



# 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



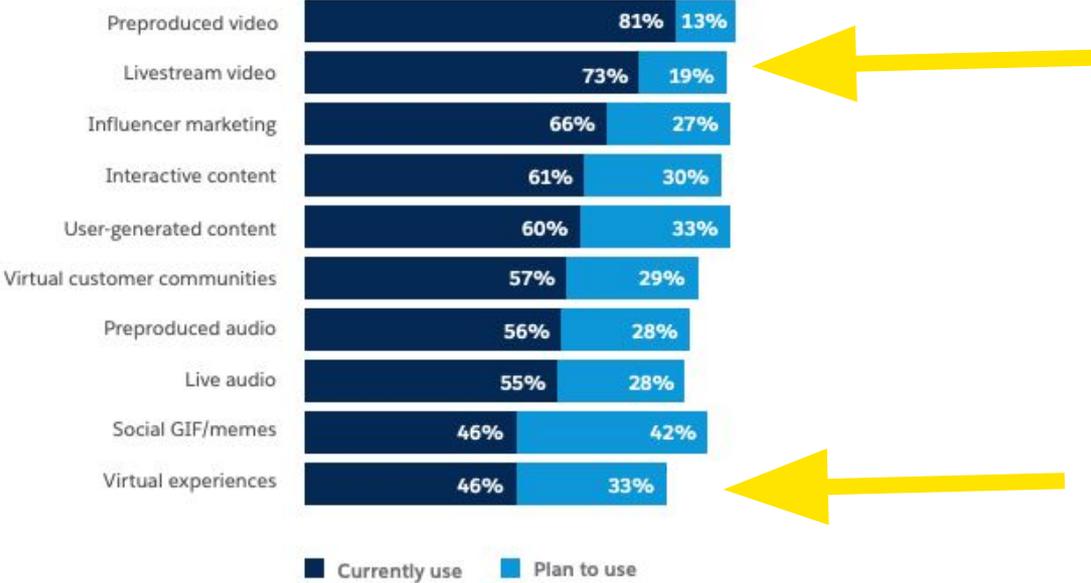


# Major Shifts

# Virtual events are a new category

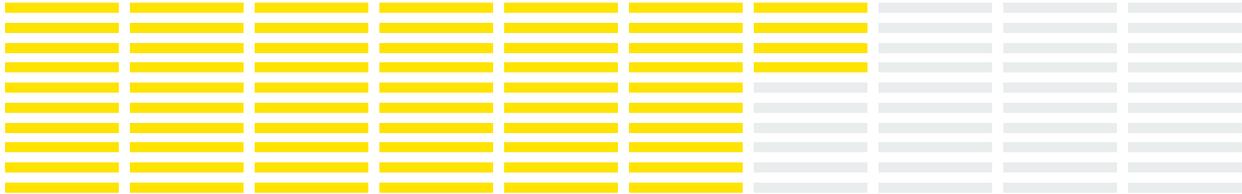
## Marketers Are Pushing the Boundaries of Digital Engagement

Marketers Using or Planning to Use the Following Tactics



Source Salesforce State of Marketing

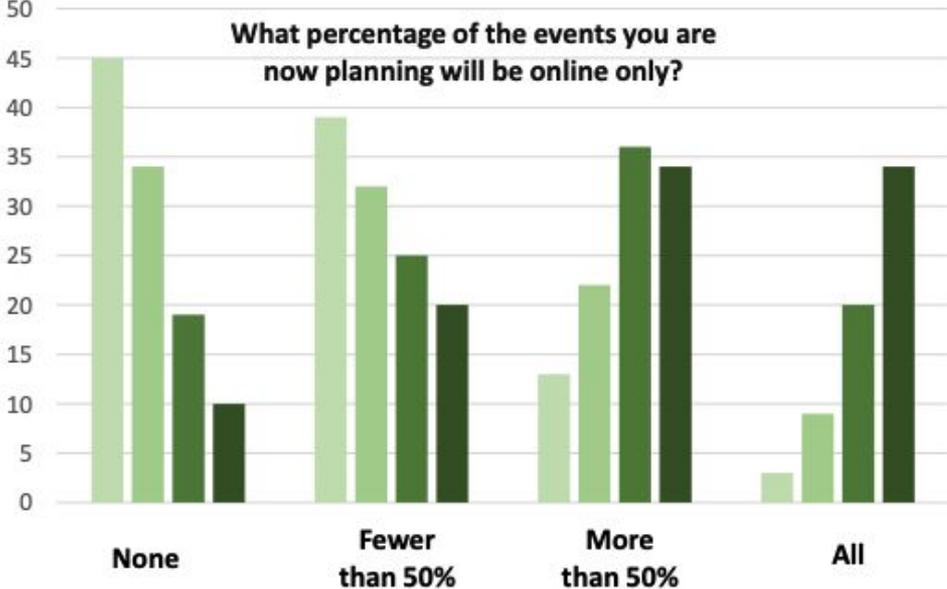
# Virtual events are a new category



**64%**  
marketers

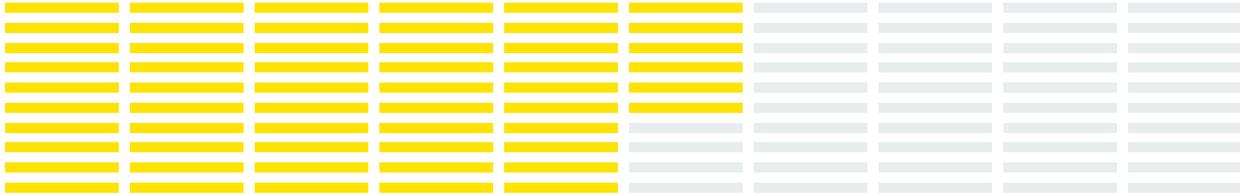
Say that while reg have slowed virtual continues to deliver good or outstanding value

# But In-person is Beating Them



Source Northstar MeetingPulse

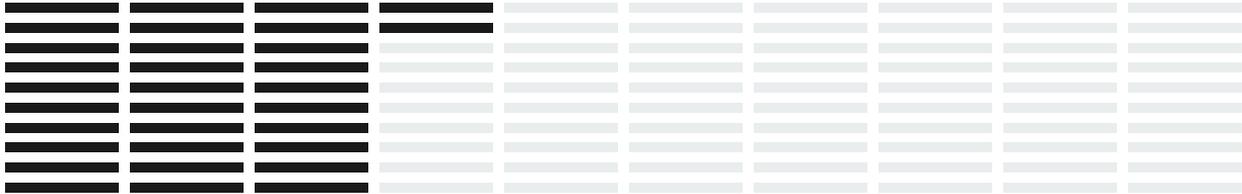
# Not Without Challenges



**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

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

# From Hybrid Events -> Hybrid Events Strategy

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- 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

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## **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

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- 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*



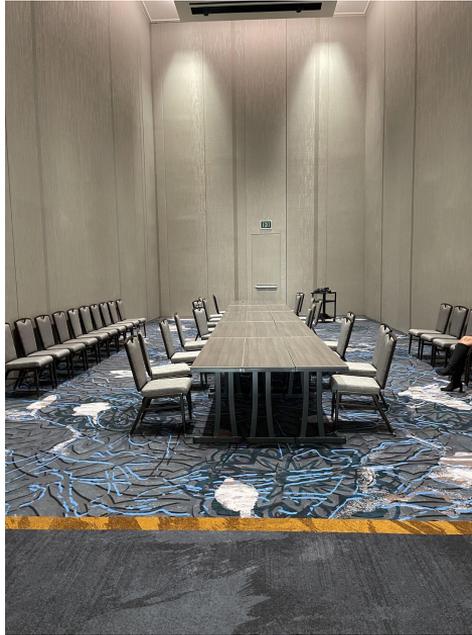
**From FOMO  
To JOMO  
To YOLO**

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# The In-Person Rules Changed Forever

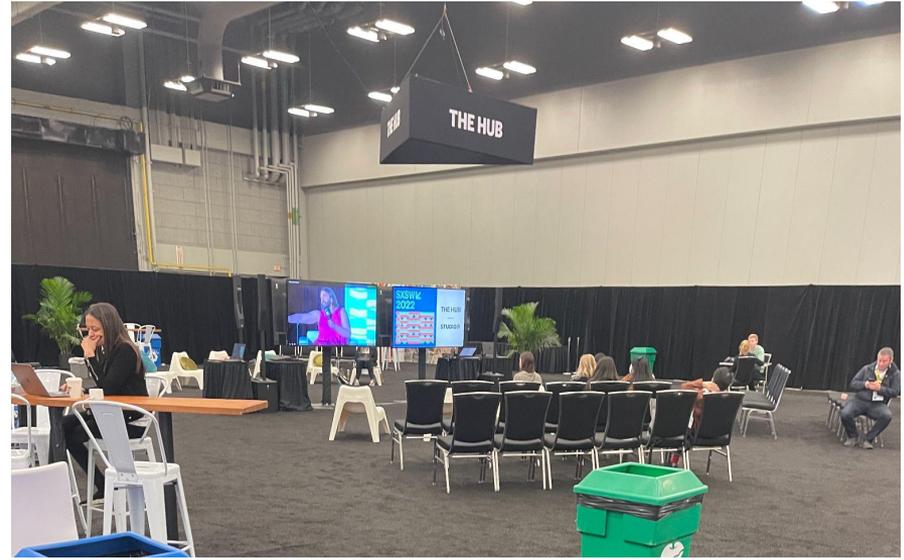
# Burnout has rewritten meeting design

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# Burnout has rewritten meeting design

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# Burnout has rewritten meeting design



Credit: Make Events - Adam Parry Twitter



# A Word on Engagement

# Engagement

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## What Works in Virtual Events?

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<b>Short</b>	<b>Bullet Point</b>	<b>↓ Polls ↑ Q&amp;A</b>
<b>Empty Chair</b>	<b>White Space</b>	<b>Custom Games</b>



# 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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