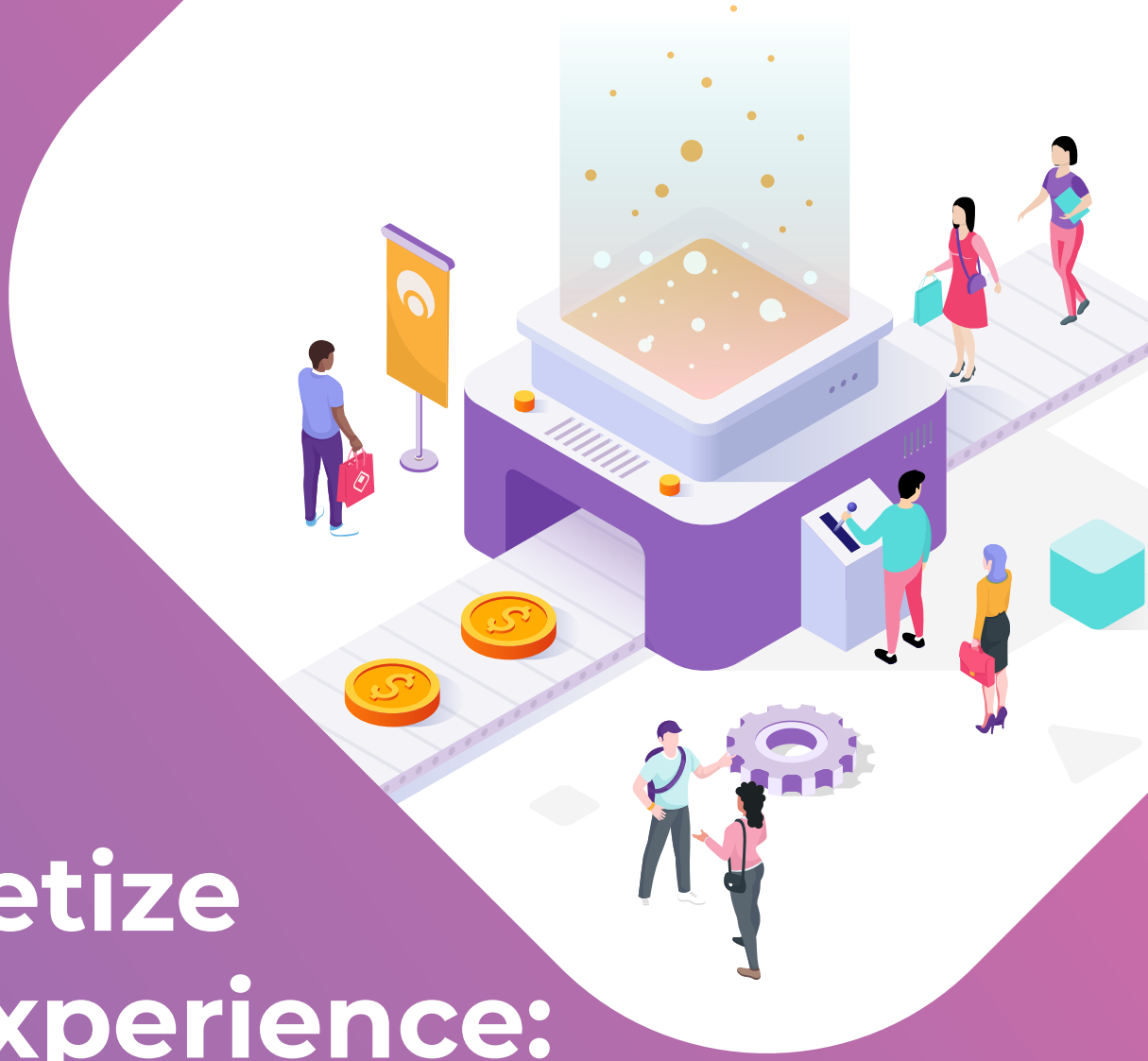


How to monetize your event experience:

The definitive guide to maximizing event revenue with add-ons

ExpoLogic
POWERED BY MOMENTIVE

INTRODUCTION

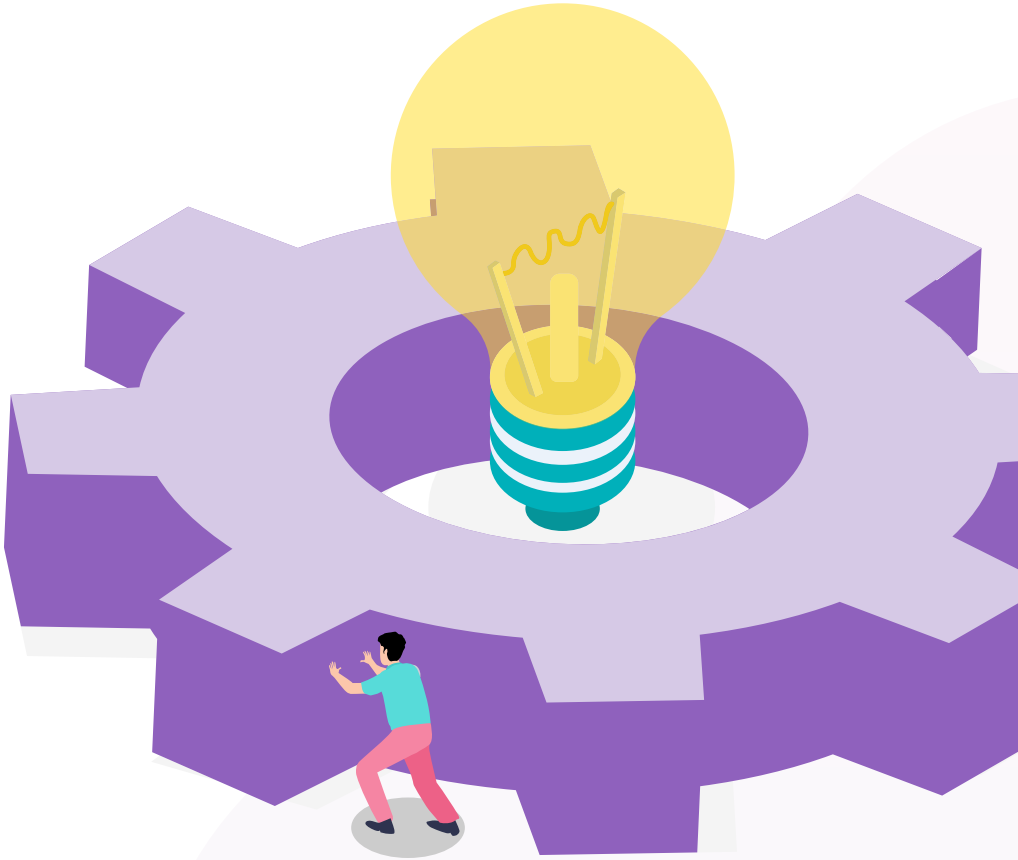
As any experienced event manager will tell you, the event industry is undergoing a significant transformation.

Attendees are no longer satisfied with passive participation; instead, they are eager to explore in-depth learning experiences, access exclusive content, and take advantage of valuable networking opportunities. This shift presents a unique opportunity for event organizers to maximize revenue while enhancing attendee satisfaction.

The trick, as always, is how to do it. In this guide, we'll show you the ways that expert event planners like you can market your conference and make more revenue beyond your base event ticket. We'll also offer some tips on how to sell add-ons for networking and sessions by integrating cutting edge event technology into your overall strategy.

Better yet, we'll show you exactly which event tech features will amplify your efforts to send your revenue skyrocketing.

Since we all know time is money, let's jump right in...



Understanding the benefits of monetizing events

We know you already understand that monetizing an event is a smart move that will only benefit future events. So, we're taking a closer look at how event technology can empower event managers to unlock new revenue streams, thereby transforming any event into a profit powerhouse.

By implementing event technology, such as online event registration, event planners position themselves to deliver exceptional value to attendees and, as we all know, value tends to engender loyalty and advocacy.

Event technology makes your every effort to enhance attendee engagement that much easier, which puts the power of creating a truly unforgettable event experience directly in your hands.

On unforgettable events, the easiest way to monetize your next one is to present attendees with opportunities to enhance their own experience, based on their personal interests, needs, and preferences.

This is where event add-ons are invaluable and there's no shortage of add-on options you can offer your registrants. To make it easier, we've put together a little inventory of the most popular, which you can also use as inspiration to come up with a few of your own, especially if they align with your event theme, purpose, or goal.

An inventory of add-ons that attendees are willing to pay more for...

While there really is no end to the add-ons you might include in your event registration options, our experience and expertise have shown the following to be the most popular with attendees and, therefore, most meaningful as revenue maximizers.

Attendees can't say "no" to networking events.

We've said it before, and we will keep saying it because it's true. Event attendees are there to network; for most, networking is their number one priority and reason for attending your event. For this very reason, add-on networking events are the low hanging, yet irresistible, fruit you can present in order to monetize your event.

Professional networking perks

(for registrants and your revenue)

Although your event is one giant networking opportunity, it should also include micro-networking opportunities that are still professionally geared, whether those look like VIP meet and greets with speakers or access to exclusive content and sessions.

If your event schedule features notable speakers, intimate small groups or sessions worth extra credits, make sure these are monetized. Charge a fee for each one; trust us, your attendees will be willing to invest in these opportunities because they see them as an investment in themselves and their professional ambitions.

Social networking events

(strengthen your revenue with shared experiences)

If you want to monetize networking opportunities (and you do!), you need to shift your focus to social networking and curate a menu of options that allow, if not encourage, attendees to get together outside of work, so to speak.

Evaluate your event venue carefully and get to know the surrounding community to determine which social networking add-ons make the most sense. In the past, we've seen great success with yoga classes, morning walks or city tours, visits to local breweries or wineries, and concerts.

Granted, some event locales lend themselves to more exciting social networking opportunities than others, particularly larger cities or rural locales considered can't-miss destinations. Look at your event location closely and then connect with vendors who can help you determine the best social networking add-ons their area has to offer.

Most of us can't miss scooping up some event merch

Gather your event management team and put your heads together to come up with some can't-miss merch for your event, which is another easy add-on that increases event revenue. Check in with your sponsors and exhibitors to see if they have any input on merchandise that will complement and reflect the theme of your event. Event attendees will appreciate any event branded merchandise that also is useful, especially during the event.

Some fan favorites include the obvious shirts, bags, and cups, but you can also incorporate unique ideas like customized yoga mats, branded cocktail kit, self-heating mug set, scented candles, multi-tool keychains *(just double-check the TSA guidelines so no one has to relinquish their swag at security)*, customized socks, and even whimsical items like a cookbook that features event recipes. We've seen eco-friendly events offer "green" merchandise like plant-able seed paper!

Attend as a VIP

Allow attendees to upgrade their experience. You can incorporate onsite add-ons like raffle tickets and meal packages, exclusive dinners, and happy hours, that attendees can purchase and take advantage of while they're still on the ground at your event.

Now that your head is buzzing with ideas for how to elevate your event into a revenue-generating powerhouse while delivering exceptional value to your attendees, let's explore the event tech that will help you do it!

Introducing event tech that is adept at selling more add-ons.

As a team, Expo Logic is enthusiastic about our event tech solutions that we know will enhance the event experience for your attendees while also maximizing your revenue in the process.

These are the core features that are integral to this dual-pronged mission...

Empower your event registration with EventReg

There are many things to love about EventReg. As a mobile responsive registration tool, EventReg empowers attendees with a self-service portal easily accessible on their phone, which provides them with all their personal event information, right in the palm of their hand. When it comes to add-ons, after an attendee selects their ticket, EventReg allows them to select extra registration items for networking events, sessions, merch, meals, and raffle tickets. Once satisfied with their add-on choices, the total is calculated at check-out.

Badge printing, but better: Badge[On]Demand

While we can't overstate the benefits of on-demand badge printing, the fact is anyone can print a badge -- after all, that's pretty much the point! But, with Expo Logic's Badge[On] Demand, event managers and attendees can take on-demand badge printing even further with additional capabilities, like printing separate tickets just for add-on events. It's simple. As soon as an attendee prints their badge onsite, the add-on ticket will print right after.

Better still, Badge[On]Demand allows your design team to add special icons to event badges, which distinguish attendees from one another, based on any purchased add-ons. For instance, one attendee's badge might feature a meal icon if they bought the conference's lunch meal plan.

Let's be honest, there's nothing like seeing what someone else has ("Hey, what's that on your badge?") to inspire additional purchases. So, tap into that "keeping up with the neighbors" inclination and create badges that will increase your revenue.

It's worth noting that event managers can also differentiate event badges for VIPS, which is a mutually beneficial perk.

Badge[On]Demand offers another advantage, specific to event managers, which is the ability to provide scannable tracking codes on the event badge to pair with attendee tracking. Not only does this make managing access to certain sessions much easier, it also helps when it comes time to review and analyze your event's analytics.

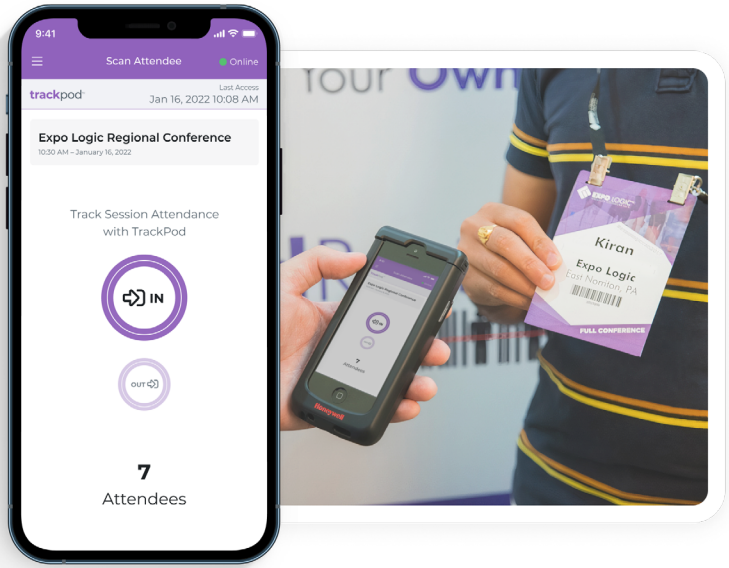
What used to be considered nice to have, QR codes on event badges have become must-have features for easy and effective attendee tracking.

Delve deeper into how custom event badges can monetize your event by downloading our whitepaper, featuring additional details and some specific use cases.

Take control with TrackPod

Another impactful event tech feature, TrackPod takes the effort out of gate-keeping certain events. With TrackPod, event managers can simply scan attendee badges to provide or deny access. TrackPod also allows the ability to override on the spot, in the event that an attendee wants to purchase a seat to a reserved session, last-minute.

As important as granting or restricting access is, relative to monetizing your event with precision, TrackPod also offers event managers the fun feature of choosing raffle winners directly from the app.



Make your event count with revenue-generating event technology

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By strategically implementing paid add-on sessions, merchandise, and networking events, you can transform your event into a revenue-generating powerhouse while delivering exceptional value to your attendees.

As we wrap up this whitepaper, you should feel equipped with the knowledge and tools to unlock new revenue streams, foster deeper attendee engagement, and create a truly unforgettable event experience.

Our team is always willing to connect with you about additional ways you can leverage event technology, like ours, to make your events better -- and more lucrative! -- than ever.

Contact us today!

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