

### **Event customer journey map**

Use this map as a guide to plan actions and activities for event attendees, from enguiry to event.

#### Consideration **Experience Awareness Purchase Advocacy** Who is your target audience? Is it easy to purchase from What are attendee Would attendees How are you reminding potential attendees about your website? behaviour patterns? recommend the event to How do potential attendees the event? know about the event? Is your site mobile-friendly? Does your floor set-up Is event information What payment methods do coincide with attendee Will attendees return again (advertising avenues) What easily accessible? you offer? behaviour patterns? (why/why not)? is most inviting to attendees? What is the main attraction How can potential event How long does it take to What messaging is attendees find out more purchase from your website? of your event? most effective? event information? (Google,

#### Materials distributed at this stage:

Once initial interest is made

by a potential attendee.

how should further interaction occur?

- Press releases
- Digital ads
- Print ads
- TV & radio ads
- Blogs
- Newsletters
- Videos
- Social media posts

### Materials distributed at this stage:

- Emails
- Blogs
- Digital ads
- Social media ads
- Reviews
- Word-of-mouth testimonials

social media, website)

## Materials distributed

- Main site
- Emails

#### Materials distributed at this stage:

What is the main feeling you

want vour event attendees

to have at your event?

- Community forums
- FAQs
- Knowledge bases
- Special offers
- Conference app

### Materials distributed at this stage:

- Blogs
- Feedback forms
- Referral codes
- Word-of-mouth testimonials
- Social media posts
- Newsletters

# at this stage:

- Event site
- Registration/e-commerce site