



#ETLLondon25



Choose  Rent

LONDON

AI analysis

How Year-Round Community Events Drive Business Growth, Insights, and Value

Claudia Cafeo

Sr. Community Specialist at Zapier

Esther Trapadoux

Head of Community at Zed Industries

Francisco Opazo

Founder & Principal Consultant at Led by Community

Valentina Ruffoni

Founder at The PIE Network

VOXO

Summary

The session delved into the impact of year-round community events on driving business growth, insights, and value. The panellists, who are all seasoned community specialists and founders, shared their experiences and strategies for leveraging community events to enhance business outcomes. They began by introducing themselves and their roles in various community-building initiatives, emphasising the importance of creating engaging and empowering experiences for their members. Each speaker highlighted how their community events serve as a bridge between product adoption and practice, fostering empowerment and advocacy among users, which in turn drives business growth and reduces churn rates.

A key theme discussed was the alignment of community events with business goals. The panellists stressed the importance of intentional planning and alignment with the company's overall strategy to ensure that community events contribute to measurable business outcomes. They advocated for setting clear goals and KPIs at the outset and maintaining regular touchpoints with stakeholders to manage expectations and make necessary adjustments. This approach ensures that community events are not only engaging but also strategically aligned with business objectives, thereby maximising their impact.

The speakers also explored non-financial indicators of community success, such as social media engagement, referrals, and the sense of belonging among members. These indicators, though harder to quantify, are crucial for understanding the health and growth of a community. They emphasised the importance of storytelling and creating shareable moments during events to enhance visibility and engagement. By focusing on relationships and reputation, community builders can create a lasting impact that eventually translates into financial growth.





How Year-Round Community Events Drive Business Growth, Insights, and Value

Thursday, 13 November 2025

Feedback and observation from community events were highlighted as essential tools for evolving and improving event formats and engagement strategies. The panellists shared their methods for gathering feedback, both during and after events, and using this data to make incremental improvements. They underscored the importance of active listening and engaging with attendees to understand their needs and preferences. This iterative approach helps in refining event formats and ensuring that they continue to meet the evolving needs of the community.

The mental health and well-being of community builders were also discussed, with the panellists sharing their personal experiences of burnout and strategies for maintaining momentum without overextending themselves. They advocated for setting boundaries, planning time off, and delegating tasks to avoid burnout. Ensuring that the community can function independently during periods of absence was seen as a sign of a healthy and sustainable community. This approach not only protects the well-being of community managers but also empowers members to take ownership and contribute actively.

In conclusion, the session provided valuable insights into the multifaceted role of community events in driving business growth and engagement. The panellists underscored the importance of strategic alignment, consistent engagement, and the careful balancing of business goals with genuine member experiences. They highlighted the need for continuous improvement through feedback and the importance of safeguarding mental health to sustain long-term community building efforts.

Takeaways

Align community events with business goals

To maximise the impact of community events, it is crucial to align them with the company's overall strategy and set clear KPIs at the outset. Regular touchpoints with stakeholders help manage expectations and make necessary adjustments. This strategic alignment ensures that community events contribute to measurable business outcomes and drive growth.

Focus on non-financial indicators of success

Non-financial indicators such as social media engagement, referrals, and the sense of belonging among members are essential for understanding the health and growth of a community. These indicators, while harder to quantify, provide valuable insights into the community's impact. Emphasising relationships and reputation can create a lasting effect that eventually translates into financial growth.

Safeguard mental health to sustain community building efforts

Community builders must set boundaries, plan time off, and delegate tasks to avoid burnout and maintain momentum. Ensuring that the community can function independently during periods of absence is a sign of a healthy community. This approach protects the well-being of community managers and empowers members to take ownership and contribute actively.



Powered by

VOXO

voxoevent.ai