



The Future of Event Marketing

2nd Edition

How to win more attendees in
2019 and beyond

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Executive summary

Quite a lot has happened since the first edition of The Future of Event Marketing.

Here is a summary of the most significant changes:

- Events are the most sought after marketing channel for 2019.
- Organic social media is slowly dying, leaving space for mostly paid initiatives.
- Organic marketing opportunities exist on search engines and with video.
- The rise of experiences has opened new marketing possibilities for event professionals.
- Last minute decisions are increasingly popular, making moment marketing more relevant in 2019.

The second edition of The Future of Event Marketing will help you navigate through these overarching trends, with a twist.

We are introducing a new wealth of quantitative and qualitative research as well as an update on our tools section, looking back at what is still relevant in 2019 and what will be relevant going forward.

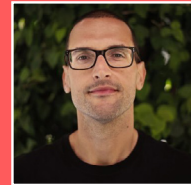
The structure of this report:

- Five overarching trends impacting event marketing in 2019 and beyond
- Quantitative research: What event marketers say is working.
- Qualitative research: Tools, Challenges, Internal Selling and ROI - 7 experts weigh in
- The Event Story - Strategy Before Tools
- Event Marketing Tools - What still works in 2019
- Event Marketing Tools - 2019 and beyond

About the Authors

Julius Solaris Julius Solaris is the editor of Event Manager Blog. Started in 2007, Event Manager Blog is the number one blog worldwide for event professionals. He is the founder of the Event Innovation Lab an immersive training program for Fortune 500 companies and high growth event teams.

He has been named one of 25 most influential individuals in the Meeting Industry for the past 5 years.



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Editor
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Miguel Neves is a passionate social media advocate and experienced events professional who consults, trains and speaks on digital marketing and event technology.

Miguel has focused on online engagement for the events industry since 2009, and from 2011 to 2017 he managed the IMEX Group's social media strategy and implementation. In 2017 he created his own micro-agency dedicated to helping other organisations be social on social media.

Miguel sits on the International Board of Directors of the Meeting Professionals International. He is a member of the Events Industry Council's Industry Insights Committee and holds a master's degree in Conference and Events Management from the University of Westminster.



Miguel Neves

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