

# Sample marketing questions you should ask on your event registration



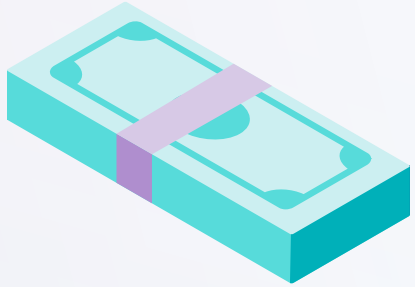
## 1 Is this your first time attending this event?

This will give you insight into how many attendees have registered for the first time, which can help you evaluate your marketing efforts and develop them more strategically moving forward.



## 2 What is your main reason for attending?

Knowing why an attendee has registered is key to ensuring that your event will deliver, as well as understanding what attendees are hoping to take from your event in service of a larger goal or purpose.



## 3 Would you like to learn about sponsorship opportunities?

Tapping into potential sponsors is a smart way to build a stronger event. Discovering who is attending and what they might offer your event is a great way to make a more meaningful connection and invite attendees to increase their stake in the experience from a participant to a co-creator.

## 4 How many events do you attend each year?

Discover how many events your organization may compete with for the same attendee audience.



## 5 How did you hear about our event?

Find out what marketing methods or platforms may be helping bring attendees to your event.

## 6 Will you be joining us for the welcoming reception?

Learn if your organization needs to increase its marketing efforts to promote your welcome reception.



## 7 Which sessions, exhibits, or networking events are you looking forward to the most?

Find out what activities attract attendees to your event the most to help promote your event to others.

## 8 Would you like to get updates via a mobile app for session times and exhibit locations?

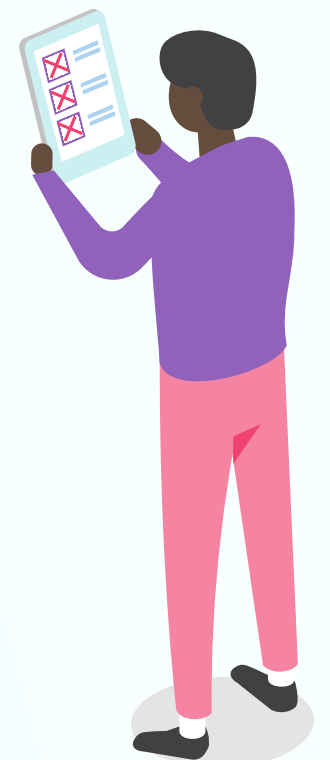
Discover if your organization should invest in a customized mobile event app to send push notifications, provide an accessible agenda, and allow attendees to interact with an exhibit hall floor plan.

## 9 What social media platform do you use the most?

Find out which social media platforms you should focus on for your digital promotions.

## 10 What is your shirt size?

You will need this information to distribute sponsored swag and freebies at the event. Pro-tip: ask for shoe size or hat as well, depending on your sponsors.



Integrating online event registration into your event marketing is easier than you might imagine. Expo Logic's EventReg allows you to incorporate marketing questions while attendees register to capture more insights.

[Learn more](#)