

# 5 Ways to Use Live Meeting Analytics

- a conference planner's guide to meeting monetization

## Next Generation Live Meetings

The next-generation of meeting technology will be defined by data capture and analytics. We are currently seeing a wave of new devices and apps to simplify registration, feed connections and increase engagement. These applications foster the creation of valuable data for marketing, meeting management and potential revenue generation.

With the growth of big data analytics over the last 10 years, many companies are struggling to find differentiation from the competition. Most data sources are now accessible to everyone. Even the elusive data scientist has been acquired by most organizations. Million and billion dollar investments by the leaders yield very similar results.

To break out of the pack, CMOs must implement strategies to find new data sources and new segmentation models to improve their ability to predict transaction volume and shape customer behavior. Face-to-face meetings are the perfect venue to fuel breakthrough strategies. The ability to curate unique data sets at live events will drive analytic innovation for those who recognize the potential and act quickly.

Many conference planners are already using second screen technology to attract millennials and create remarkable experiences for their participants. It makes sense to begin leveraging the full value of meeting technology investments. Companies who capture every click and comment from their live events can utilize that data to gain and maintain a competitive advantage. Following are five use cases that will transform your customer insight program and set you apart.

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## USE CASE 1: Enhance Customer Insight with X-graphics

You can only get so much customer information from data services and web interactions with your clients. The live meeting engagement tool offers a unique way to capture customer perspectives not acquired through traditional channels.

- **Build demographics and psychographics into your polling and survey questions.**

A live meeting audience is a very captive audience. As you drive engagement, it will become natural for participants to respond. To fully leverage your investment in engagement technology, automatically include demographic and psychographic questions to enhance customer insight.

- **Create a new set of customer attributes around live meeting behavioral characteristics.**

Since your live meeting engagement tool collects every click from every participant, you can start to identify groups of users based on engagement styles. You will discover that certain users click buttons or use engagement features in patterns. Engagement behavior defines new personas for targeted marketing.

- **Integrate your live meeting data into your CRM system.**

Captured data most relevant to sales and marketing should be incorporated into your CRM system. Imagine your sales team following up from an event and being able to understand specific product interests, questions asked, favorite content and resources requested. You will quickly see a spike in post-meeting conversion.

## USE CASE 2: Feed Your Progressive Profiling Engine

When your potential clients are in a live meeting environment, they are more open to sharing or exchanging information. The more personal, fun and engaging you can make the environment, the more information you will gain from the interchange.

- **Identify the highest value data to accelerate the buying cycle.**

Your marketing department has probably already defined data that is critical to the marketing and sales qualification process. Work closely with them to understand the order of profiling you want to follow throughout the course of your event.

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Most people will respond to your poll when it is integrated into the second screen system, especially knowing that the calculation of participant answers will be displayed on the screen when the polls are complete.

- **Integrate your live meeting engagement tool with your marketing automation forms.**

By connecting your live meeting engagement tools to a virtual private network, you are able to access your internal marketing automation system and utilize forms in your surveys straight from that system. When your participants enter profiling information, it will be instantly integrated.

- **Organize your live meeting to encourage information exchange.**

Most people will respond to your poll when it is integrated into the second screen system, especially knowing that the calculation of participant answers will be displayed on the screen when the polls are complete. To further enhance information sharing, set up a leader board and create some competition among participants.

### **USE CASE 3: Turn Your Live Meeting into a Research Platform**

One of the big challenges in running online surveys is getting the right people and the right number of people to reply. When you are sitting in front of a qualified audience, don't miss the opportunity to do the research you've always wanted to do.

- **Identify research topics that will be valuable to your organization and your customers.**

Consider the combined knowledge and experience of your audience and define a set of potential research topics. To fine tune your selection process, prioritize your research topics based on the potential value to your organization and your customers.

- **Offer the results of your research to your audience to bolster participation.**

Pushing the survey to your audience on a second screen will double your response rates. To increase response rates even more, package the results of your survey in published research and make it free to any participant who completes the survey.

- **Make changes in products, services and meetings based on the research.**

Customer satisfaction, technical requirements and business drivers are all common research topics. To increase engagement over time, make sure you take what you learn seriously. Always communicate how previous research has impacted current and planned products or services.

- **Let your customers and prospects know they have been heard.**

Communicate, communicate, communicate. You want your customers to know that they have a voice with you. When you gain insight that truly instructs your business and product strategy, you may want to put a reward program in place to compensate your customers for their insight.

#### USE CASE 4: Shape Customer Behavior

The world of advanced analytics is moving from predicting customer behavior to shaping their actions. To capitalize on your opportunity with live audiences, use engagement to move them toward a desired transaction.

- **Build selection into your live meeting engagement tool.**

When you are planning your meeting, work with your marketing and sales teams to identify key focus areas currently being targeted for your meeting audience. Next, set up your live meeting engagement tool to include self-selection and demonstrate client interest in certain products.

- **Build transactions into your live meeting engagement tool.**

Even though live meetings may not be the typical place to drive transactions with potential customers, you may want to change your approach. You can utilize a polling engine to initiate the purchase process with a request for meeting, request for proposal or an actual electronic transaction.

- **Use clickstream data and engagement data to determine the golden path to that transaction.**

Once you have captured data from your live meeting engagement tool, you can use the clickstream, survey, and comment data to identify the golden path to your most profitable transactions. This will also inform the redesign of future meetings and engagement environments to increase the number of conversions.

- **Personalize your engagement tool interface to guide customers toward transactions.**

As you continue to profile potential clients, you can also personalize the user experience on your live meeting engagement tool. Customization can be delivered based on titles, roles or personas developed based on segmentation, learning styles and engagement styles.

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## USE CASE 5: Measure and Improve Meeting Impact

By capturing every click and comment from your live meetings, you will be able to determine how changing your engagement strategy can have a direct impact on your event return on investment. Analytics can help you identify where your own content, presentation or planning can be improved.

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As you begin working through this practical checklist of steps toward live meeting monetization, keep the end in mind. You are looking to capture data to shape customer behavior and drive revenue.

- Measure and monitor participant engagement at a detailed level.**

Your live meeting engagement tool captures every click, comment and response from every participant. As this data is accumulated over multiple meetings you can benchmark engagement internally or against industry data. Ultimately, you can create an engagement scoring model as part of your overall analytics program.

- Integrate engagement scoring with your customer analytics.**

When you integrate your engagement scoring model with customer analytics you will quickly discover how engagement impacts revenue. With insight on how to improve engagement, every new event should drive a boost in revenue and improved return on investment.

- Increase revenue driven by meetings with content and presentation improvement.**

Utilize your participant engagement scoring to better understand what is working from a content and presenter perspective. You will quickly discover best content practices and top presenters to use as models for future events. Ultimately, you can tie improvement plans specifically to different audiences.

## Make the Move Now

As you begin working through this practical checklist of steps toward live meeting monetization, keep the end in mind. You are looking to capture data to shape customer behavior and drive revenue. More importantly, you are working toward a data and analytics strategy that outperforms your competitors.

To learn more about how you can utilize live meeting analytics to drive sales and marketing efforts, or for more information on Educational Measures live meeting engagement and analytics technology, contact us at [info@educationalmeasures.com](mailto:info@educationalmeasures.com), or 866-904-3610.