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AI analysis

The Personalisation Payoff: Event Strategy That Proves ROI

Ana Williams
Founder & Event Strategy Partner at The Hook Studio

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Summary

The session led by Ana Williams centres on the importance and benefits of event personalisation and how it can prove the return on event investment (ROI). Williams emphasises that to achieve successful event personalisation, organisers need to forget about their current challenges such as technology, budgets, and data issues and instead focus on the ideal delegate experience. Using an example from her own experience, she highlights how personalised invitations, meeting schedules, interactive maps, and session alerts can significantly enhance the delegate experience by making it more relevant and efficient. This personalised approach ensures that delegates can meet their goals, such as making meaningful connections, attending relevant sessions, and having an enjoyable experience, without wasting time.

Williams discusses various technologies that can aid event personalisation. AI concierges like Borde and Boop can facilitate delegate introductions, while tools like Brain Date and Crowden can create roundtable introductions for groups with shared interests. Additionally, structured networking sessions can be gamified to make it easier for delegates to connect. For content recommendations, technologies like Clear and Message Matrix can provide personalised schedules and alerts based on changing interests. These technologies, when planned and integrated correctly, can deliver a seamless and enriching experience for delegates.

To measure the success of event personalisation, Williams suggests that organisers should define the goals of all key stakeholders, including delegates, sponsors, and the event organiser itself. Metrics should be established in collaboration with the leadership team to ensure alignment. Examples of metrics include ROI, NPS, share of voice, leads scanned, and meetings held.





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Williams recommends using templates to track these metrics and analyse the data post-event to identify areas for improvement. This structured approach allows organisers to provide evidence of success and make informed decisions for future events.

Williams acknowledges that achieving perfect personalisation is challenging but insists that thoughtful planning and the right technologies can make it feasible. She stresses the need to consider the ideal delegate experience and work backwards to implement the necessary technologies and strategies. It's also important to remember basic event information, like location and schedule, which can greatly impact the delegate experience. By focusing on these aspects, organisers can enhance satisfaction and prove the value of their events.

A key point raised during the Q&A session is the balance between providing personalised guidance and allowing delegates the freedom to explore. Williams argues that while guidance is beneficial, delegates should also have the option to diverge from the suggested path and discover new interests organically. This flexibility can be supported by technologies that offer real-time updates and recommendations based on the delegate's interactions and changing preferences throughout the event.

Williams concludes by reiterating that successful event personalisation requires a clear understanding of the delegate experience and goals. Organisers must plan meticulously, integrate appropriate technologies, and measure outcomes effectively to prove the return on event investment. By doing so, they can enhance delegate satisfaction, improve the overall event experience, and ensure the success of future events.

Takeaways

Importance of event personalisation

Event personalisation is crucial in proving the return on event investment. By focusing on the ideal delegate experience and using various technologies, organisers can enhance relevance and efficiency. This approach ensures delegates meet their goals, make meaningful connections, attend relevant sessions, and have an enjoyable experience.

Technologies for personalisation

Various technologies can aid in personalising delegate experiences. AI concierges like Borde and Boop facilitate introductions, while tools like Brain Date and Crowden create roundtable discussions. Structured networking sessions can be gamified, and personalised content recommendations can be provided through technologies like Clear and Message Matrix.

Measuring success and balancing guidance

Organisers should define goals for key stakeholders and establish relevant metrics to track success. Templates and post-event analysis help make informed decisions for future events. It's important to balance personalised guidance with the freedom for delegates to explore, supported by real-time updates and recommendations based on changing preferences.



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