

1. Continue to refine the balance between in-person and virtual events, leveraging the strengths of each format to meet diverse audience needs and preferences.
2. Use AI and advanced data analytics to enhance event personalization, streamline operations, and provide deeper insights into attendee behavior and engagement.
3. Foster a sense of community among event attendees by providing opportunities for meaningful interactions and networking, both online and offline.
4. Develop robust metrics and KPIs to accurately measure the impact of events on business goals, ensuring continuous improvement and ROI.
5. Engage with industry peers, participate in relevant communities, and stay updated on emerging trends and technologies to remain competitive.

About B2B Marketing

Established in 2004, B2B Marketing is now the number one go-to resource for B2B marketers across the globe.

Right from the start, we had a clear mission: to provide marketers at business brands with the intelligence, tools and inspiration they need to grow and succeed – as both individuals and businesses.

Unlike B2C, we focus on building relationships between businesses, strengthening connections within the B2B marketing community and putting marketers at the centre of the businesses they work for. We believe that every company has a unique story to tell, and we are committed to helping them communicate that story in the most impactful way possible.

Ultimately, we exist as a partner to a business, leveraging our community intelligence to help marketers make informed decisions and achieve their marketing goals.

We are committed to providing the B2B community with the tools and resources they need to succeed in today's competitive marketplace, and to fostering a culture of learning and innovation that drives long-term success for everyone involved.

We're proud to serve as the focus point for the B2B marketing sector, enabling marketers and leaders to transform their marketing.

B2B MARKETING

About Cvent

Cvent is a leading meetings, events, and hospitality technology provider with nearly 4,000 employees and more than 200,000 users worldwide. Founded in 1999, the company delivers a comprehensive event marketing and management platform and offers a global marketplace where event professionals can collaborate with venues to create engaging, impactful experiences. Cvent's suite of products can automate and simplify the entire event management and marketing process and can help maximize the impact of in-person, virtual, and hybrid events.

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