Beyond Reach:
Leveraging Psychographic Data and AI for Sponsorship Success

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eva
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IN MY
Events
Era
2024

Meet Our Speaker

Vinnu Deshetty

- *30 Years in Meetings and Events*

- *Revolutionized public events at Historic Union Station in Washington, DC*

- *Instructor / Facilitator for PCMA on Event Data & Analytics*

- *CEO & Founder of EVA Event Tech Hub*

Mentimeter

Instructions

Go to

www.menti.com

Enter the code

65 53 67

Or use QR code

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Traditional vs. Modern Sponsorship

Traditional Approach

Demographics-focused, limited audience understanding.

Modern Approach

Psychographics-driven, deeper audience insights.

Our Objective

Enhance sponsorship success through advanced data techniques.

Demographics vs. Psychographics

Demographics

- age
- gender
- income
- education
- ethnicity

Psychographics

- lifestyle
- values
- interests
- opinions
- attitudes

Unleashing Psychographic Potential

Enhanced Engagement

Tailored experiences resonate deeply with audiences.

Precision Outreach

Targeted strategies for maximum sponsorship impact.

Authentic Connections

Foster genuine relationships between sponsors and audiences.

Coachella: Psychographic Insights

Key Insights

- Authentic, creative, socially conscious Gen Z & young millennials

- Focus on social media trends and Instagram-worthy moments

- Music, fashion, art, and tech interests

Strategies

- Curated brand partnerships

- Tech-forward activations

- Influencer collaborations

- Sustainable initiatives

Results

- Increased sponsor ROI
- Improved renewal rates
- Enhanced social presence

- Positive brand association
- Elevated festival experience

Understanding Your Sponsors

It's not who are your customers?

It's what do your customer like?

What to Ask Sponsors

Generate insightful questions to understand the sponsor's target audience psychographics - their values, interests, lifestyles, and motivations. Explore how these shape the sponsor's marketing and sponsorship decisions.

1. What values and interests define your audience, and how do these influence your marketing?

2. How do your audience's lifestyle and motivations impact your brand's messaging and sponsorship choices?

3. Share examples of how psychographics have guided your strategic decisions.

4. How do you measure the effectiveness of aligning sponsorships with audience psychographics?

5. What emerging psychographic trends could affect your future marketing and sponsorship plans?

https://www.youtube.com/watch?v=0yO7xLAGugQ

Nike

Gathering Psychographic Insights

1   **Surveys & Questionnaires**

Collect direct insights from target audience.

2   **Focus Groups**

In-depth discussions reveal nuanced perspectives.

3   **Social Media Analysis**

AI-powered tools capture real-time audience sentiments.

Surveys & Questionnaires

Lifestyle & Interests

Which activities do you enjoy in your free time? (Select all that apply)

- Reading
- Traveling
- Cooking
- Other (please specify)

Attitudes

Describe your attitude towards brand loyalty. What factors make you loyal to a brand?

Opinions

In your opinion, what is the most important social issue companies should focus on? Why?

Surveys & Questionnaires

Values

What core values do you look for in a company or brand?

Attitudes towards Marketing

How do you feel about targeted advertisements? Please explain your thoughts.

Values & Beliefs

How important is sustainability to you when purchasing products?

Scale: Not important, Slightly important, Neutral, Important, Very important

Surveys & Questionnaires

Lifestyle & Interests

How do you prefer to spend your vacations?

- Relaxing at home
- Exploring new cities
- Adventurous activities
- Cultural experiences

Consumer Behavior

What influences your purchase decisions the most? (Rank in order of importance)

- Price
- Brand reputation
- Product reviews
- Personal recommendations

Surveys & Questionnaires

Personality Traits

Which of the following best describes you? (Select one)

- Introverted
- Extroverted
- Ambivert

Interests

What type of content do you find most engaging on social media? (Select all that apply)

- Educational
- Entertaining
- Inspirational
- News and current events

Surveys & Questionnaires - AI Tip

Please generate a list of psychographic questions that an event organizer can use to gather insights about the target audience. These questions should focus on understanding motivations, interests, lifestyles, values, and attitudes relevant to the event context. The goal is to provide event sponsors with meaningful data that can help tailor their marketing strategies and enhance engagement with attendees. Include a mix of qualitative and quantitative question formats, ensuring they are easy to analyze and align with the event's theme.

https://www.youtube.com/watch?v=aNFR3cySUxc
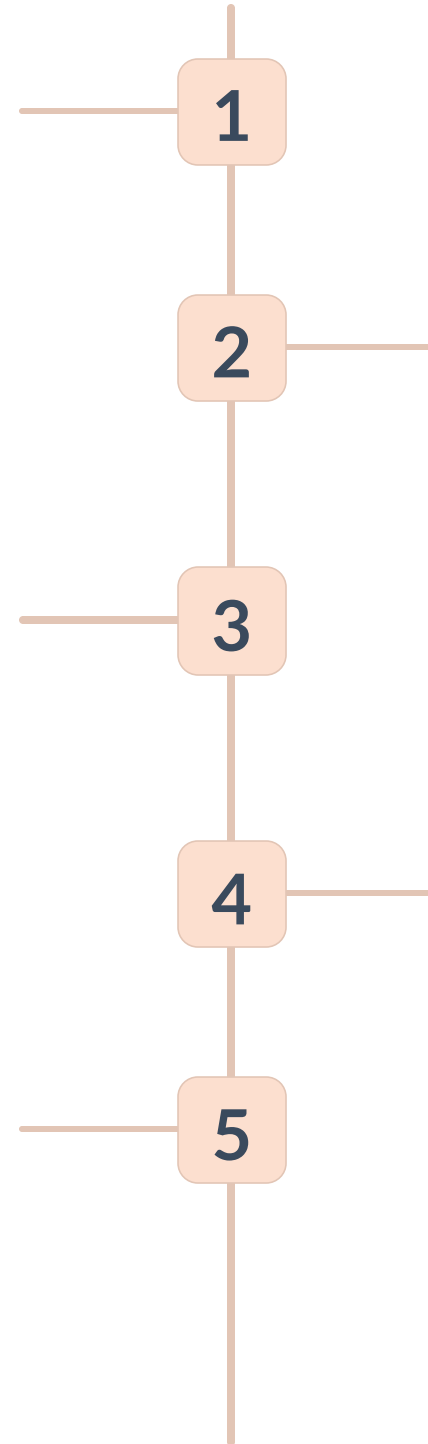
Focus Groups

Define Objectives

1

Identify the specific psychographic insights needed by sponsors. Align focus group goals with sponsors' marketing objectives and event theme.

2

Select Participants

Choose a diverse group representing target demographics. Ensure participants reflect the lifestyle, values, and interests relevant to the sponsors.

Design Discussion Guides

3

Prepare open-ended questions to explore attitudes, opinions, and behaviors. Include scenarios that relate to the sponsors' products or services.

4

Conduct the Session

Facilitate an open and engaging discussion environment. Encourage participants to share in-depth perspectives.

Analyze Results

5

Identify key psychographic patterns and insights. Report findings with actionable recommendations for sponsors.

Focus Group - AI Tips

Explore Lifestyle & Interests

Generate a list of discussion topics that explore the lifestyle and interests of our event attendees. Focus on insights valuable to sponsors in the [industry] sector.

Uncover Values & Beliefs

Create questions that uncover the core values and beliefs of participants, ensuring alignment with the sustainability goals of our sponsors.

Evaluate Brand Loyalty

Develop scenarios for the focus group to evaluate participants' attitudes towards brand loyalty and what drives their loyalty to specific brands.

Assess Social Opinions

Design prompts that assess participants' opinions on social issues relevant to our sponsors, such as environmental responsibility or community engagement.

Reveal Personality Traits

Suggest interactive activities that will help reveal the personality traits of participants, particularly those that might influence purchasing behavior.

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AI: The Game-Changer in Data Analysis

Machine Learning

Uncover hidden patterns in complex datasets.

Rapid Processing

Analyze vast amounts of data quickly.

Predictive Insights

Anticipate future behaviors and trends.

AI-Powered Sponsorship Matching

- **Data Input**
- Feed psychographic data into AI

- **Analysis**
- AI identifies opportunities

- **Matching**
- Align event and sponsor values

- **Optimization**
- Refine targeting based on feedback

Free AI Tools for Psychographic Insights

GOOGLE FORMS

Surveys to capture audience values and interests. Use Google Sheets for data analysis.

Hootsuite

Track social media conversations to identify audience sentiments and interests.

facebook AUDIENCE audience insights

Explore user data to tailor marketing strategies effectively.

answer thePublic

Analyze search queries to understand key topics and questions for your audience.

Surveyplanet

Create and distribute surveys to gather psychographic insights from your audience.

AI Prompts to Analyze Data

"Identify the key interests and hobbies of attendees based on their social media activity."

"Analyze survey responses to determine the values and motivations driving attendee participation."

"Examine online reviews and feedback to uncover common themes and sentiments about past events."

"Segment attendees into groups based on lifestyle preferences and purchasing behaviors."

"Assess the emotional tone of attendee interactions on social media to gauge overall sentiment."

Crafting Compelling Narratives

1 **Storytelling Power**

Create emotionally resonant sponsorship stories.

2 **Value Alignment**

Highlight shared missions between festivals and sponsors.

3 **Authenticity First**

Ensure genuine connections in all narratives.

The Future of Sponsorship

1 **Today**

Emerging use of psychographics and AI.

2 **Near Future**

Widespread adoption of data-driven strategies.

3 **Long-Term Vision**

Hyper-personalized, AI-optimized sponsorship experiences.

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COMPLETE ONLINE SESSION EVALUATION.