

**iSense Solutions**

# **iVent Vibe**

**GETTING THE PARTICIPANTS, THE SPONSORS  
AND THE OPTIMAL PERFORMANCE FOR YOUR  
EVENT**

**2024**



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# **UNDERSTANDING EVENT PARTICIPANTS IN YOUR CATEGORY**





# UNDERSTAND CATEGORY EVENT PARTICIPANTS

## **What's the ambition?**

You need to “recruit” new participants and make sure that you provide a good experience in your event, in order for participants to come back to your next editions.

## **How do you make it a reality?**

By understanding event attendance specific behavior, leveraging participant segments' potential and identifying the most effective ways to address potential prospects.

# UNDERSTAND CATEGORY EVENT PARTICIPANTS

## QUANTITATIVE RESEARCH

### METHODOLOGY

- **Sample:** urban representative sample for your market
- **Target:** 16-65 y.o.\*, general population, participants & non-participants, non-rejectors of events in your category
- **Data collection method:** online interviews

*\* to be adjusted depending on event type*



### MAIN TAKE-OUTS

- Past & future attendance rates
- Category events landscape
- Event type related behavior
- Event type related attitudes
- Participants & non-participants profiles
- Drivers & barriers to take part in category events
- *Segments profiling – a segmentation of category event participants*

# UNDERSTAND CATEGORY EVENT PARTICIPANTS

## QUALITATIVE RESEARCH

### METHODOLOGY

**In-depth interviews:** with representatives of all the segments identified in the quantitative research, each with their own potential and particularities



### MAIN TAKE-OUTS

- Deep insights into the different needs, preferences and behaviors of category event participant segments
- Underlying motivations, attitudes and drivers that influence decision-making and purchasing behavior
- Detailed profiles or personas for each participant segment, which include demographic, psychographic and behavioral information

# **UNDERSTANDING YOUR EVENT'S PERFORMANCE**





# UNDERSTANDING YOUR EVENT'S PERFORMANCE

## What's the ambition?

You need to build a strong case study in order to attract sponsors for your event.

## How do you make it a reality?

By showcasing that your event is the place to be: your event's positioning is in line with their brand's DNA, you both know what the participants expect and your event has a great potential to build brand salience for your sponsor.



# UNDERSTAND YOUR EVENT'S PERFORMANCE

## QUALITATIVE RESEARCH



### METHODOLOGY

**Online focus group discussions:** with category event participants

**Recruitment:** participants to your event will be recruited from your own database

### MAIN TAKE-OUTS

- Attendees' experiences, satisfaction levels and perceptions of the event
- Specific elements of the event that most significantly impact attendee satisfaction and enjoyment
- Relevance and impact of the event content (e.g., artists, speakers, presentations, activities, etc.)

### MAIN TAKE-OUTS

- Attendee demographics and profiles;
- Engagement level evaluation with different aspects of the event (e.g., sessions, exhibits, networking opportunities, interactive activities)
- Unmet needs, gaps or expectations that were not addressed by the event
- Insights on the logistical aspects of the event, including venue, accessibility, registration process and overall organization
- Comparison with similar events hosted by competitors, identifying strengths and areas of improvement

# UNDERSTAND YOUR EVENT'S PERFORMANCE

## QUANTITATIVE RESEARCH

### METHODOLOGY

- **Sample:** a representative sample from your participant database
- **Target:** event participants
- **Data collection method:** exit interviews or online interviews, depending on the event/ database available
- **Data collection period:** after each event

### MAIN TAKE-OUTS

- Attendees' overall satisfaction with the event and key drivers of satisfaction
- Evaluation of specific aspects of the event (e.g., sessions, artists, speakers, activities, logistical aspects)



### MAIN TAKE-OUTS

- Level of engagement and participation in various event activities
- Perceived relevance, quality and impact of event content
- NPS, to understand attendees' likelihood to recommend the event to others
- Likelihood of attendees participating in future events
- Comparison with similar events hosted by competitors
- Participants' profile

# MEASURING THE IMPACT OF EVENT ACTIVATIONS





# ACTIVATION EVALUATION

## What's the ambition?

You need to understand how attendees perceive and interact with partner brands.

## How do you make it a reality?

By conducting a holistic measurement of brand association, not only the recognition of partner brands, but also the feelings, perceptions and behaviors associated with them, in comparison with other partner brands and benchmarking in the industry.

# ACTIVATION EVALUATION

## QUALITATIVE RESEARCH

### METHODOLOGY

- **Mobile community:** respondents will send real live photos and videos during the event and share their overall experience with the event, by responding to different daily tasks
- **Face-to-face observation** during the event, based on a pre-defined grid



### MAIN TAKE-OUTS

- Deep dive on event experience (content, atmosphere, activities, etc.)
- Decode the audience engagement with all activations
- Evaluate the most liked and polarizing brand activations (perceptions, impact, relevance, credibility, etc.)
- Participants' profile

# ACTIVATION EVALUATION

## QUANTITATIVE RESEARCH

### METHODOLOGY

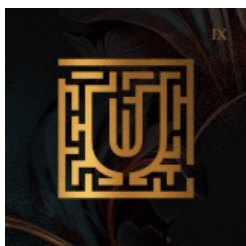
- **Sample:** a representative sample from your participant database
- **Target:** event participants
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### MAIN TAKE-OUTS

- Find out how all the sponsors activations have performed at the event
- Spontaneous recall and participation in all activations
- Sponsorship recall for all participant brands
- Most liked activations (spontaneous)
- Participants' profile

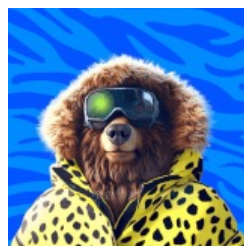
# So far, we have collaborated with the following event organizers:



UNTOLD  
Festival



Neversea  
Festival



Massif  
Festival



Summer  
Well Festival



Nostalgia  
Festival



Beach, Please!  
Festival



Open Air  
Blues Festival



CODRU  
Festival



Rockstadt  
Extreme Fest



Festival du  
Bonheur



Bucharest  
Jazz Festival



East European  
Comic Con



Bucharest  
Gaming Week



The Color  
Run



Picnic in  
Familie



Wanderlust 108



# Some of the companies & brands we've collected data on:



SEPHORA





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