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AI analysis

The Missing Millions: Ramp Up Your Event ROI By Turning Untapped Event Data Into Retention, Revenue And Results That Matter

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Thursday, 13 November 2025

Summary

The session focused on the untapped potential of event data and how it can be leveraged to enhance retention, revenue, and meaningful results. Sarah Cox, Managing Director at Jonas Event Technology, highlighted the industry's significant loss in potential revenue due to unutilized data found in pre-event registration forms, on-site badge scans, and post-event reports. She emphasized the importance of interpreting this data to unlock its value. Cox shared a startling statistic that 79% of leads gathered at events never receive a follow-up, resulting in lost revenue, especially given the rising costs of exhibiting. The discussion revolved around how various data points, such as registration analysis, behavioral insights, lead capture, proof for sponsors, and post-event reporting, can be transformed from mere admin tasks into competitive advantages when properly utilized. By leveraging AI, event organizers can spot patterns, predict outcomes, and act on insights in real-time, thereby increasing efficiency and profitability.

Cox pointed out that event data, when analyzed correctly, can provide accurate predictions about attendee behavior and event performance. She explained that the timing of registrations, for instance, can reveal significant insights. Early registrations, particularly from C-suite executives, indicate stronger sales conversations ahead, while late registrations from managers and directors suggest effective late-stage marketing campaigns. She used the example of the Advanced Materials Show in Birmingham to illustrate how live registration tracking helped the event partners team adjust their marketing efforts and plan future events with greater confidence, leading to higher exhibitor rebookings and sponsorship renewals. This approach demonstrates the potential of real-time data to turn insights into immediate action and commercial success.

Behavioral insights were another key area discussed. Cox stressed that understanding attendee behavior, such as repeated logins, multiple content downloads, and agenda bookmarks, can change the conversation with exhibitors and sponsors. Highly engaged attendees generate significantly more qualified leads, and tracking this engagement can predict commercial outcomes. By providing exhibitors with detailed engagement data, organizers can offer a more compelling value proposition, making sponsorships less of a gamble and more of a guaranteed return. This behavioral intelligence can be a powerful tool in pitch decks, showing sponsors that their target buyers are interacting with specific content, thus driving higher engagement and ROI.





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Lead capture was identified as an area where quality beats quantity. Cox noted that more scans do not necessarily translate to more sales. Instead, tracking patterns such as dwell time, repeat visits, and meaningful engagement can provide exhibitors with valuable insights into lead quality. AI can assist in sorting and prioritizing leads based on various factors, saving exhibitors time and making their sales processes more effective. Exhibitors who receive detailed lead quality reporting are more likely to renew their stands, as they can see the financial return clearly. Cox emphasized the importance of providing proof of ROI to exhibitors, showing them not just the number of scans but the revenue generated from those leads.

The session also covered post-event reporting and its significance in securing renewals. Cox argued that reporting should not be a chore but a powerful tool for demonstrating value. By comparing survey feedback with actual behavior, organizers can uncover what is truly working and what needs improvement. Detailed ROI dashboards can show exhibitors the real business results, leading to faster renewals and greater investment. Cox shared data indicating that trade shows where organizers actively encourage exhibitors to capture leads have a higher rebook rate. She concluded by urging event organizers to use data more effectively to build stronger, more loyal exhibitor and attendee communities, and to stop guessing and start knowing by unlocking the value hidden in their event data.

In summary, the session underscored the transformative power of event data when properly analyzed and utilized. Cox provided a comprehensive overview of how data from various sources can be harnessed to predict performance, understand attendee behavior, capture high-quality leads, provide proof of ROI, and secure renewals. She highlighted the role of AI in enhancing these processes, making it easier for organizers to act on insights in real-time. By leveraging data-driven engagement, event organizers can build stronger communities and drive commercial success. The session concluded with a call to action for organizers to unlock the potential of their event data and turn it into a revenue engine.

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Takeaways

Untapped potential of event data

Event data from pre-event registration forms, on-site badge scans, and post-event reports holds significant untapped potential for enhancing retention, revenue, and meaningful results. By properly interpreting this data, organizers can unlock its value and transform it into competitive advantages. Leveraging AI can help spot patterns, predict outcomes, and act on insights in real-time, thereby increasing efficiency and profitability.

Importance of behavioral insights

Understanding attendee behavior, such as repeated logins, multiple content downloads, and agenda bookmarks, can provide valuable insights into engagement and commercial outcomes. Highly engaged attendees generate significantly more qualified leads, and tracking this engagement can predict future performance. Providing detailed behavioral data to exhibitors can make sponsorships less of a gamble and more of a guaranteed return.

Value of detailed lead quality reporting

Quality of leads is more important than quantity, and detailed lead quality reporting can save exhibitors time and make their sales processes more effective. Tracking patterns such as dwell time, repeat visits, and meaningful engagement can provide exhibitors with valuable insights into lead quality. Exhibitors who receive detailed lead quality reporting are more likely to renew their stands, as they can see the financial return clearly.



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