

Event Tech Drives Engagement and Tracking of ROI

Lanyon Events helps Adobe Summit measure event success toward corporate sales goals



“The Lanyon team consists of thought leaders in the event space. We live in a digital world, which offers us incredible new technologies to help run an event, all harnessed by Lanyon.”

– Mike Stiles, Senior Corporate Events Manager



As a leader of digital marketing innovation, Adobe Summit needed an event technology partner that could help it build an exceptional event experience. By enlisting Lanyon Events, Adobe Summit: The Digital Marketing Conference was able to customize content, break down logistical barriers, and use detailed reporting metrics to link back to revenue goals and sales opportunities.

Here’s how Lanyon Events delivered tools for Adobe Summit to exceed attendee expectations and achieve its event goals:

Understand Attendee Demographics with Smart Online Registration

Registration forms with custom questions collect data that is easy to report on and concise for registration flow.

Focus Event Marketing and Social Media to the Event Website

Driving attendees to the event website via social media and email campaigns was essential in maintaining clear and consistent messaging for each audience.

Engage the Attendees Pre-Show with Session Scheduling

Attendees could lock in their must-see sessions. Organizers knew when to scale session room sizes and repeat popular sessions.

Leverage Session Access Control Tracking to Drive New Sales

Organizers could track pre-registrants and session attendance, and identify product interests among its attendee base for future follow-up.

Use Reporting and Data Insights

An integrated system helped Adobe upload all of its attendee’s data into its CRM system to start tracking immediately for new, cross-sell, and upsell opportunities and deal acceleration.

For more information, please visit:

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