



Meeting and Event Planners

Who they are and how best to engage them on LinkedIn

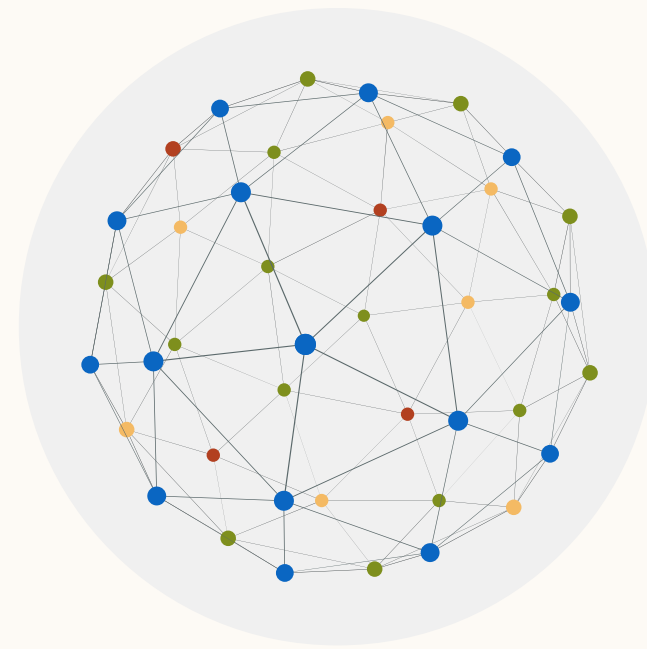


A thoughtful content
marketing strategy is
crucial for
**growing your business
& staying top-of-mind**
in a crowded category

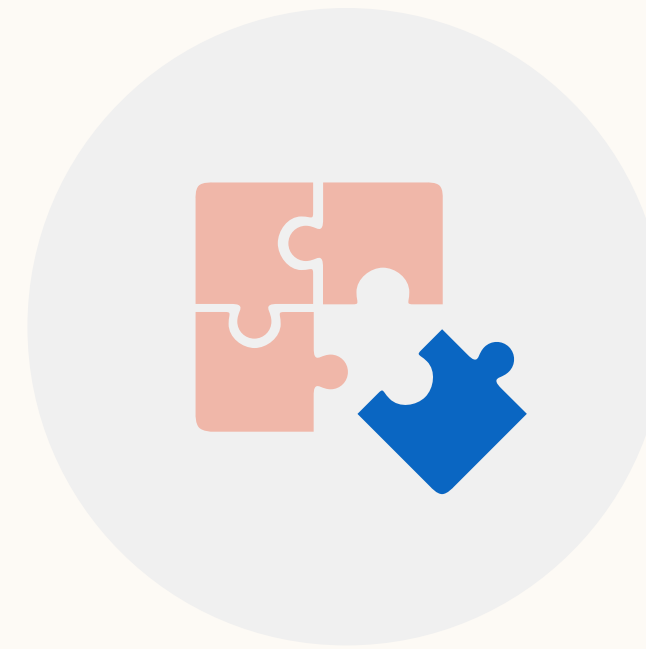
Content marketing strategy & activation tools targeting Meeting Planners



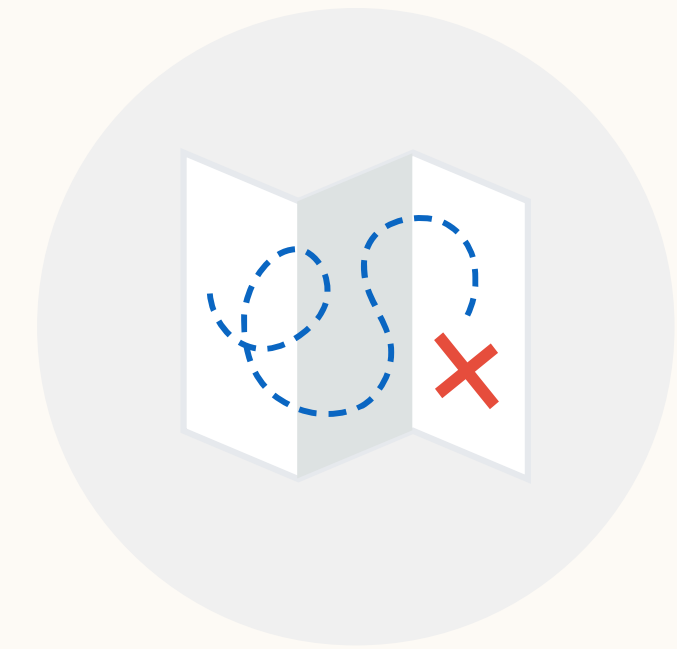
Evolution of Meeting &
Event Planner role



Meeting & Events:
Opportunity for Growth



Why LinkedIn



How to reach & engage
with the segment



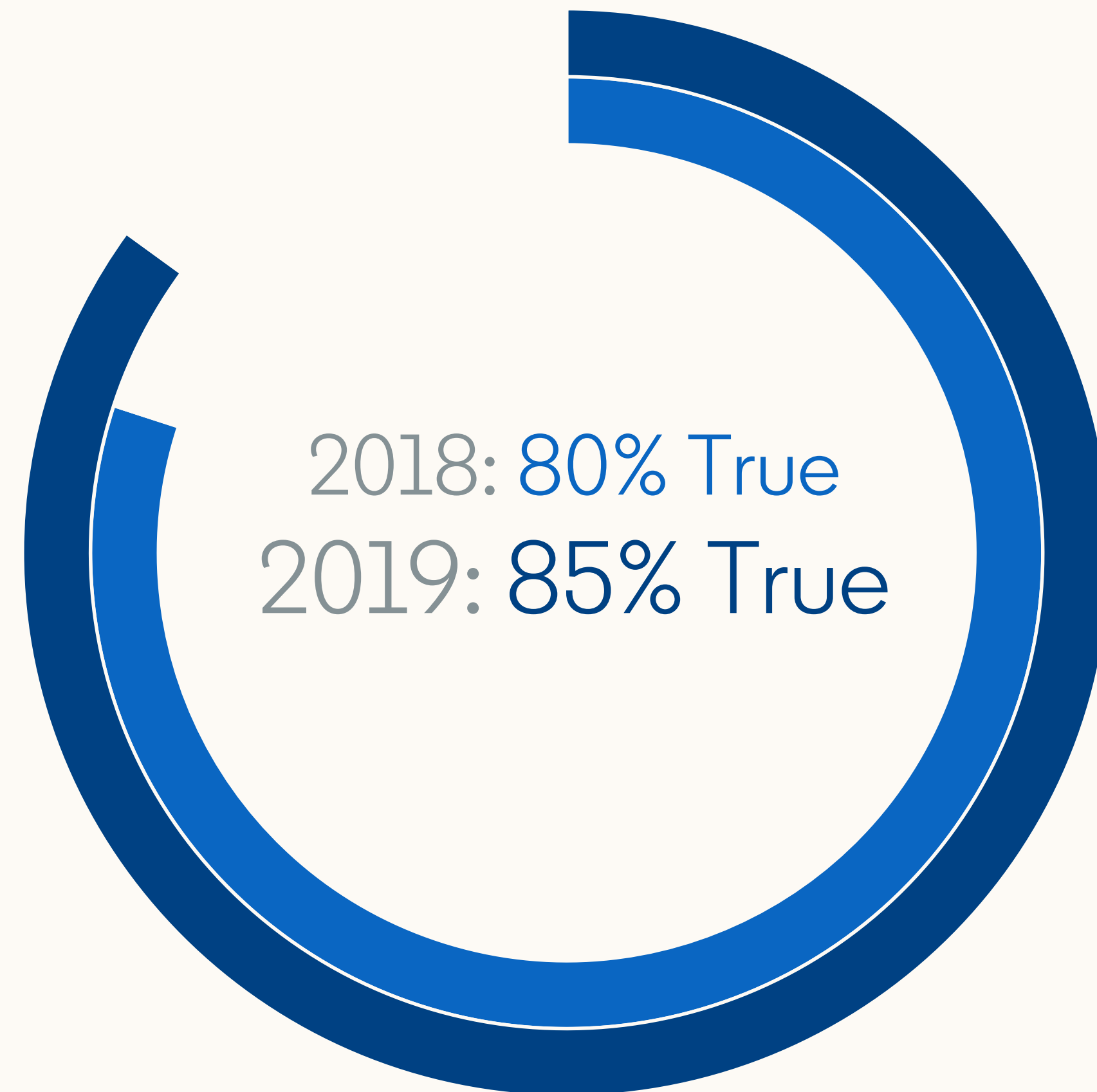
The Modern-Day Meeting
& Event Planner:

Evolution of the Role

A bland conference room just doesn't cut it anymore
– it's all about experiences

True or false:

My current role involves
more experience creation
compared to 5 years ago



The experience trend
isn't new – but it's
continuing to affect
the evolution of a
Meeting Planner's job:

The focus on experiences impacts the format of meetings that attendees are looking for, too:

Better tech & content:

85%

New technology

55%

More emphasis on
creativity

Shorter, more interactive sessions:

76%

Shorter attention spans:
**more interaction &
collaboration**

70%

Shorter, quicker sessions
replacing long-form
presentations

And it's bigger than just the meeting planners themselves...

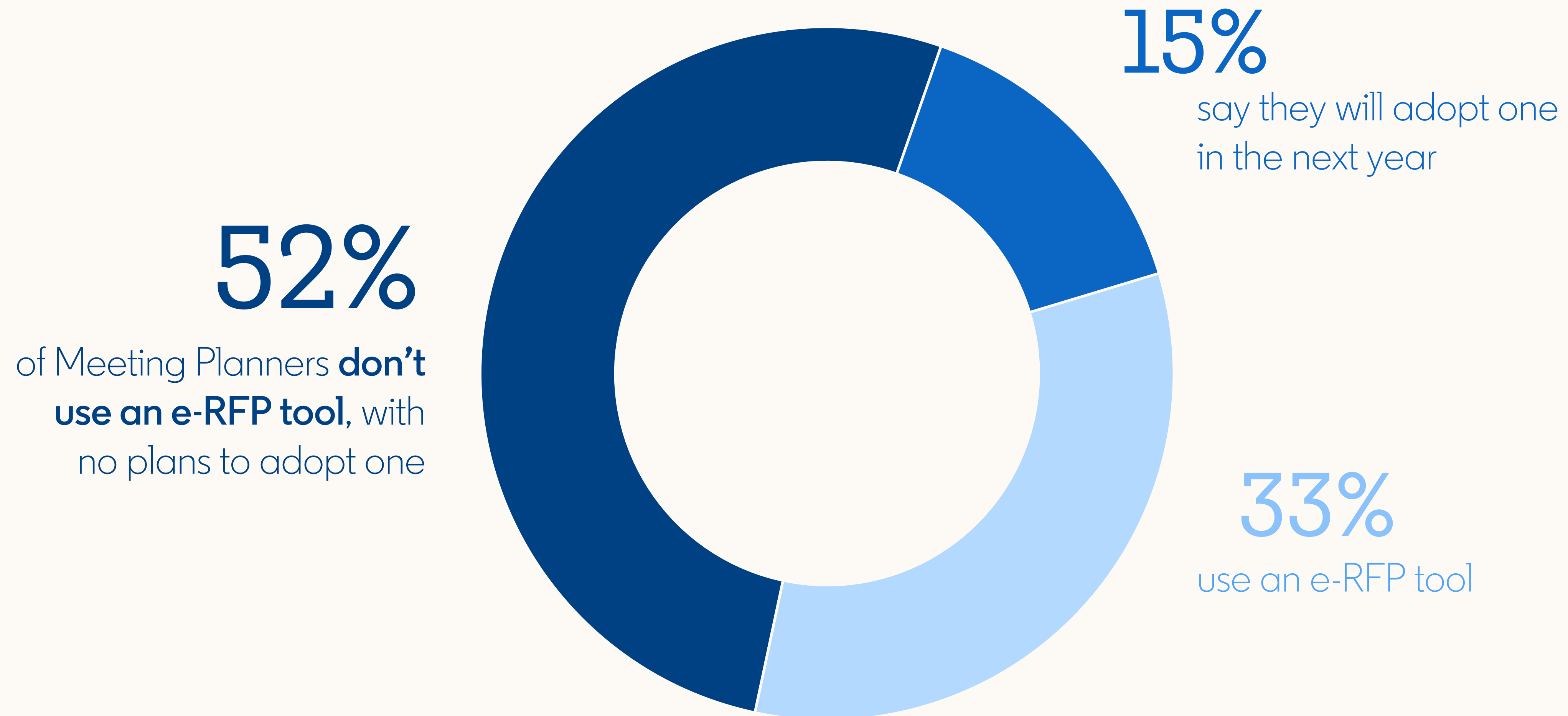
84%

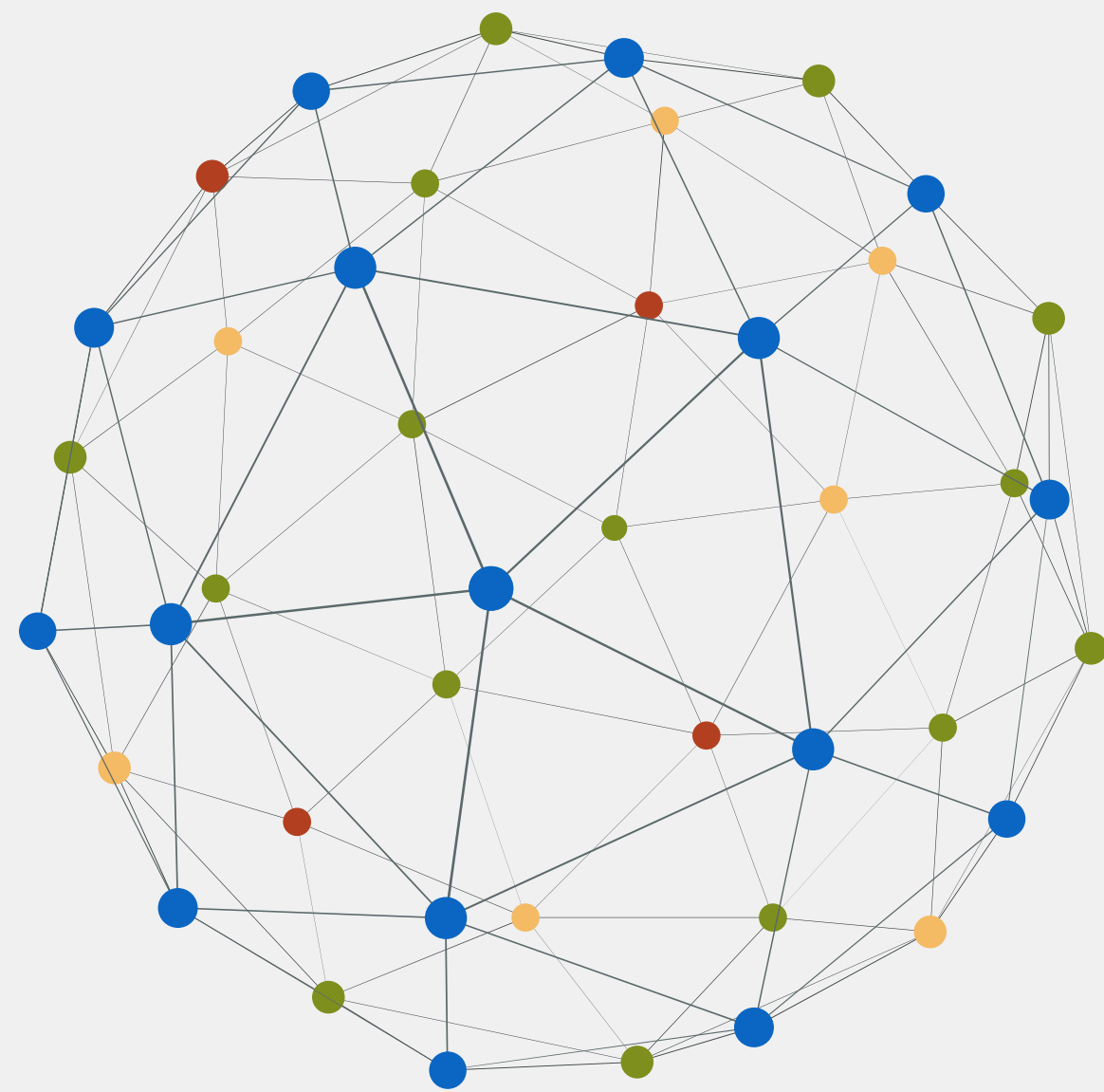
of leadership



vice president and c-suite believe in-person events are a critical component of their company's success

Only 1/3 of Meeting Planners currently use e-RFP tools,
with slow but growing adoption





Meetings & Events Industry: Opportunity for Growth



Meetings & Events industry continues **to boom**

- US meetings are a **\$330B** industry – up 118% since 2014
- Meetings & events influence **\$845B** in sales
- B2B events are a **\$30B** industry

Meetings have a meaningful
impact on the economy

1.9M

meetings take place in the US per year,
encompassing more than **250 million**
participants, leading to...

\$18B+

in consumer spending in the US

Every aspect of meetings is projected to grow in 2020,
despite a potential economic downturn



1-3%

Expected increase in # of
attendees for large-scale
meetings



2-3%

Anticipated increase in
meeting activity levels

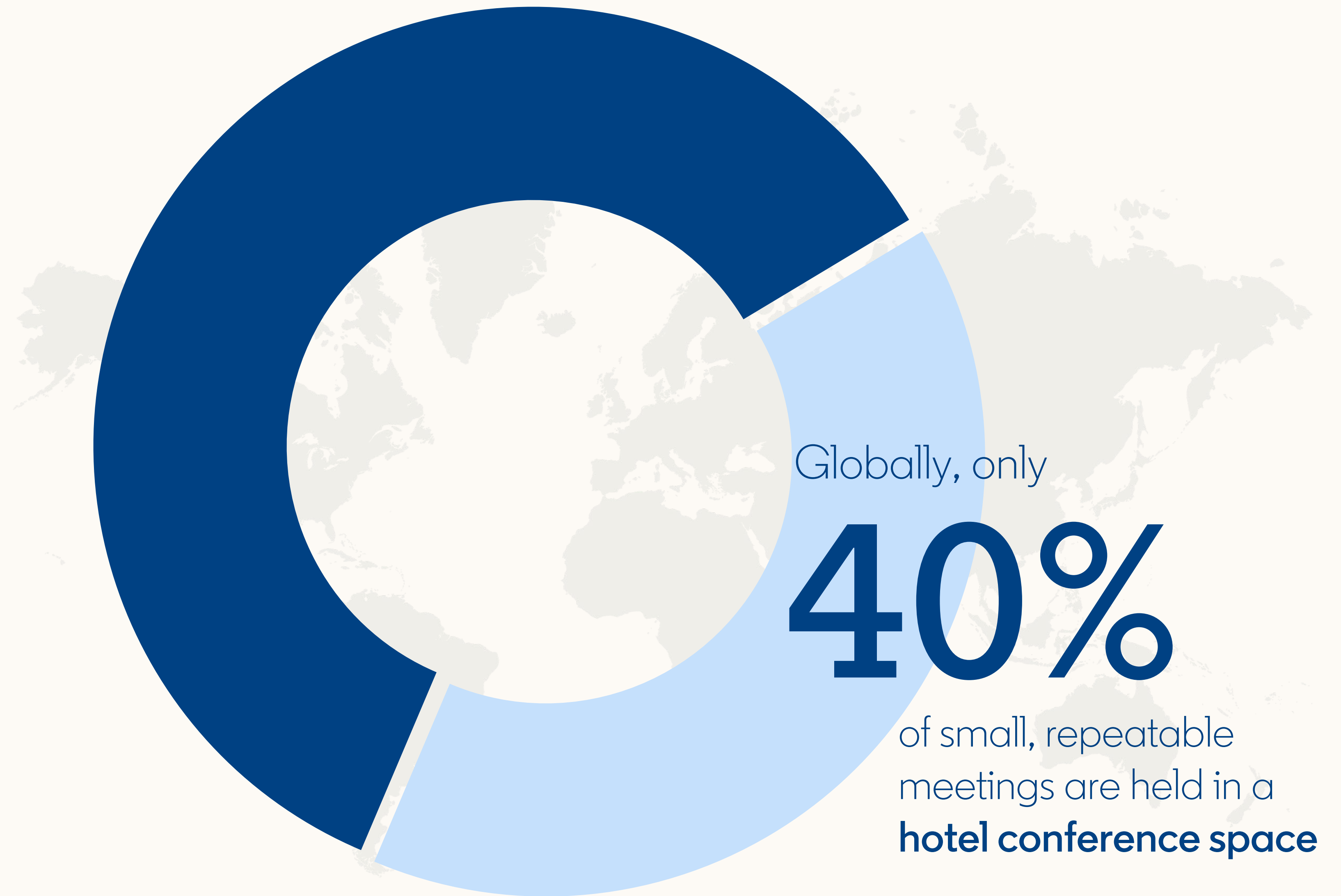


1.6%

Expected increase in overall
meeting & event spend
within an organization

Small-scale
meetings are
key to growth

And are important
to defend:



Disruptors control the conversation

Driving SOV on LinkedIn is key to staying top-of-mind in an evolving category

Google search results for "event space rental".

Google logo | Search bar: event space rental | Microphone icon | Search icon

Navigation: All | Maps | Images | News | Shopping | More | Settings | Tools

About 931,000,000 results (0.69 seconds)

Rent Unique Event Spaces | Easily Book Small or Large
(Ad) www.peerspace.com/ | 4.9 - 128 reviews
Hundreds of Unique **Event Spaces** On Any Budget. Book a Convenient Location Today.
Browse Event Activities · About Us · View Venue Locations
Deal: Up to 25% off Average Venue Prices

Space Rental - Chicago | Prices From \$279 Per Month.
(Ad) www.easyoffices.com/Space_Rental/Chicago
Offices With A Range Of Services Including Call Answering, Mail Handling And More. From Affordable Start Up Offices To Iconic Landmark Buildings. Find Your Perfect Workspace. No Deposit. All Inclusive Packages. Industry Expertise. Best Deals Available.

Skift article: "Airbnb for Work Brings Meeting Spaces and Experiences to Business Travelers"

Skift logo | News | Research | Conferences | Newsletters | Advertising

Travel Services, Corporate Travel

Airbnb for Work Brings Meeting Spaces and Experiences to Business Travelers

Andrew Sheivachman, Skift · Sep 05, 2018 8:00 am

Skift Take | **A**irbnb is going to integrate Airbnb Experiences and curated list into its booking tool. Initial feedback has been strong, so it's possible Airbnb builds partnerships in other areas.
— *Andrew Sheivachman*

WIRED article: "New Startup Splacer Is Like an Airbnb for Event Spaces"

WIRED logo | New Startup Splacer Is Like an Airbnb for Event Spaces

New Startup Splacer Is Like an Airbnb for Event Spaces

Share

- f SHARE
- TWEET
- COMMENT
- EMAIL

SPLACER
Creativity Needs Space
Find creative spaces for your upcoming events

What's Your Event?
Find the perfect place for your occasion

Google search results for "meeting space rental".

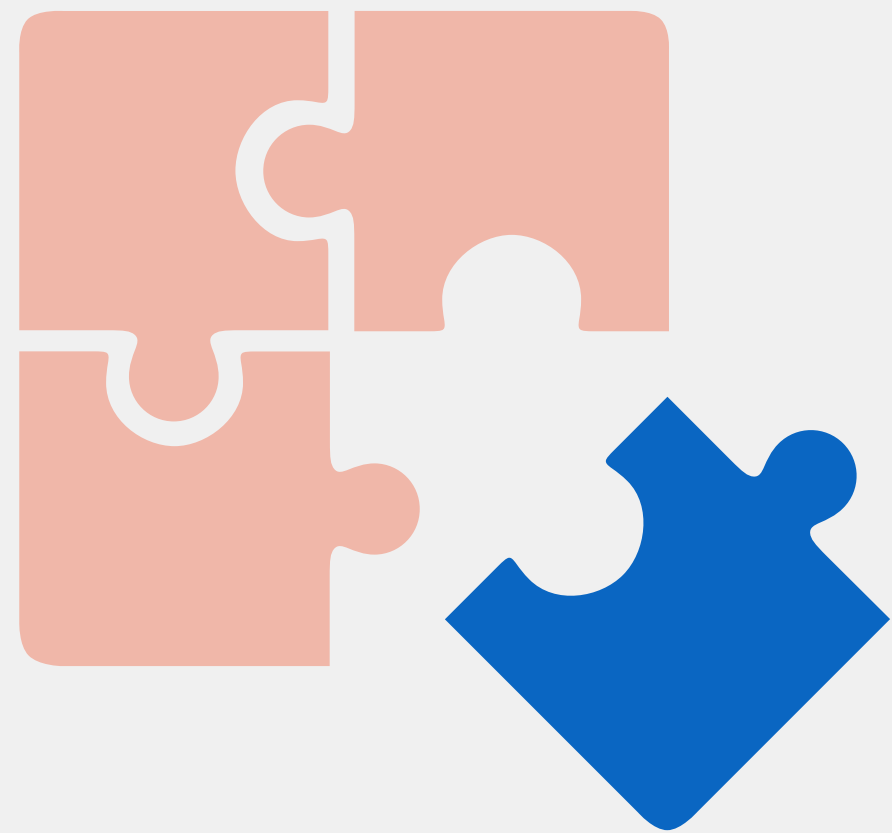
Google logo | Search bar: meeting space rental | Microphone icon | Search icon

Navigation: All | Maps | Images | Shopping | News | More

About 164,000,000 results (0.65 seconds)

Chicago Meeting Spaces | 25+ Spaces To Choose From
(Ad) www.breather.com/
Instantly **rent meeting spaces** for a few hours, days or weeks with no commitment. Affordable **space** in River North, Miracle Mile, The Loop, Theater District and more. Membership Fees. AV Equipment, Whiteboards. WiFi, Natural Light. Workspace for...
Conference Rooms Chicago · Offsite Meetings Chicago · Meeting Rooms In Chicago

Convene® Meeting Room Space | Beautiful Spaces for Business
(Ad) www.convene.com/
We Offer 4 Corporate Conference Rooms, Meeting Venues, & Event Spaces Located in Chicago. We're Changing The Way Chicago Meets With Higher Levels Of Service, Luxury, &...
View Our Locations · Convene Meetings & Events · Ready to Book? · Convene Workspaces



Why LinkedIn

In a Nutshell: The Meeting Planner on LinkedIn

1.3x

more connected
than the average
LinkedIn member

Average years of
experience of a meeting
planner on LinkedIn =

9

Thousands of Meeting
Planners are active in
groups specifically built
for their sector

30%

of Meeting Planners
on LinkedIn work at
Enterprise companies
(10K+ employees)

1.3x

more shares than the
average LinkedIn
member

70M

Engagements on
LinkedIn among Meeting
Planners per year

1.5x

more
companies
followed

Top 3 most followed
companies among
Meeting Planners:

Marriott (10K)
Hilton Hotels (8K)
Four Seasons (6K)

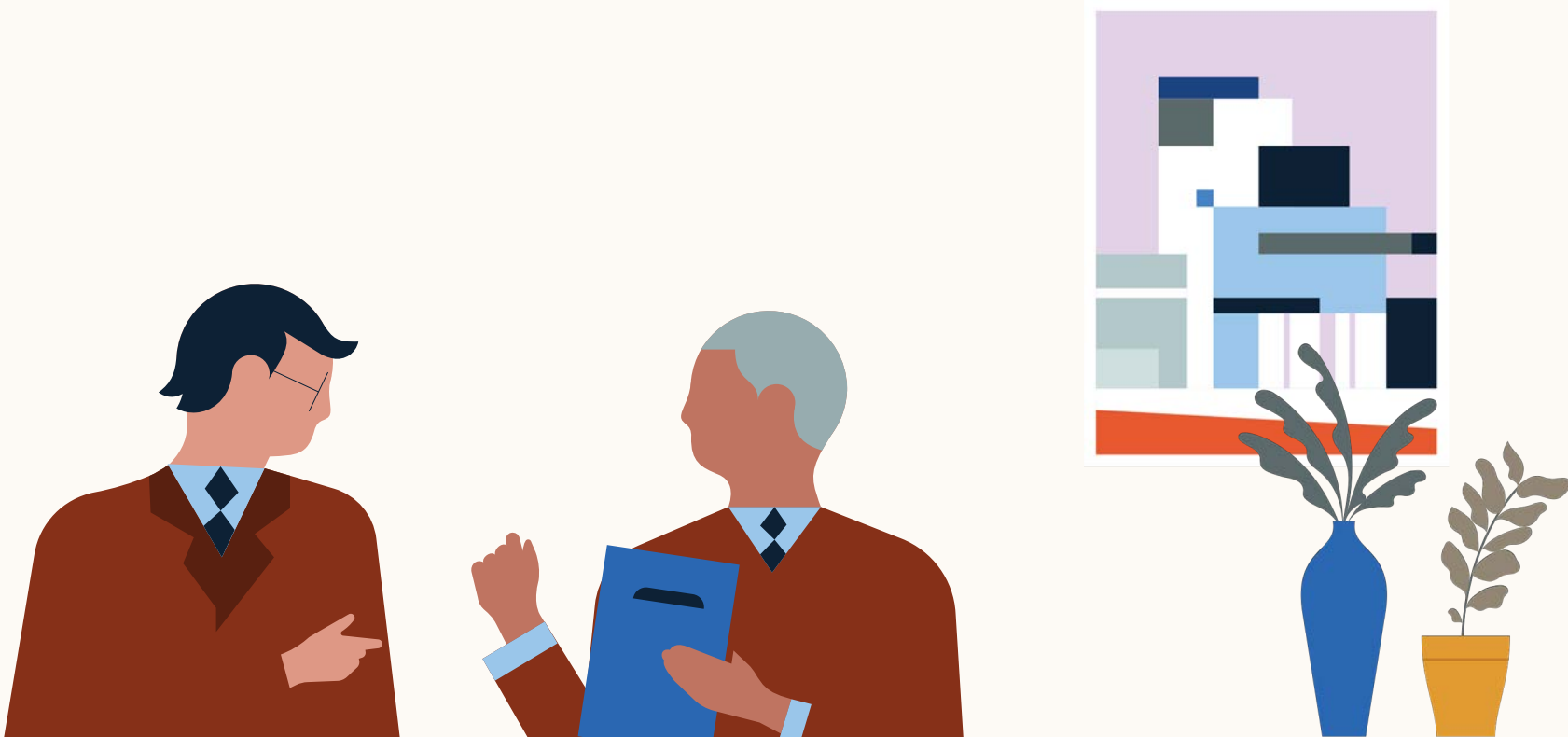
Combined network
base of over

10M+

connections on
LinkedIn

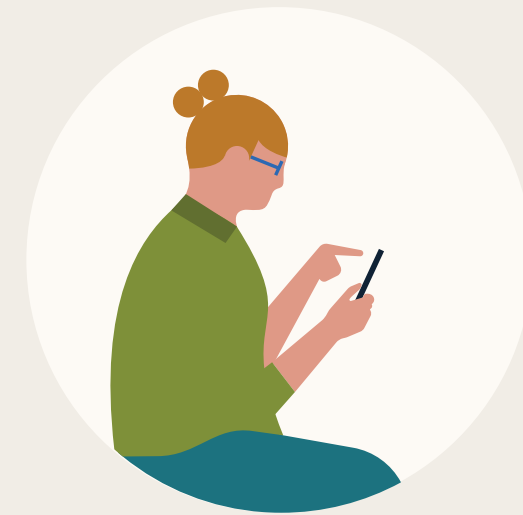
Though their connections are diverse in background, **Meeting Planners stay close to their peers through groups on LinkedIn:**

Active in **1.2x more groups** than the average member



No. of Meeting Planners	Top Groups
13k+	Event Planning and Event Management
5k+	Event Planners Gather
5k+	Event Professionals
5k+	Event Planners and Coordinators
5k+	Event Planning Professionals
5k+	Event Peep: For experimental Marketing Industry Pros
3k+	Who's Who in Events
2k+	ILEA-International Live Events Associations
2k+	Event Planning & Management Association

Top 5 industries of their connections



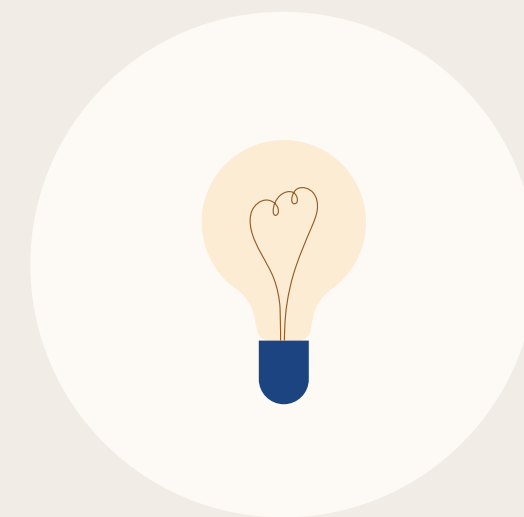
Information
Tech & Services



Financial
Services



Higher
Education



Marketing
& Advertising



Hospitality

Top skills of Meeting Planners reflect the multiple hats they must wear to keep up with this evolving space

Top skills with percentage of audience **with skill**



Event Planning 89%



Management 67%



Customer Service 54%



Planning 52%



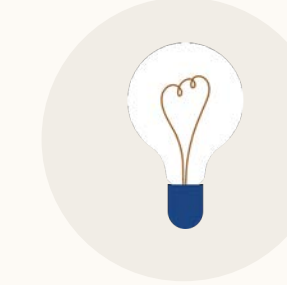
Event Management 49%



Marketing 48%



Leadership 46%

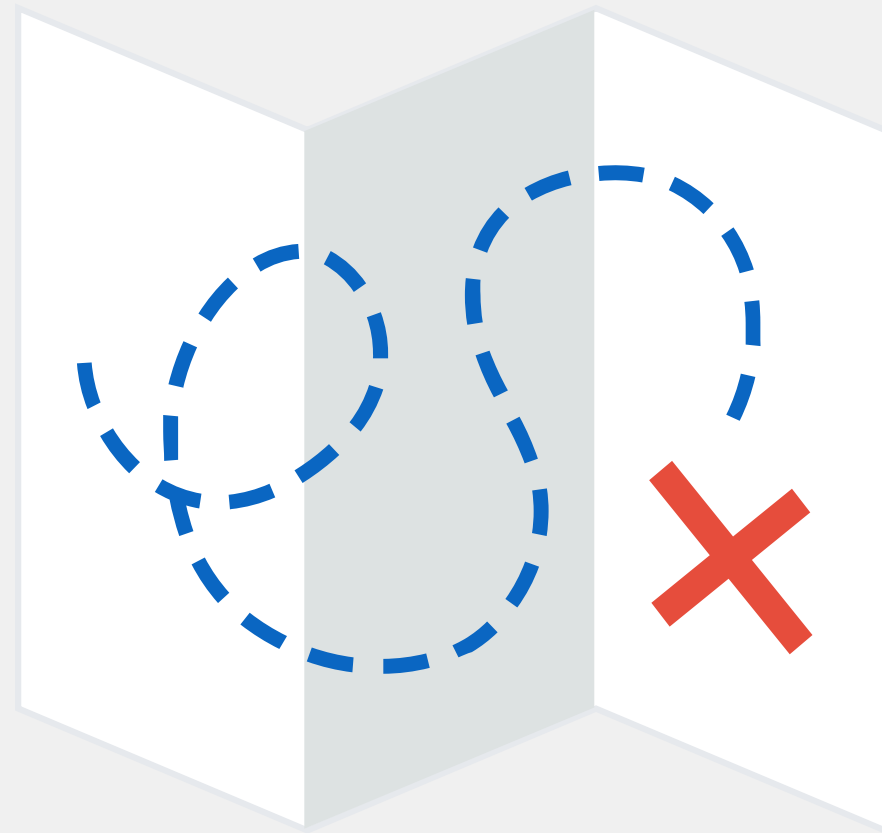


Social Media 45%



Communications 44%

Source: LinkedIn Internal Data



How to reach &
engage with the
Meeting & Event Planner

How to target Meeting & Event Planners in the US:

Groups Targeting

240K

LinkedIn Members in
groups related to Meeting
& Event Planning

Meeting & Conference Planners
International, Corporate Event And Meeting
Planners, Helpful “Tips” for Meeting
Planners, Event Pros, Independent Meeting
& Event Professionals Network, etc.

Job Title Targeting

300K

LinkedIn Members with
a Meeting & Event
Planning job title

Meeting Planner, Meeting Manager,
Convention Services Manager, Director
of Meetings & Events, Event Assistant,
Event Coordinator, Executive Meeting
Manager, etc.

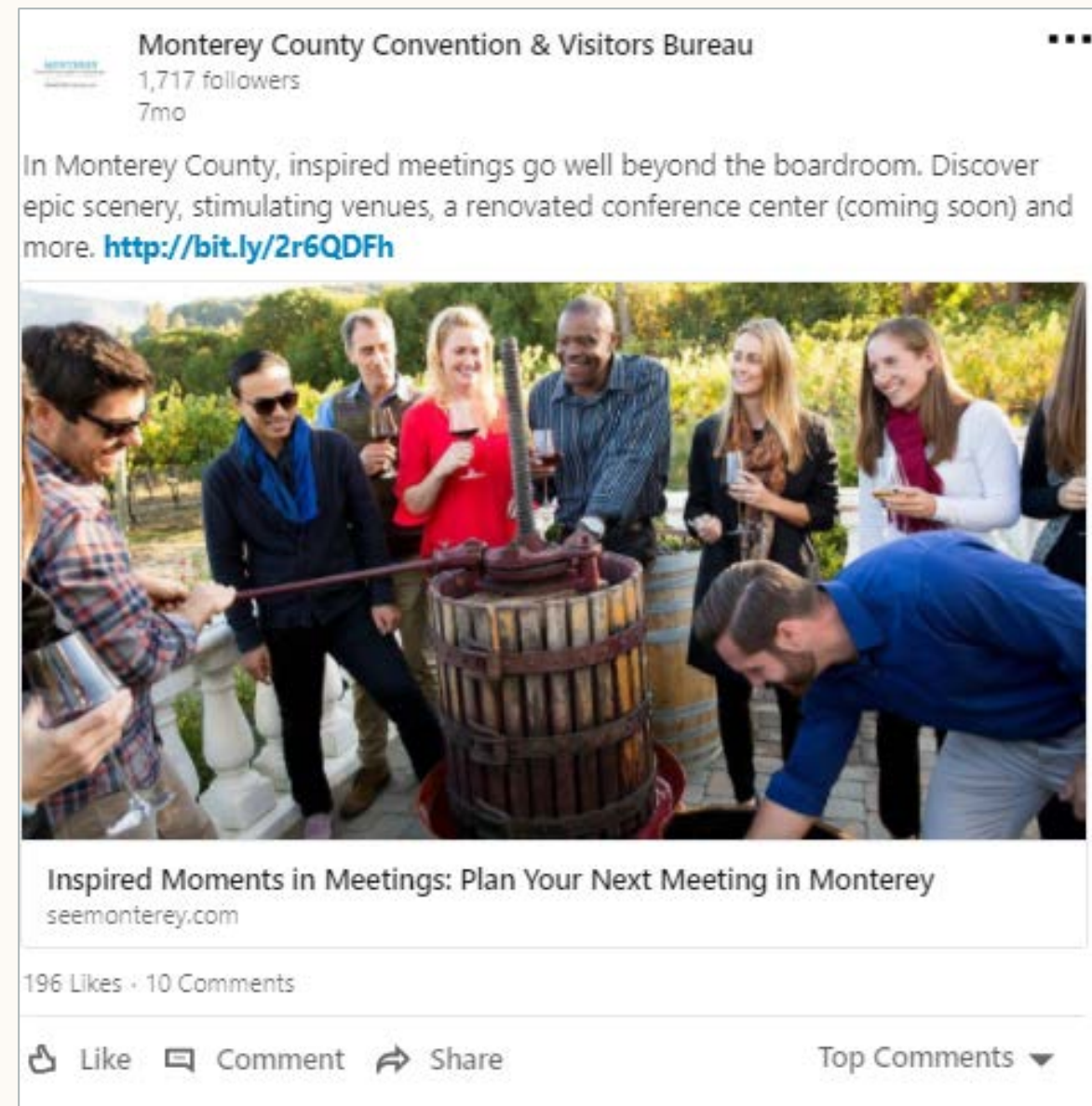
Skills Targeting

10M+

LinkedIn Members
with Meeting & Event
Planning skills

Meeting Planning, Meeting Scheduling,
Food & Beverage, Venue Relations,
Trade Shows, Vendor Management,
Private Events, Event Planning, etc.

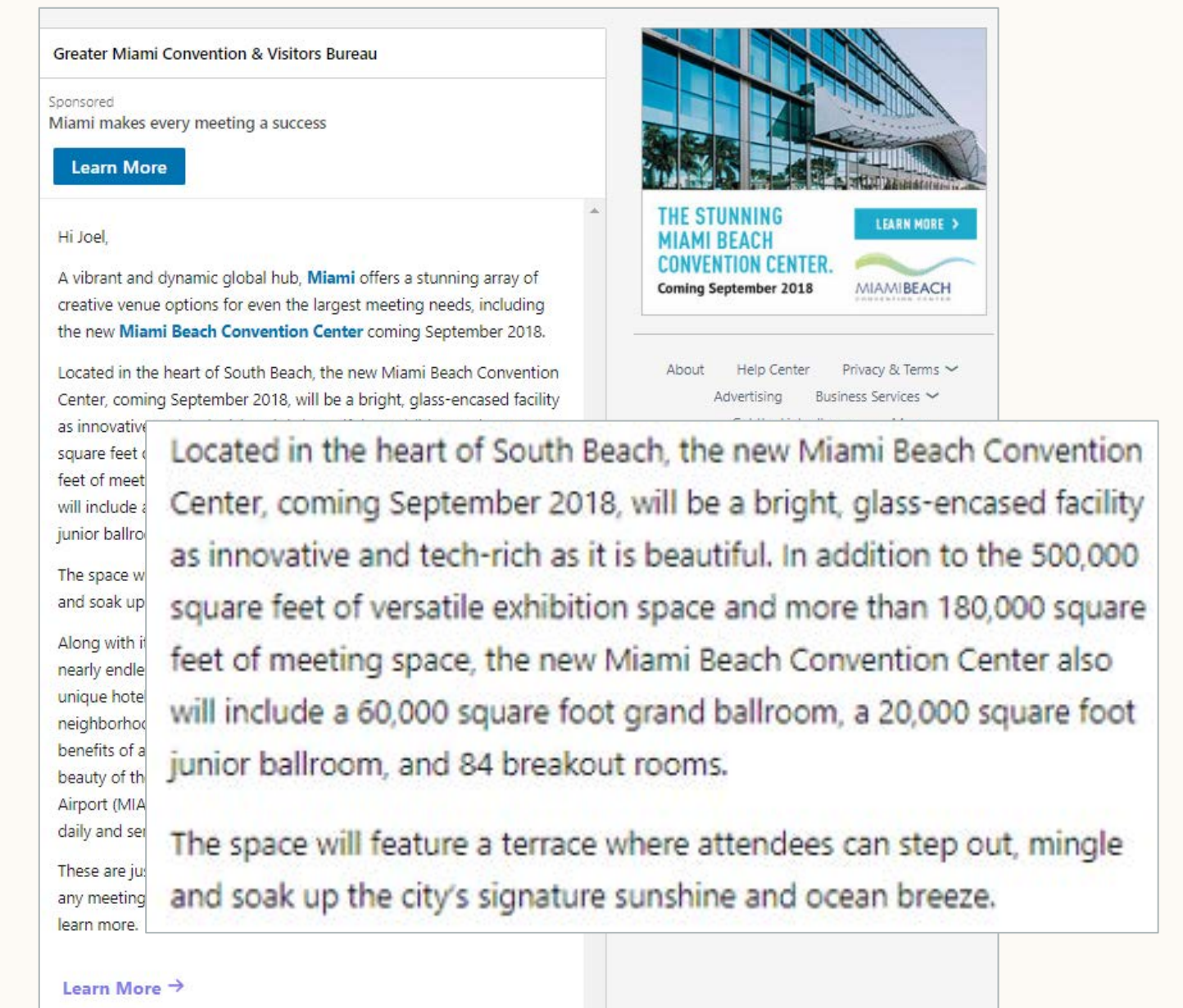
How to impact meeting planners on LinkedIn - CVBs



Show off
experiences, too

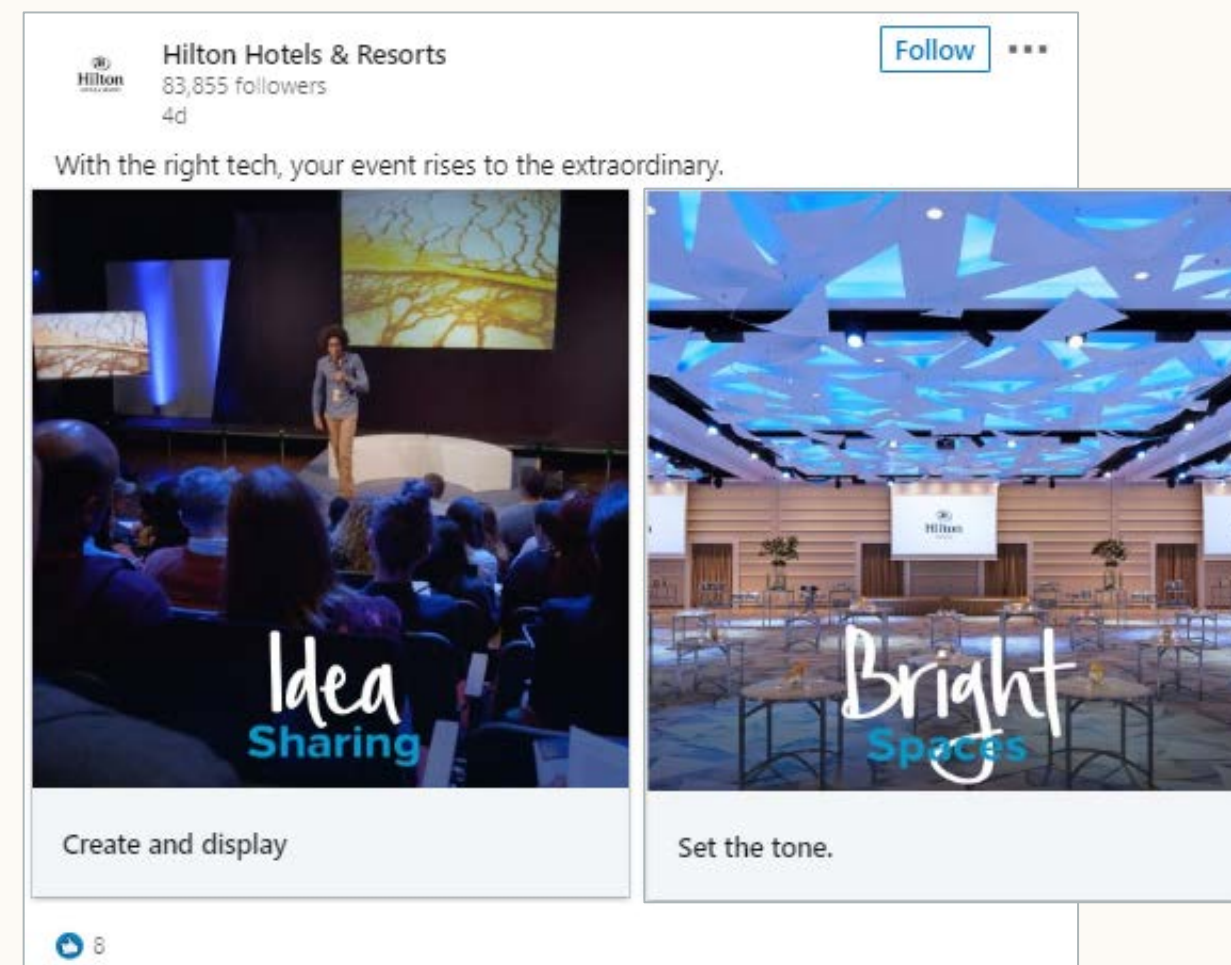


Put resources at their
fingertips

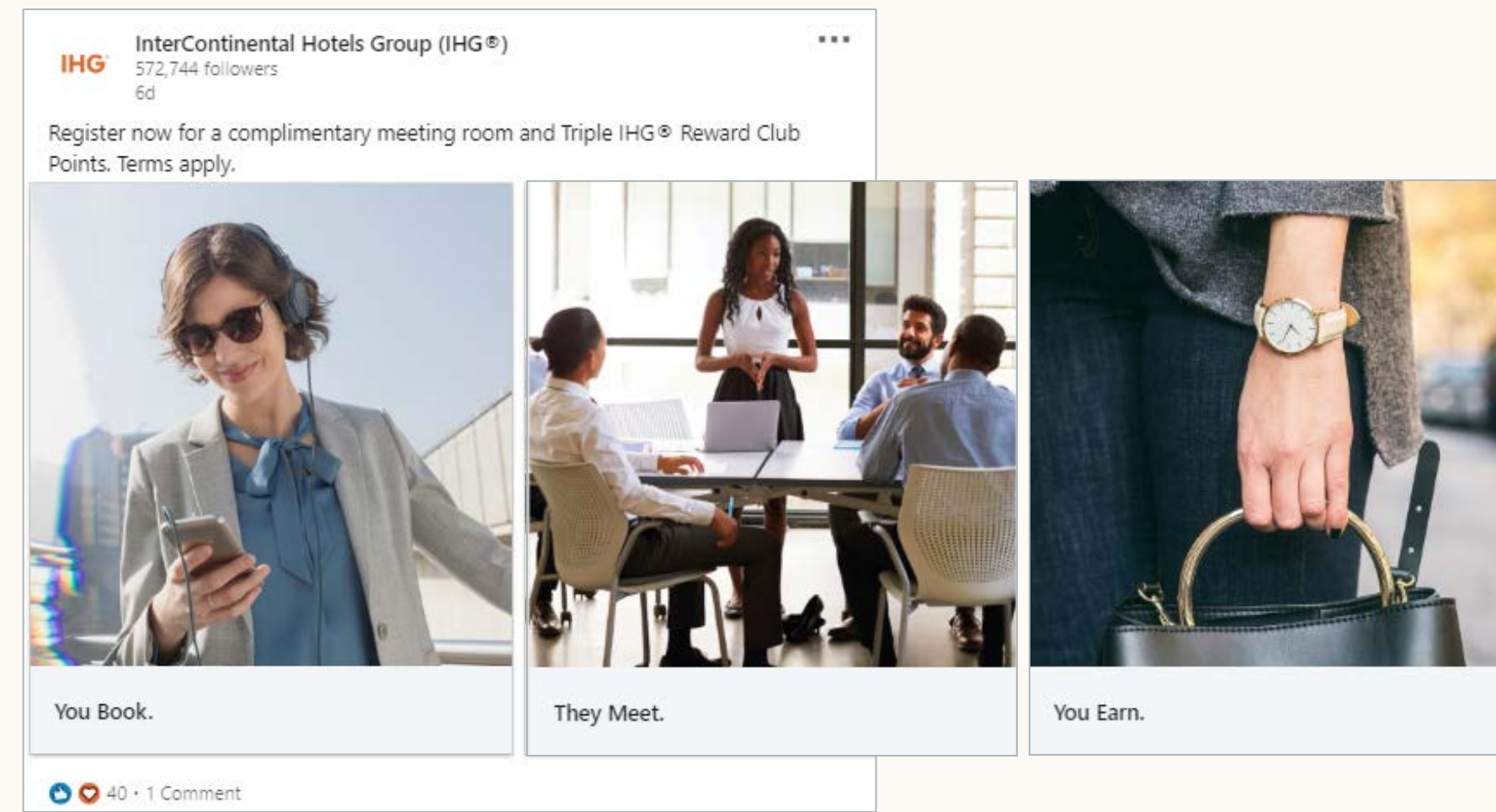


Create 1:1
relationship

How to impact meeting planners on LinkedIn - hotels



Showcase what matters to MPs

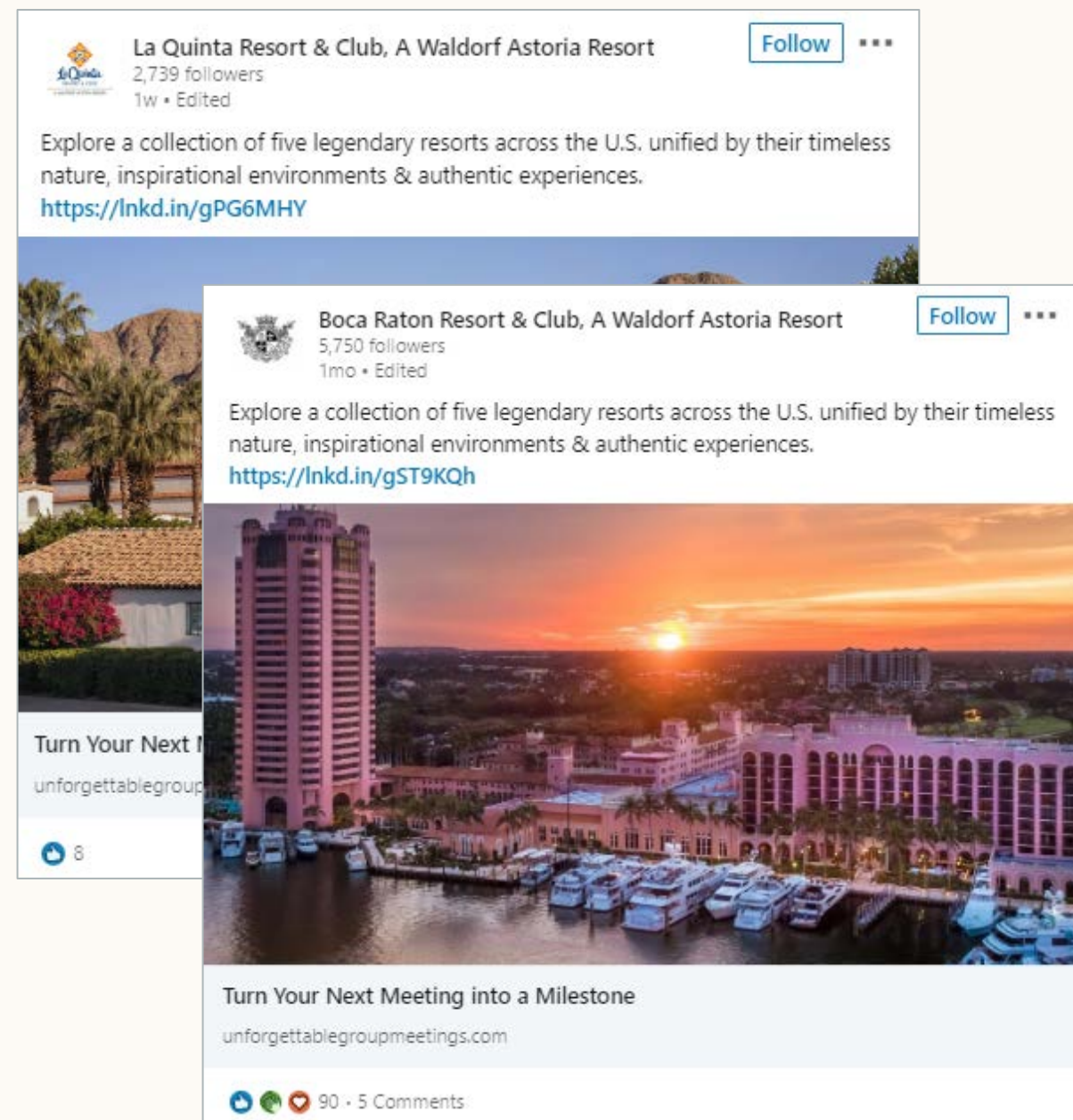


Meeting Planners like to travel, too



Drive site traffic for full-funnel efforts

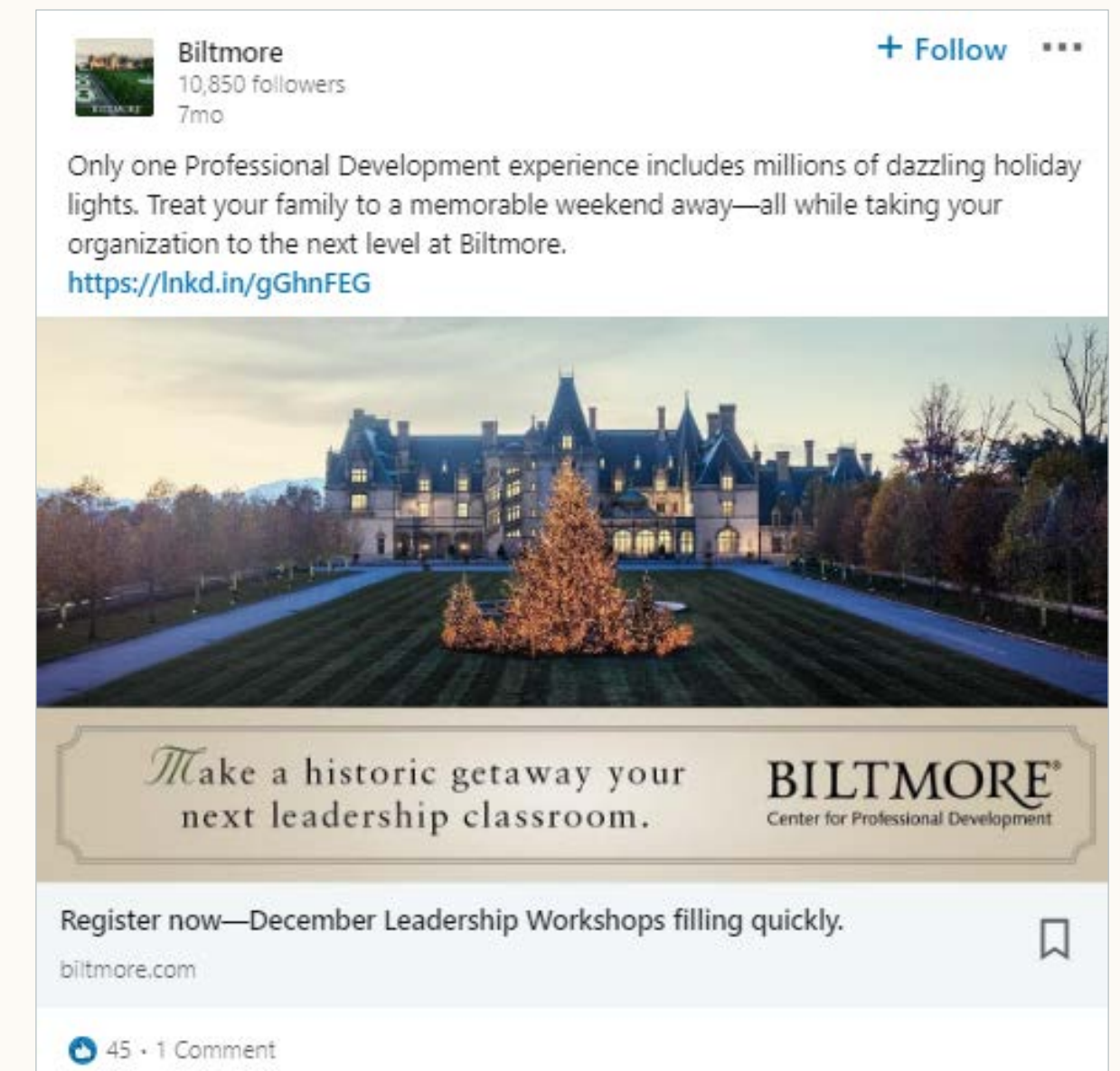
How to impact meeting planners on LinkedIn - properties



Be consistent
with your brand



Think property-
specific

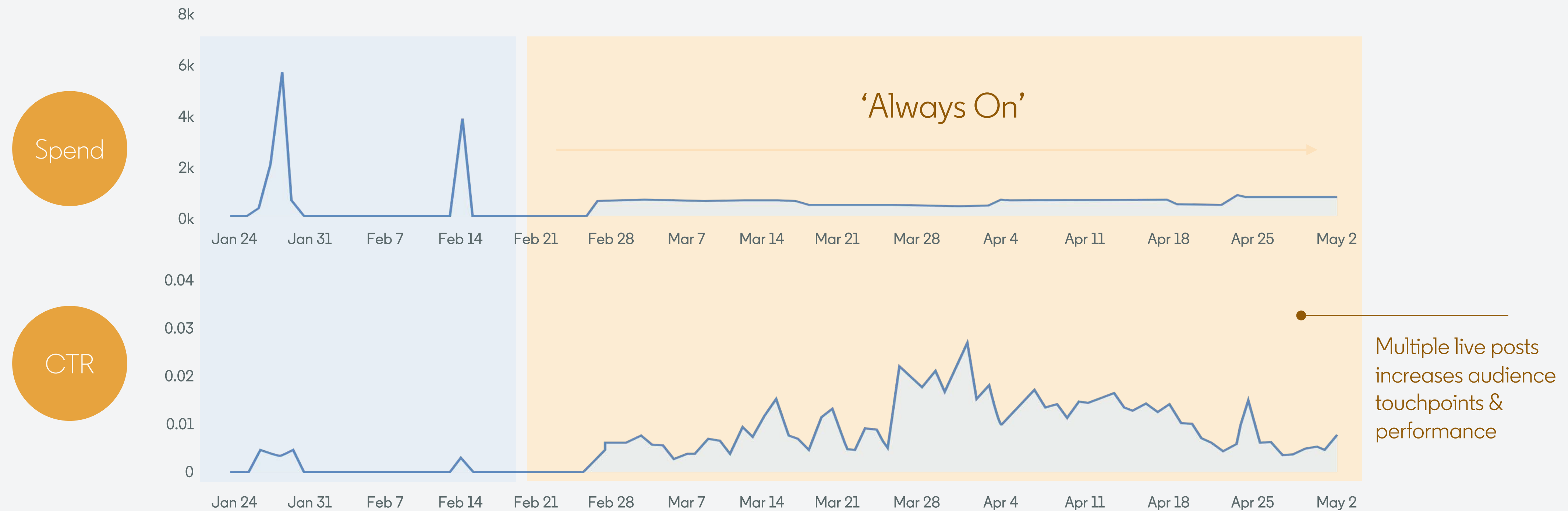


Consider “bleisure”
tie-in

Ensure you are always on

To lead the conversation with your priority audiences

Greater cost efficiency and better performance from 'Always On' campaigns





Thank you