



CLARE FORESTIER

EVENT HOST

Five Ways to Improve Attendee Experience Without Blowing Your Budget!

In this guide, we explore five powerful strategies you can implement to elevate your event, all without breaking the bank. These tips are designed to help you create a memorable experience that keeps your attendees engaged and coming back for more. From collaboration to attendee interaction, there are a range of practical approaches to take your event to the next level.

1) Collaborate for Collective Success:

Clearly identify a clear objective for your event and make sure EVERYONE involved knows it; from the AV team to your keynote speaker, ensure your entire event crew is working towards the same goals. Encourage open communication and include all parties in regular discussions to guarantee everyone is on the same page.

EXTRA TIP: Invite ALL your key people to a meeting as EARLY as possible in the event design process, especially outside partners like emcees, who have a broad client base and a LOT of useful knowledge to share. The sooner they get what you're trying to do, the sooner their brain cells start firing up with ideas that will help YOU!

2) Ditch The Boring, Embrace The Dynamic:

Don't be afraid to break away from tired formats. For example, if you always include sponsor segments, consider swapping out these dull pitch-heavy slideshows for lively, interactive interviews with your emcee. Mix up your agenda with presentations, panel discussions, workshops and roundtable sessions to keep your audience hooked.

EXTRA TIP: While back-to-back panels might add variety, they can create logistical bottlenecks and hidden costs. Scheduling breaks or different style sessions between panels eliminates the time-wasting microphone shuffle, ensuring a smooth transition and maximising valuable content time. AND by avoiding the need for additional microphones for overlapping panels, you can save some cash on AV rentals.

3) Make Your Audience The Star of The Show:

Get your attendees involved from the start! Interactive polls before the event can help gauge their interests and shape session formats. Consider incorporating breakout sessions or workshops that cater to specific attendee needs. It's all about fostering a two-way conversation, not a lecture. Instead of a one-sided monologue, encourage your speakers to begin by posing thought-provoking questions for attendees to ponder during the presentation. Include the audience responses as you go, and build in more interaction with quizzes and polls throughout the session. A final question prompting attendees to reflect on how they'll apply the learnings to their work, reinforces the key takeaways and keeps the audience invested.

EXTRA TIP: If you use software that can identify which attendees responded, consider personalised follow-up emails to them after the event, referencing their insights, making them feel valued and more likely to return for future events.

4) Add in Time and Space:

Providing valuable content is essential, BUT it's not the sole ingredient for a successful event. Schedule ample time in your agenda for attendees to catch their breath, grab refreshments, and talk to their peers. Consider incorporating dedicated quiet spaces with greenery for those who need some time away from the hustle and bustle. When planning breaks, factor in realistic timelines for bathroom visits, grabbing coffee, socialising, and navigating the venue. It's better to have one less session in the agenda that have to rush everyone back from every break. People need time to pause and reflect!

EXTRA TIP: Consider adding a designated hour into the agenda where attendees can catch up on work emails or personal matters. Knowing this downtime is built into the schedule reduces the temptation to skip sessions to address these needs.

5) Show Your Sponsors The Love:

Strategic placement is key to making your sponsors AND your attendees happy! If you want attendees to visit sponsor booths, make sure they're situated along the natural flow of foot traffic, like the path to food, coffee, or bathrooms, so it's easy for them to interact. Gamify sponsor interaction with scavenger hunts that encourage exploration and learning about sponsors' offerings. Then reward that with small prizes like gift cards or event swag to incentivise engagement and get those important conversations started!

By following these tips and implementing these budget-friendly strategies, you can ensure your attendees have a fantastic experience that keeps them coming back for more!

For More Tips: Check out my [Youtube](#) and follow me on [LinkedIn](#). And if you're looking for an expert and charismatic emcee to boost audience engagement at your event, visit my [website](#) and [contact](#) me to chat about how I can help you create an unforgettable experience!

