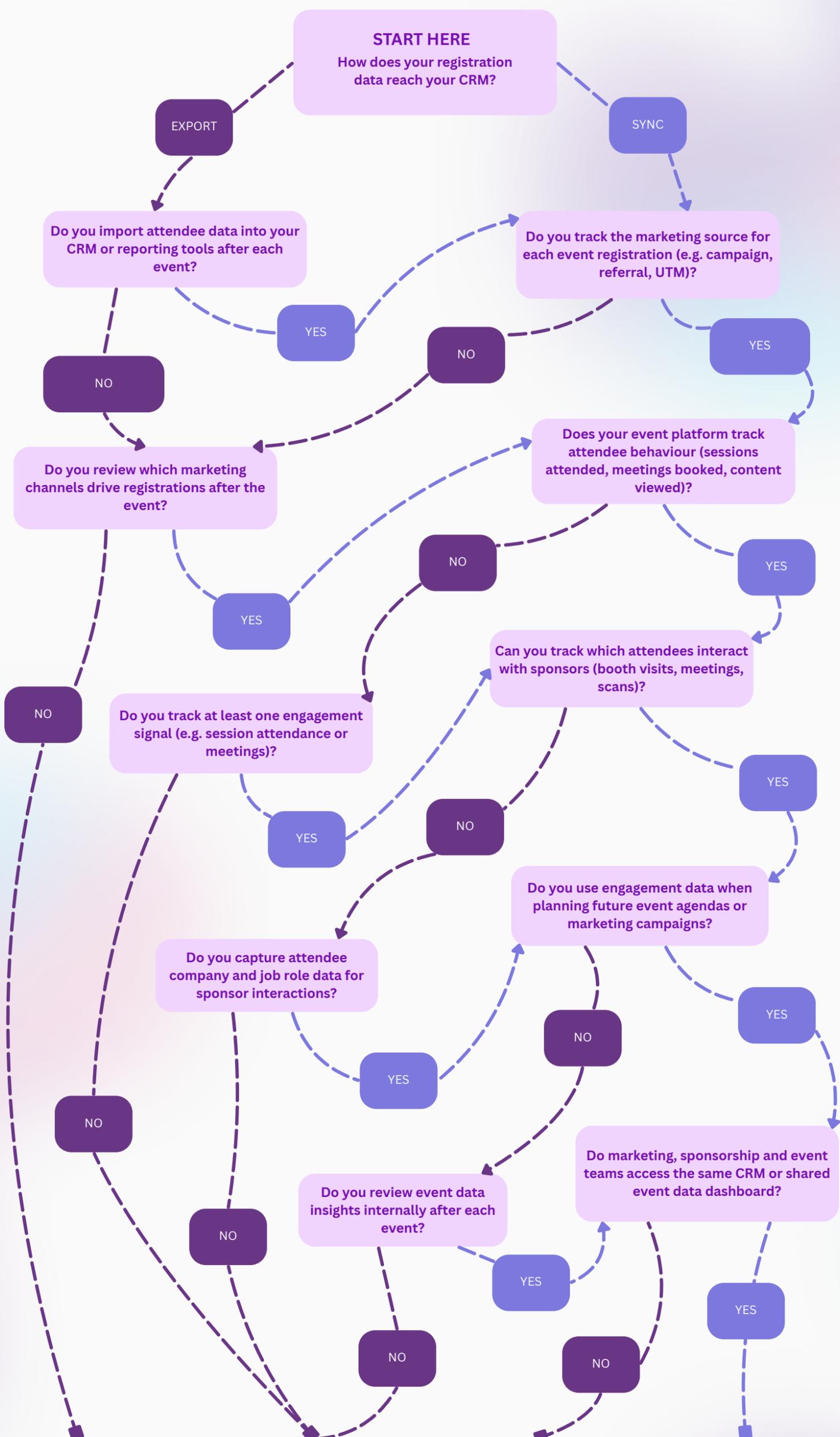




How Intelligent Is Your Event Data Strategy?

The Event Data Intelligence Diagnostic

Follow the questions below to assess how well your event data is integrated, analysed and used to guide marketing decisions, event design and sponsor value.



Event Data is Fragmented

Event data sits across different platforms with limited integration.

You may be collecting useful information, but without central visibility it's difficult to understand the full attendee journey or optimise marketing performance.

Focus areas

- CRM integration
- Registration attribution
- Centralised event data

Data is Captured but Not Connected

You are capturing useful attendee and engagement data, but it is not yet fully connected or analysed.

Many organisers sit at this stage, gathering valuable insights but not yet translating them into marketing optimisation or sponsor value.

Focus areas

- Behavioural data analysis
- Engagement tracking
- Audience segmentation

Strategic Data Foundations in Place

You are using event data to guide marketing and planning decisions.

The next step is connecting audience insight more closely to event design, networking strategy and sponsor ROI.

Focus areas

- Sponsor value measurement
- Agenda optimisation
- Cross-team data visibility

Audience Intelligence Driven Organisation

Your organisation treats event data as a strategic asset.

Audience insights inform marketing, event design and commercial strategy – creating stronger events year after year.

Your opportunity now is exploring predictive audience growth and real-time event optimisation.

Not happy with your result?

At CDM, we help event organisers transform fragmented event data into clear audience insight and measurable sponsor value by connecting CRM, marketing and engagement platforms.

Learn more at www.cdonaldson-marketing.co.uk