



## Event Information

July 22, 2021 on Zoom

- 10:45 AM      **Welcome and Information Sharing**
- 11:05 AM      **The New Rules for Marketing In-Person Events**—What role will event magnitude, location, safety measures and emotions play in convincing attendees to come back to your live event? The answers may surprise you. Kimberly Hardcastle, Chief Marketing Strategist of mdg, will be challenging AAR attendees to question everything they thought they knew about marketing events, unlearn bad habits, and even buck some traditional thinking as they plan their next in-person campaigns.
- 11:25 AM      **Breakout Sessions and Reports I:** Breakout sessions on a hot topic will be followed by session leaders reporting on key takeaways.
- 12:10 AM      30-Minute Break
- 12:40 PM      **Open Discussion**
- 12:55 PM      **The Wheel of Trust: How Marketers are Using Community Marketing to Create Busy Events**—Word of mouth rules the world of marketing. In this session, Danny Asling, Head of Marketing for Gleanin, will discuss how to utilize the trust of your event stakeholders to create busy and thriving events in 2021.
- 1:10 PM      **Breakout Sessions and Reports II:** Breakout sessions on a hot topic will be followed by session leaders reporting on key takeaways.
- 1:55 PM      15-Minute Break
- 2:10 PM      **Using Video to Attract New Attendees**—Customer acquisition has shifted from convincing with clever marketing to educating and inspiring. Joel Resnik, Chief Revenue Officer of Gather Voices will discuss how the #1 tool used today is social proof, how the biggest brands utilize social proof to influence purchasing decisions across industries and how that relates to attendee acquisition for events. He will show how co-created video content is the most powerful form of social proof, some simple rules to follow, and a few simple steps on how to get started today.
- 2:25 PM      **The Importance of Journey Mapping in a Post-COVID World**—Understanding your audience is only becoming more important (not less) in a post-COVID world! After a year of doing everything online, people expect brands to understand them and their behaviors. That means you're expected to know exactly what questions your

audience is asking, how they're asking and what information they need at each step in the decision-to-attend journey. Shauna Peters, VP of Strategic Account Management, mdg, will walk you through the steps to building an actionable buyer journey map for your next event.

2:45 PM      **Speed Round and Summary:** The information exchange accelerates to a furious pace when the team shares takeaways.

3:30 PM      **Adjourn:** Attendee Acquisition Roundtable starts and ends on time. You can set your clock to it.

For up-to-the-minute information, please go to [Attendee Acquisition Roundtable](#).

### **Sponsors**

Evolio, Gather Voices, Gleanin, mdg and Swoonfull.

### **Cancellation Policy**

Full refunds will be allowed until July 20, 2021 – or substitute an eligible colleague from your organization at any time.

### **AAR Policies**

#### **As of January 2021:**

AAR respects the information provided by our customers. This privacy statement discloses the type of information we capture about our customers, how we use it to communicate with our customers and how you can request to no longer receive communications from AAR.

#### **Our Customers:**

This policy applies to all customers of AAR, who include, but are not limited to, attendees, speakers, press and sponsors.

#### **Customer Information and Use:**

Two primary types of information are gathered about our customers:

Financial information is used for or gathered during the registration process and includes, but is not limited to, credit card numbers and expiration dates. This information is used only to process the transaction.

Professional information includes, but is not limited to, name, title, company name, company address, phone number, and e-mail address. This also applies to questions answered on survey or registration forms, such as demographic information.

**Opting Out:**

AAR will accept, implement and maintain any customer request to opt out of future e-mail communications from AAR. If you would like to opt out of all e-mail communications from AAR, please contact Sam Lippman at [slippman@lippmanconnects.com](mailto:slippman@lippmanconnects.com) or [703.979.4904](tel:703.979.4904).

**Security:**

This site utilizes a secure server to protect information.