

Analytics for Event Leaders

For association event leaders, investing in Business Intelligence (BI) is a smart move. Our data analytics platform, Acumen, helps meeting and event leaders grow revenue, optimize costs, and improve the event experience.

Equipping your staff with data analytics is vital to helping your association understand, in real-time, what's working and where there are untapped opportunities to grow revenue. You also need better data so you can provide a personalized and relevant experience to different segments of your customer base.

Acumen addresses these challenges by bringing together all your relevant event data into one single platform for a complete and accurate 360-degree view of your members.

Outcomes with acumen major meetings

- Creates a single source of trusted data for all your meetings and events
- Provides real-time data for your staff to leverage when they need it
- Significantly reduces time spent on manual reporting processes
- Tracks progress toward established meeting goals
- Provides easy analysis of single events or YOY performance metrics
- Enables a culture of data-informed decisions using event data



Why Acumen?

Designed specifically for associations, Acumen Major Meetings is built on industry leading technologies for cloud infrastructure and leverages Microsoft Power BI for elegant and intuitive visualizations. We have hundreds of pre-built integrations that easily bring together your disparate data into one single platform for analysis. With integrated and accurate data available to staff, your event leaders can produce better results by linking data to strategic decisions.



INCREASE EVENT ATTENDANCE AND ENGAGEMENT

Drive engagement and increase conversions by using data to help with more targeted marketing. Create a better event experience using data to inform the event and content strategy.



STREAMLINE REPORTING AND OPERATIONS

Eliminates manual reporting processes for operations and IT staff by reducing the number of ad hoc requests. Easily dive into the data and get answers to your questions without redundant and time-consuming work for analysts.



GROW SPONSORSHIP SALES

Provides valuable data to prospective exhibitors and sponsors, like detailed breakdowns on attendees and their interests. Analyze historical trends and surface revenue opportunities with greater business intelligence.



UNDERSTAND KEY EVENT PERFORMANCE METRICS

Give executives access to all their key event metrics in one centralized dashboard solution. Event leaders can use single event data or year-over-year performance metrics to inform tactics, strategies, and investments that impact event profitability.

MAJOR MEETINGS SOLUTIONS AREAS

Solutions for all your event analytics use cases:

- Abstracts
- Advertising
- Awards
- Beacons
- Exhibits
- Executive Overview
- Finance
- Marketing
- Mobile Apps
- Registration
- Sponsorships
- Recommendations
- Surveys
- Web/Social Media



AssociationAnalytics.com

