

# WHAT AN EVENT LOOKS LIKE TO SMALL BUSINESS



Here is a **BEHIND-THE-SCENES** look at the world of small business events.

MORE THAN **40%** OF SMALL BUSINESSES ARE HOSTING EVENTS.

## TOP 5 EVENT TYPES IN 2012

WORKSHOPS/SEMINARS/LECTURES

**B2B** 63%

**B2C** 56%

CLASSES (educational or training)

**B2B** 52%

**B2C** 48%

CONFERENCES

**B2B** 44%

**B2C** 23%

SOCIAL GATHERINGS

**B2B** 36%

**B2C** 47%

NETWORKING

**B2B** 38%

**B2C** 31%

ON AVERAGE, SMALL BUSINESSES HOST BETWEEN

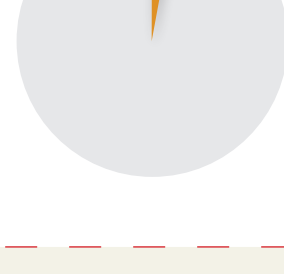
**13-14** EVENTS PER YEAR.



**71%**

of people feel that holding events is important to the success of their organization.

Within the world of small business, most events are done by **DO-IT-YOURSELF BUSINESS OWNERS**. In fact, in a recent survey:



ONLY **3%**

HIRED AN EXTERNAL EVENT PLANNER, DOWN 7% FROM JUST TWO YEARS AGO.

TOP **3** REASONS FOR HOLDING EVENTS

**26%**

Provide education or training

**19%**

Generate more sales/revenue

**18%**

Attracting new customers

What do these **DO-IT-YOURSELFERS** find

**EASIEST**

about events?

STAFFING THE EVENT



GETTING THE WORD OUT



And what do they find

**DIFFICULT**

GETTING PEOPLE TO RSVP



MINIMIZING NO-SHOWS



**SPREAD THE WORD!**

The ways to promote and market events are evolving.

BETWEEN 2010 AND 2012

PHONE CALLS WENT DOWN

**7%**

MAILED INVITATIONS WENT DOWN

**9%**



AMONG B2Cs,

USING SOCIAL MEDIA ROSE

**7%**



**78%**

of B2Bs

**68%**

of B2C s



USE EMAIL INVITATIONS



For valuable tips on making the most of your small business events, [check out our blog](#).

