

Planning for the new events attendee

C-suite

Middle Management

Junior/Grads

COMMUNITY

Audience	Peers	Industry leaders	Mentorship
Promotion	Personal invitation	Email	Social marketing
Incentive	Reputation	Network building	Virality

LEARNING

Format	Roundtable	Workshops	Q&A
Promotion	Expert	Hands-on	Short form
Incentive	Discussion	Interactive	Peer-to-peer

EXPERIENCE

Content Access	In-person only	Hybrid	On-demand
Social Style	Boozy	Targeted	Casual
Schedule	Fixed	Flexible	Pick and choose

MEASURING SUCCESS

Beyond ROI	High value contacts	Career development	Networking
Return on...	Boozy	Targeted	Casual
Attendance Rate	High	Medium	Low

IMPACT

Sustainability	Nice to have	Important	Essential
Culture	Innovation	Wellbeing	Inclusivity
Post-event	Leadership inspiration	Expanding contacts	Social content