



# THE EVOLUTION OF EVENTS

Think Of Your Event As A Journey, Not A Destination



As a first step in creating a successful event, it is important to recognize the way events have evolved over the past decade. The journey around an event used to be simple. You invited members to an event, you delivered the event, and you followed up to see what your attendees thought of it. It was a simple model built around a few very productive days.

But events have evolved to become more than just a once-off annual thing. Events bring people together so they can achieve amazing things. The Attendee Journey™ has become an extended interaction between attendees and the organizations and brands behind the events. That journey now extends long before the actual event takes place, and with the right execution, continues for a long time after, offering opportunities for extended audience engagement and maximizing event return on investment (ROI).

The key to delivering better event experiences and generating better results lies in understanding and monetizing the attendee journey. The fact is, attendees now demand more from events: they want more choices, a better event experience, more value and more ways to connect.

In order to deliver better, more measurable results, event organizers need to stop thinking of a live event as the destination and start thinking of it as a journey, bringing people together with sustained community engagement throughout the extended event cycle.

RegOnline® by Lanyon is powering the next generation of events by delivering technology that provides smart tools and intelligent data across the entire event cycle, which in turn, improves both the attendee journey and your business results.

Create your next event today or contact us with any questions.

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