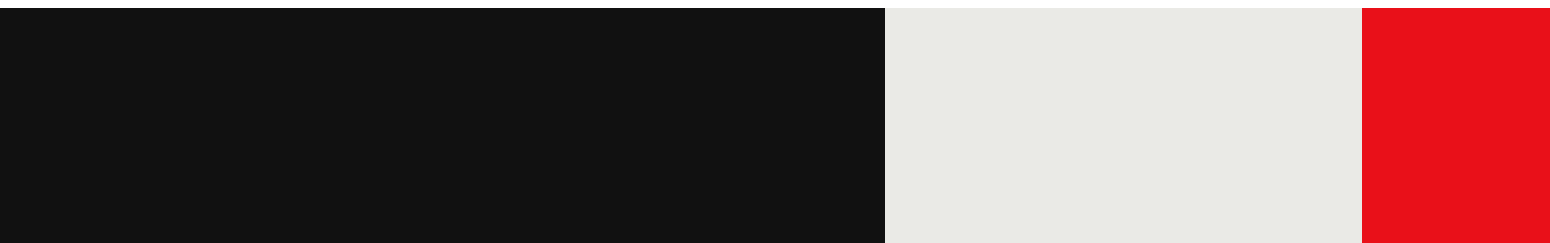



The top trends and tactics for in-person events in 2024

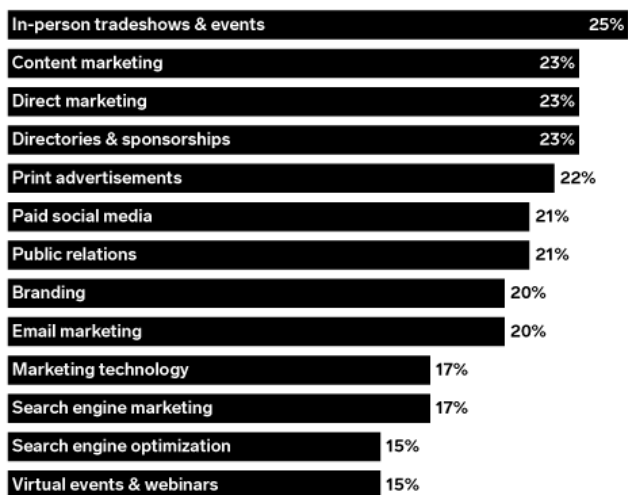
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In-person events will be a key channel in 2024. A majority (86.4%) of B2B marketers plan to maintain or increase the number of in-person events in 2024 compared with 2023, according to a June 2023 Bizzabo survey.

Top Areas of Marketing Spending According to US B2B Marketers, Aug 2023

% of respondents



Source: Sagefrog Marketing Group, "17th Edition: 2024 B2B Marketing Mix Report," Nov 16, 2023

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- **There's a shift toward building meaningful connections at events.** Integrating fun elements and giving attendees multiple ways to participate can help keep them engaged and create memorable experiences. Community and networking events are the highest revenue generators among event-led growth techniques, according to Splash's December 2023 survey of US marketers.

What is event-led growth (ELG)? ELG is a technique centered on immersive events across the customer journey, intended to drive discovery, engagement, and growth. It makes events the focus of marketing efforts and campaigns. ELG aims to address B2B challenges like brand differentiation, engagement, and lead nurturing. By prioritizing audience-centric content and dynamic engagement, it fosters brand and community growth which can boost revenues and customer retention.

- **Stricter privacy regulations are affecting event outreach.** Marketers and sales representatives are leaning into phone calls and social media direct messages to combat email restrictions. They're also turning to communities like professional networks, which offer more opportunities to boost audience numbers.

- **Marketers are integrating DEI principles into events.** They are prioritizing accessibility and inclusivity via diverse suppliers, inclusive content, and American Disability Act-compliant venues. Meeting and event professionals said top DEI efforts include providing virtual options; offering diverse speakers and content; focusing on accessibility; and offering alternative forms of communication, such as closed captioning and sign language, according to a July 2023 American Express survey.
- **Marketers are focusing on sustainability.** They are incorporating strategies to reduce waste, recycle materials, and adopt sustainable practices beyond eliminating plastic bottles and food waste at events. They are also exploring innovative approaches to minimize environmental impact throughout the event life cycle.
- **Post-event engagement is a key strategy.** After events, marketers will continue the conversation in online forums and by sending digital content and emails. Nearly 65% of event organizers said social video snippets are the best way to engage Gen Z audiences, per a December 2023 Zuddl survey, marking another shift from traditional email outreach. And nearly 60% said they prioritize repurposing event content for use by sales teams.

Read the full report, [Maximizing the Impact of B2B Event Marketing](#).

Report by Kelsey Voss Apr 22, 2024

Maximizing the Impact of B2B Event Marketing

