



The Future of the Event Industry

Julius Solaris, founder - Boldpush



About Boldpush



Management consulting firm for event leaders and event tech companies.



Julius Solaris, founder - Boldpush

Companies



Media



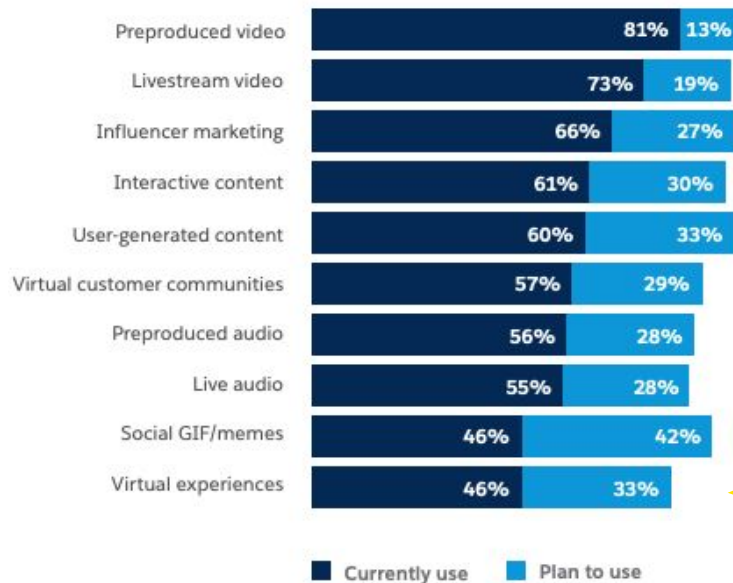


Major Shifts

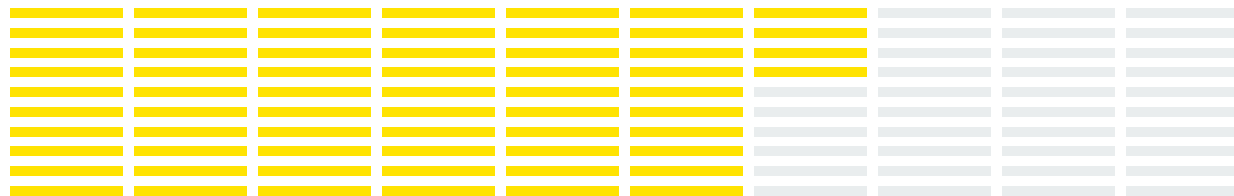
Virtual events are a new category

Marketers Are Pushing the Boundaries of Digital Engagement

Marketers Using or Planning to Use the Following Tactics



Virtual events are a new category



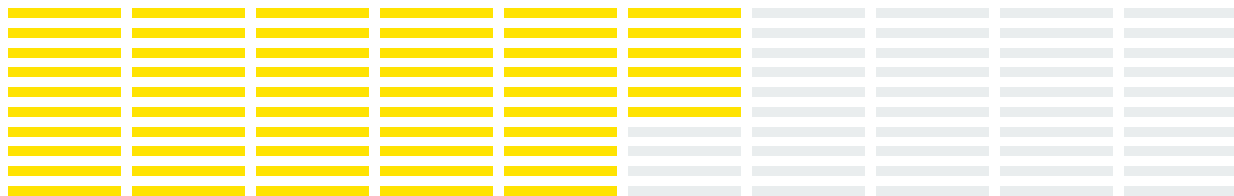
64%
marketers

Say that while reg have slowed virtual continues to deliver good or outstanding value

But In-person is Beating Them



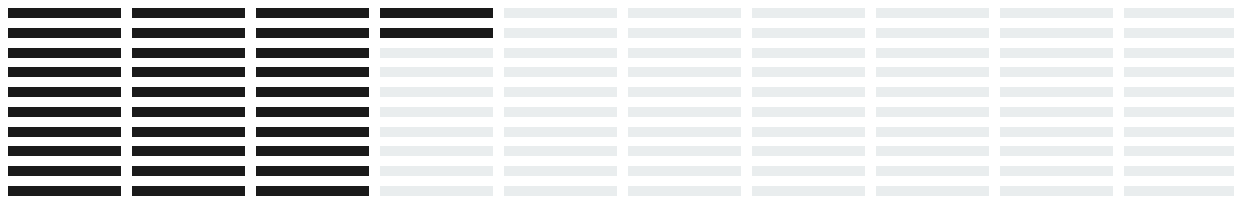
Not Without Challenges



56%
Events

Expect less in-person attendance

What about Hybrid?



-32%
Hybrid Events

Happened from 2020 to 2021

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What Now?

Hybrid Events, What a Nightmare

- 1 Two events, one budget
- 2 Dropping level of engagement
- 3 Massive production investment

From Hybrid Events -> Hybrid Events Strategy

- 1 Asynchronous Hybrid
- 2 Invest in studios
- 3 Monthly touchpoints that culminate in-person
- 4 Go/No-go based on affinity

From Hybrid Events -> Hybrid Events Strategy



From Hybrid Events -> Hybrid Events Strategy



SAASTR SUMMIT: BRIDGING THE GAP

APRIL 22, 2020 / 16,000+ ATTENDEES CAME TO SHARE & LEARN

[WATCH REPLAY](#)



Marketing

The Top 5 New Rules of Marketing

- 1 Frictionless in-person sign up.
- 2 Beef up content for virtual
- 3 Early Purchase/Registration needs rewarding
- 4 Flexible attendance
- 5 Upsell Virtual and Time Bound it

Case Study



Arianna Huffington

Founder & CEO, Thrive



Scott Galloway

Founder, Section4



Tatiana Holifield

VP, Digital Content & Audience Engagement, SiriusXM + Pandora



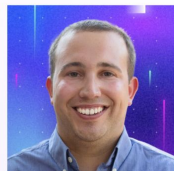
Seth Godin

Marketing Visionary & Founder, Akimbo



Tom Bilyeu

Co-Founder & CEO, Impact Theory Studios



Kipp Bodnar

Chief Marketing Officer, Hubspot



Ukonwa Ojo

Global Chief Marketing Officer, Prime Video & Amazon Studios



Dennis Yu

CEO, BlitzMetrics



Caitlin Lacey

Global Head of AR/MR Business Marketing, Meta



Rand Fishkin

Co-Founder & CEO, SparkToro



Bonus: 3-Week all-access replays, marketplace & directory
Note: Optional 1-year replay pass available on next step

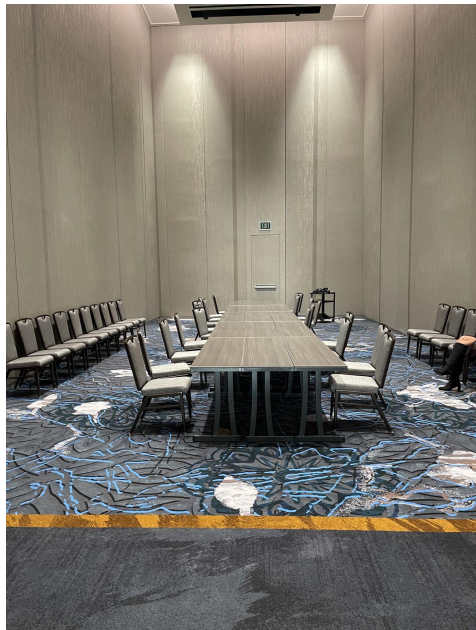


**From FOMO
To JOMO
To YOLO**

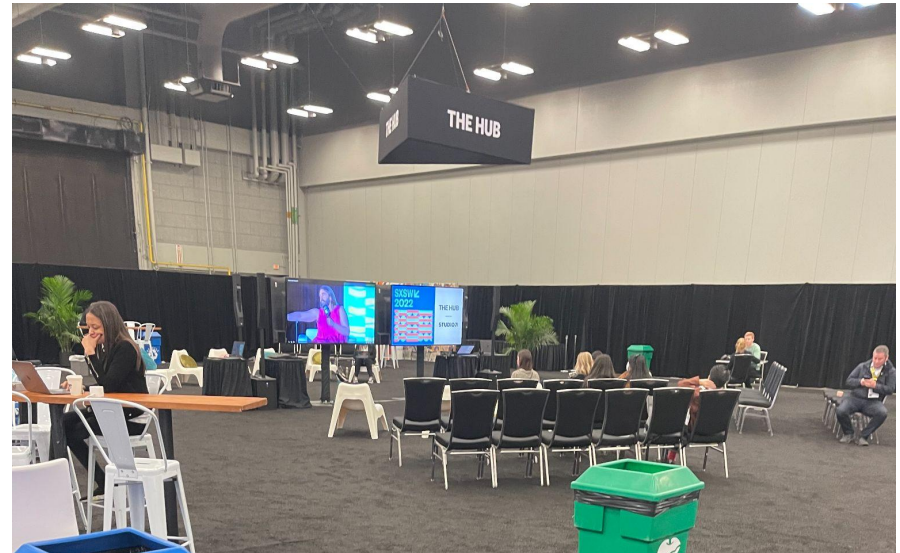
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The In-Person Rules Changed Forever

Burnout has rewritten meeting design



Burnout has rewritten meeting design



Burnout has rewritten meeting design



Credit: Make Events - Adam Parry Twitter



Boldpush



A Word on Engagement

Engagement



In-Person

Harder

Virtual

Hard

Hybrid

Hardest

What Works in Virtual Events?

Short	Bullet Point	↓ Polls ↑ Q&A
Empty Chair	White Space	Custom Games

In Conclusion

1 Virtual works best if your audience is already online

2 Don't make your in-person attendees feel like they are in a Zoom call

3 Reward attendance commitment

4 Virtual engagement is very difficult, be creative

5 Mix and match virtual and in-person to be more sustainable and save on marketing.

THANK YOU

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tojulius  



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