



#ETLLondon25



event  
tech  
live

Choose2Rent

**LONDON**

AI analysis

# Sales 3.0: Unlocking Revenue Growth with Event Data, Consultative Selling & Real Audience Insight

**Alex Hambrook**  
Partner at Positive Momentum

**Moderator: Matt Wilson**  
Chief Revenue Officer at Sitka

**Helen Omoh-Mensah**  
TEMBO PEOPLE & TEMBO IMPACT at TEMBO

**Oliver Hughes**  
Senior Portfolio Director at CloserStill

**Raoul Monks**  
CEO at Flume

**Will Bayne**  
CEO & Founder at Sitka

**VOXO**


## Summary

The session focused on strategies for unlocking revenue growth in the events industry using event data, consultative selling, and audience insights. The discussion highlighted the need for effective first-line sales leadership, with several participants stressing the importance of sales leaders who can coach, ask insightful questions, and manage teams without having individual sales targets. This leadership is seen as crucial to driving growth and improving return on investment. The panel also discussed the transition from transactional sales to consultative selling, emphasizing the need for sales teams to focus on long-term customer success rather than short-term gains. This involves understanding and meeting the strategic goals of customers, akin to a SaaS model where client lifetime value is prioritized over immediate sales figures. The participants agreed that this shift is essential for maintaining and growing existing business rather than constantly seeking new clients.

Technology and data were also central themes, with discussions on how to effectively collect and utilize event data to make informed decisions. Many organizers have vast amounts of data but struggle to derive actionable insights from it. The panelists highlighted the importance of integrating various data sources and systems to create a coherent picture that can guide sales strategies. The conversation included specific examples of how pre-registration data, session attendance, and engagement metrics can be used to provide valuable insights to exhibitors, thereby enhancing their ability to make informed decisions and improve their rebooking rates.

Another significant topic was the collaboration between sales and marketing teams. The participants stressed that sales and marketing should work closely together throughout the entire event cycle, from initial planning to post-event analysis. This collaboration ensures that the marketing messages align with the sales pitches and that both teams have access to the same data and insights. Personalized marketing materials and decks tailored to individual clients were recommended as effective tools for improving conversion rates and demonstrating the value of the event to potential exhibitors.





### Sales 3.0: Unlocking Revenue Growth with Event Data, Consultative Selling & Real Audience Insight

Wednesday, 12 November 2025

The session also touched on the importance of understanding the lifecycle of events. Different strategies are required for events in their launch, growth, maturity, and decline phases. For launch events, building trust and credibility quickly is essential, while growth events offer opportunities to explore additional revenue streams. Mature events require defensive strategies to maintain market position, and declining events need innovation to reinvigorate interest. The panelists suggested looking at the total spend of exhibitors and finding ways to capture a larger share of their budgets through sponsorships and other high-margin offerings.

Audience insights and data-driven decision-making were emphasized as key factors in enhancing the value of events. The participants discussed how detailed visitor data can be used to curate experiences that are highly relevant to both attendees and exhibitors. This involves asking the right questions during registration, using matchmaking technologies, and providing real-time data to exhibitors about who attended and their engagement levels. Transparency and accurate data were highlighted as crucial in building trust and demonstrating the effectiveness of the event.

Finally, the panel addressed the importance of physical interactions at events. Despite advancements in technology, the participants agreed that face-to-face meetings and in-person experiences are irreplaceable. These interactions foster deeper connections and trust, which are essential for successful sales and long-term business relationships. The session concluded with a reminder that while technology and data are important, the human element remains a critical component of effective event management and sales strategies.

# Takeaways

## Effective first-line sales leadership is crucial

Sales leaders who can coach, ask insightful questions, and manage teams without having individual sales targets are essential for driving growth and improving return on investment. This leadership ensures that sales teams focus on long-term customer success rather than short-term gains, leading to higher conversion rates and client lifetime value.

## Integrating event data can enhance decision-making

Organizers should effectively collect and utilize event data to derive actionable insights. Integrating various data sources and systems can create a coherent picture that guides sales strategies, helping exhibitors make informed decisions and improve their rebooking rates. Personalized marketing materials and detailed visitor data are recommended to demonstrate event value.

## Collaboration between sales and marketing is key

Sales and marketing teams should work closely together throughout the entire event cycle to ensure alignment of marketing messages and sales pitches. This collaboration allows both teams to access the same data and insights, leading to improved conversion rates and a more cohesive strategy for demonstrating event value to potential exhibitors.



Powered by

**VOXO**

[voxoevent.ai](https://voxoevent.ai)