



# **Lead Generation: Data-Infused Transformation: Elevating Global Solar Events with Comprehensive Engagement Strategies**

CASE STUDY | EVENTS | ENERGY

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## CLIENT



A leading global provider of event and conference management services

## INDUSTRY



Event and Conference Management/ Energy / Solar Sector

## PRODUCTS



Energy Events

## TARGET GEO



Global

## BUSINESS OBJECTIVE

The client orchestrates six major solar events annually and faced challenges such as low visitor registration rates (historically less than 1% over the past half-year), stagnant exhibitor revenues, and intense global competition. The objective was to develop a holistic, data-driven strategy to enhance resonance and drive growth across all facets of their events. With plans for extensive amplification set for 2024 and 2025, the client sought universally resonant strategies.

## OUR SOLUTION

**Enhanced Event Registration:** Implemented analytics-led registration strategies, aiming for a significant increase in engagement and improved conversion rates

**Increased Exhibitor Revenues:** Leveraged a comprehensive view of the competitive landscape to target previously overlooked market segments, anticipating a boost in exhibitor revenue

**Improved Sponsor Engagement:** Deployed personalized outreach strategies, informed by detailed market insights, aimed at enhancing sponsor interactions and repeat sponsorships

**Diversified Speaker Roster:** Enhanced the caliber of speakers by integrating more qualified industry leaders, driven by our refined speaker engagement strategy and ongoing updates to our speaker database to align with industry trends and event objectives

## OUTCOMES



**Overall Engagement and Revenue Growth:** Targeted a 20% increase in overall engagement and a corresponding rise in exhibitor revenues through optimized data strategies and comprehensive competitor landscape analysis



**Stakeholder Satisfaction and Industry Reputation:** Focused on fostering personalized engagements to potentially improve sponsor engagement rates and diversify speaker profiles, positioning the client for sustained growth and success