



THE ORTUS CLUB



# *The 2025 Marketer's Playbook*

*Global Insights*

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# The Evolving Landscape of B2B Marketing: Insights from Leaders

## Overview

The Ortus Club is a global network of executive leaders committed to driving innovation and fostering strategic partnerships. Through our exclusive events and curated discussions, we provide a platform for thought leaders to share insights, explore emerging trends, and address the critical challenges facing the B2B marketing landscape.

This whitepaper presents a comprehensive analysis of the key findings from our roundtable discussions and surveys conducted throughout 2024.

By delving into the perspectives of executives from diverse industries, we aim to offer actionable insights that can help marketing leaders navigate the complexities of the modern business landscape.





### What You'll Find in This White Paper:

- Leader Insights: Gain valuable insights directly from B2B marketing leaders through insights gathered from our events and survey data.
- Event Challenges: Identify the critical obstacles B2B marketers are currently navigating to help you better equip your strategies.
- Industry Trends: We explore the most significant trends shaping the B2B marketing landscape today.
- Meaningful Opportunities: We explore actionable strategies and emerging innovations for sustainable growth.

This whitepaper is designed to explore the most pressing challenges faced by B2B marketers in 2024, the strategies they are implementing to overcome these obstacles, and the emerging trends that are reshaping the industry. By understanding these key factors, you can develop effective marketing strategies that align with your business goals and drive sustainable growth.





## Chapter 1

# Navigating the Maze: Top Challenges in B2B Event Marketing





As the B2B marketing landscape continues to evolve, marketers are faced with a myriad of challenges that can slow their ability to achieve success. While events offer a powerful platform for connection, lead generation, and brand awareness, successfully navigating this landscape requires overcoming significant hurdles.

Our survey of over 350 B2B marketing leaders sheds light on the most pressing challenges they face, providing valuable insights to help marketers strategise and adapt.

### **Beyond the Numbers**

A staggering 89.71% of respondents expressed frustration with the challenges of accurately measuring the return on investment (ROI) of their marketing efforts, making it difficult to justify budget allocations and demonstrate the value of marketing initiatives to stakeholders. Attribution, data silos, and the lack of standardised metrics are among the specific challenges faced by marketers in measuring ROI.

Determining which marketing channels and tactics are driving conversions can be complex, especially when data is fragmented across different platforms and departments. To overcome this challenge, marketers may consider the following strategies:

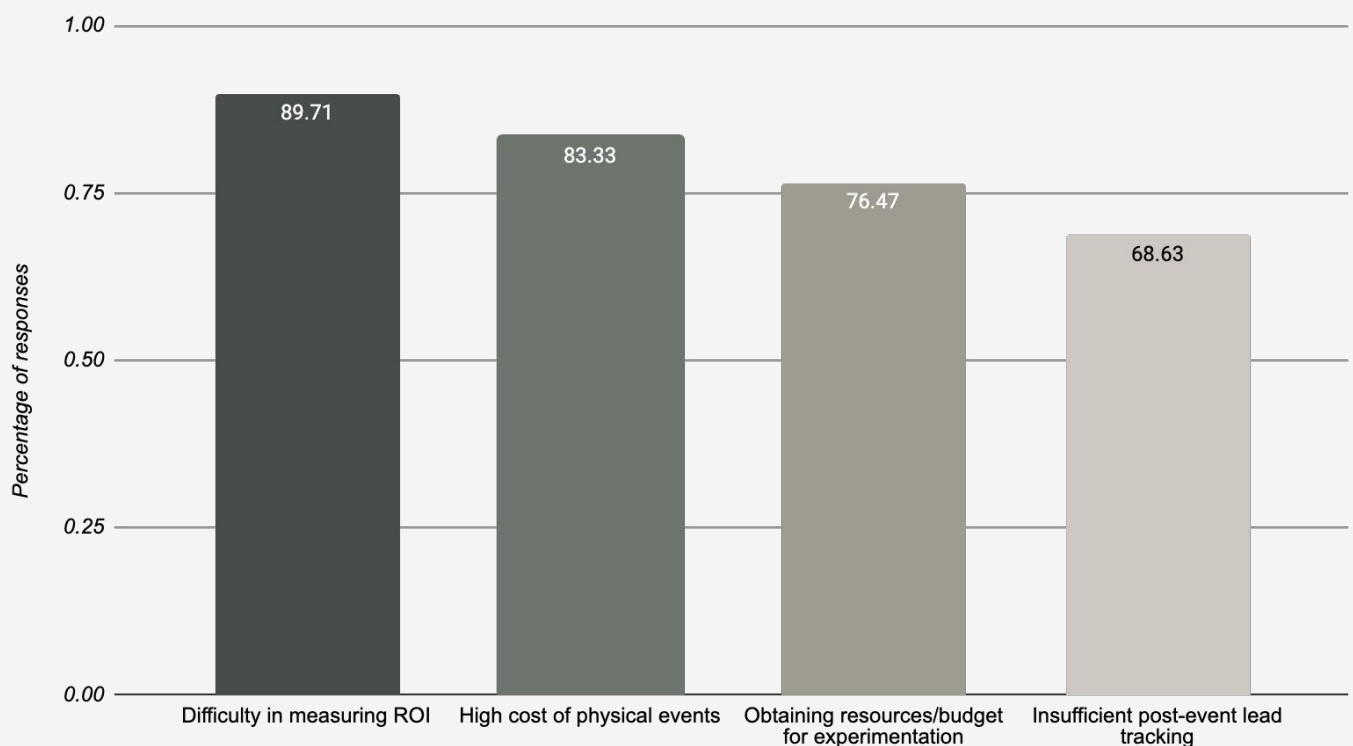
- Invest in data analytics tools: Utilise advanced analytics tools to track and measure marketing performance across various channels and leverage data visualisation tools to uncover insights and trends that can inform future marketing decisions.
- Implement attribution modelling: Employ attribution models to determine the impact of different marketing touchpoints on conversions. Marketers can also consider multi-touch attribution models to account for the multiple interactions that often lead to a conversion.
- Nurture a data-driven culture: Foster a culture where data-driven decision-making is prioritised and provide training and resources to help employees understand and utilise data effectively.

## The Cost of Physical Events

A significant portion of respondents (83.33%) also cited the high cost of physical events as a major challenge. While these events can be effective for networking and brand building, they can be expensive to organise and attend. Venue costs, travel and accommodation expenses, and the costs associated with event production can all contribute to the high cost of physical events. Here are some strategies marketers can leverage to navigate this challenge:

- Optimise event budgets: Carefully evaluate each aspect of the event budget, from venue costs to catering and production, and identify areas where costs can be reduced without sacrificing quality or attendee experience.
- Consider hybrid events: Combine in-person and virtual elements to reduce travel and accommodation costs while still providing a valuable experience for attendees. Offering a variety of engagement options, such as live streaming, on-demand content, and virtual networking opportunities is also an advantage for hybrid events.
- Leverage sponsorships: Seek sponsorships from relevant companies to offset event costs and generate additional revenue and offer sponsorship packages that provide value to sponsors, such as branding opportunities, lead generation, and speaking slots.

### ***Most Significant Event Marketing Challenges in 2024, Part I***



*Data gathered from Marketing leaders from January to November 2024*

## Breaking Free from Budget Constraints

Another common challenge marketers face is obtaining the necessary resources and budget to facilitate experimentation and innovation. With 76.47% of respondents highlighting this issue, budget constraints, risk aversion, and the lack of buy-in from stakeholders are among the specific challenges associated with obtaining resources for experimentation.

Limited budgets can restrict the scope and frequency of experiments, while risk aversion may prevent organisations from allocating resources to uncertain or innovative ventures. Here are some strategies to overcome resource limitations:

- Start small and iterate: Begin with smaller-scale experiments to test new ideas and measure their impact and use the insights gained from these experiments to inform larger-scale initiatives.
- Seek external funding: Explore options for external funding, such as grants or venture capital, to support innovative projects and develop compelling proposals that highlight the potential return on investment and social impact of your initiatives.
- Invest in collaborations: Partner with other organisations to share resources and reduce costs and expand your reach and attract new audiences.

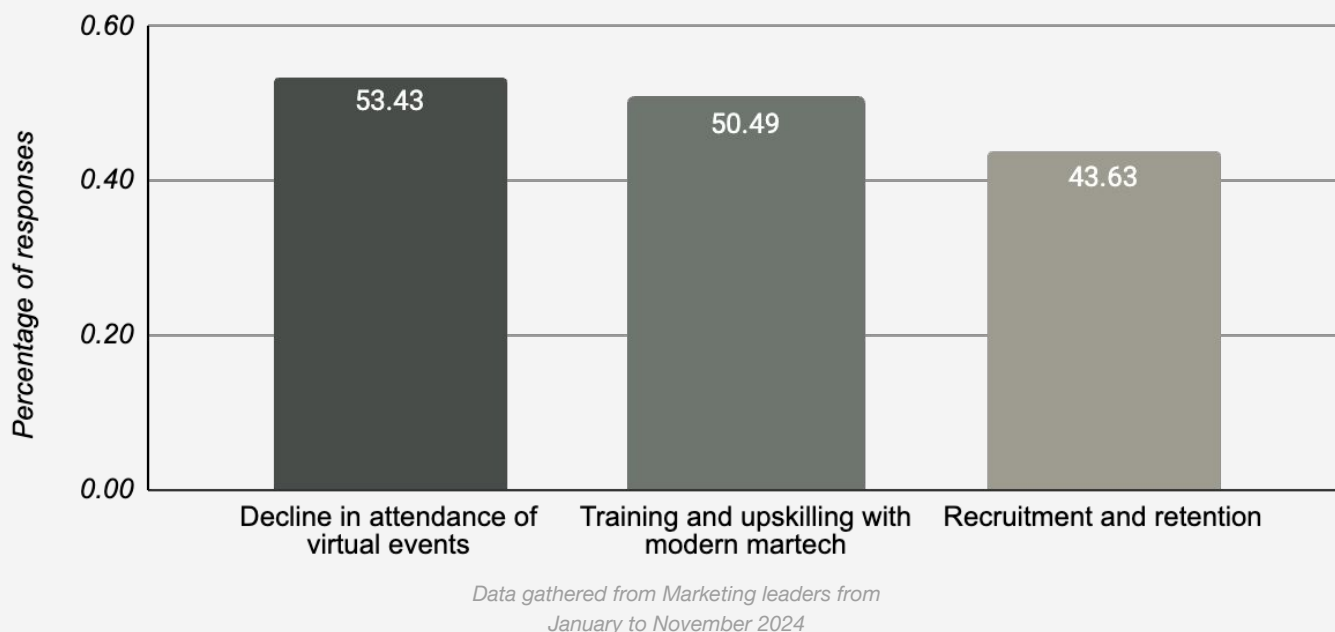
## The Post-Event Disconnect

Following up on leads generated at events is crucial for driving conversions, but many marketers struggle with ineffective processes. 68.63% of respondents identified data capture, lead qualification, and follow-up timing as key challenges in post-event lead tracking.

Collecting accurate and complete contact information from attendees can be difficult, especially in crowded or fast-paced event environments. Here are some strategies to address this challenge:

- Personalise follow-up messages: Tailor your follow-up communications to the specific interests and needs of each lead and use data to segment your leads and deliver targeted messages.
- Qualify leads effectively: Develop a lead scoring system to prioritise leads based on their potential value and use a combination of demographic, behavioural, and firmographic data to assess lead quality.
- Automate follow-up processes: Use marketing automation tools to streamline follow-up communications and ensure timely responses and implement automated email campaigns, personalised nurture sequences, and automated lead scoring.

## Most Significant Event Marketing Challenges in 2024, part II



### The Virtual Fatigue

While virtual events have become increasingly popular, many marketers have observed a decline in attendance, with 53.43% citing virtual fatigue as a significant challenge.

"Zoom fatigue," lack of networking opportunities, and technical difficulties are among the specific challenges associated with virtual events. To overcome this challenge, consider the following strategies:

- Create engaging content: Develop compelling content that is relevant to your target audience and delivers value and use a variety of content formats, such as videos, infographics, and interactive quizzes.
- Incorporate interactive elements: Use interactive elements such as polls, Q&A sessions, and breakout rooms to keep your event engaging and encourage audience participation and foster a sense of community.
- Limit virtual meeting exposure: Minimise the number and duration of virtual events to reduce participant fatigue and prioritise high-value events and avoid unnecessary meetings.





**The Skills Gap:** Training and upskilling marketing teams to work with modern technology is essential, yet 50.49% of organisations struggle to provide adequate opportunities. This gap can hinder the ability to fully leverage new tools and platforms. The rapid pace of change in the marketing landscape, limited budgets, and internal resistance are among the specific challenges associated with training and upskilling marketing teams.

**The Talent Crunch:** With 43.63% of respondents highlighting challenges in recruitment and retention, the demand for skilled marketers exceeds the supply. This makes it challenging to fill vacancies and retain existing employees. The competitive job market, high turnover rates, and the challenges associated with remote work are among the specific challenges organisations face in attracting and retaining talent.



## Chapter 2

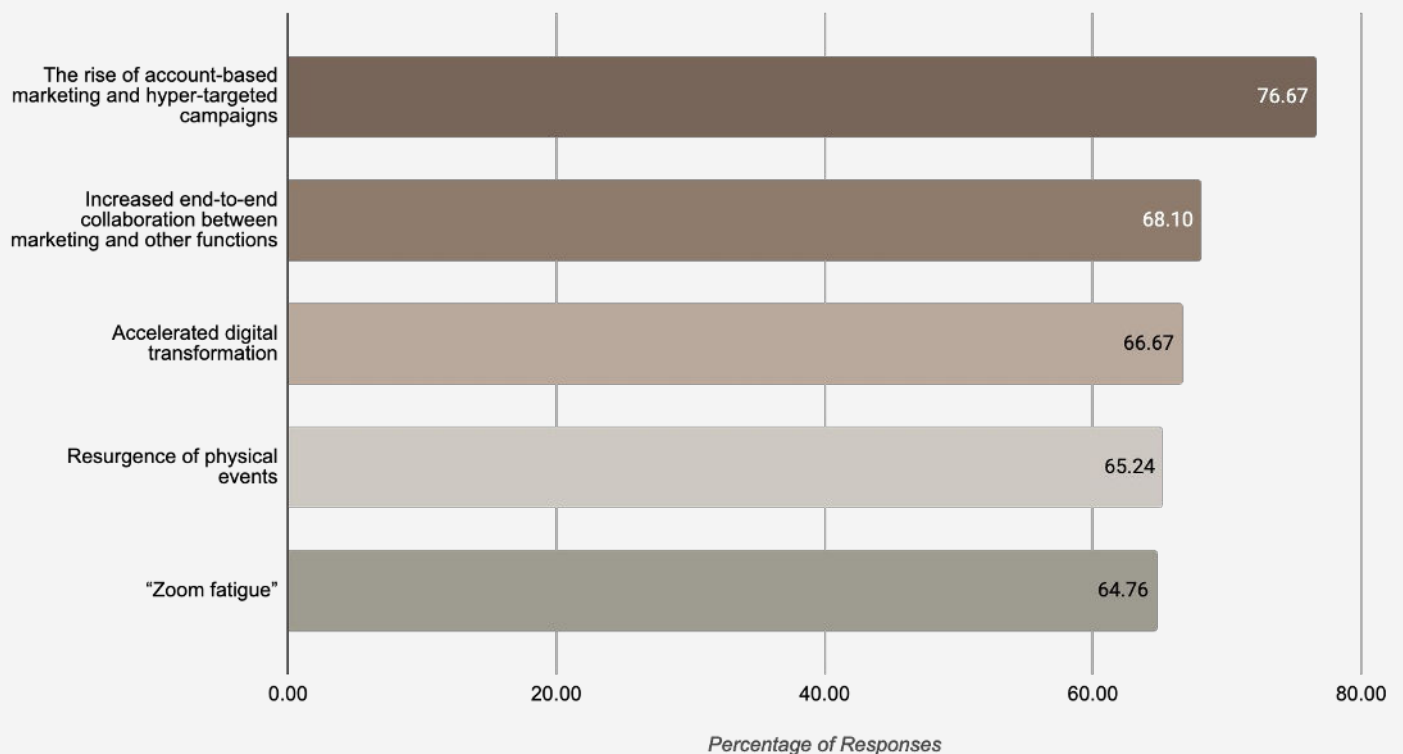
# Tailored Strategies: Aligning B2B Event Marketing with Modern Trends





## Most Impactful Trends in B2B Marketing Today according to Marketing Leaders

*Data gathered from Marketing leaders from January to November 2024*



The B2B event marketing landscape is constantly evolving, shaped by emerging trends and audience preferences.

Our survey, conducted through 47 roundtable discussions with over 350 executives spanning multiple regions, sheds light on the most impactful trends currently influencing this space, alongside the approaches they're maximising to navigate this dynamic environment.

## Personalising Touchpoints with Account-Based Event Marketing

A notable 76.67% of respondents highlighted the increasing influence of account-based marketing (ABM) on their event marketing strategies.

By focusing on specific accounts and tailoring event experiences to their unique needs, marketers can increase engagement, generate more qualified leads, and drive revenue growth. Here are some ways marketers can effectively implement account-based event marketing in their strategies:

- Hyper-personalised invitations: Tailoring invitations to specific pain points, challenges, and interests of key decision-makers can dramatically increase open and response rates.
- Dynamic event agendas: Creating personalised event agendas based on attendee preferences and roles can significantly enhance engagement and satisfaction.
- Exclusive networking opportunities: Curating exclusive networking sessions and one-on-one meetings with industry experts can provide significant value to high-value accounts.
- Post-event follow-up: Sending personalised thank-you notes, meeting summaries, and relevant content can strengthen relationships as well as initiate further engagement with valuable leads.



## Creating Synergy and Cross-Functional Collaboration

68.10% of respondents emphasised the need for cross-functional collaboration between marketing and other functions, such as sales, product, and customer success, to ensure alignment and maximise the impact of events.

By working together, marketing and other departments can:

- Jointly developed event content: Collaborating on content creation can ensure consistency, relevance, and a cohesive brand message.
- Co-marketing campaigns: Combining the strengths of different teams can amplify the impact of event marketing efforts.
- Post-event debrief sessions: Regular debrief sessions can help identify areas for improvement and optimise future event strategies.
- Accelerate the sales cycle: Use events to shorten the sales cycle and drive faster deals.

## Revolutionising Event Marketing Alongside Digital Transformation

The pandemic accelerated the adoption of digital technologies across industries, including event marketing. 66.67% of respondents highlighted the importance of digital transformation in enabling virtual and hybrid events, improving event management processes, and enhancing attendee experiences. Key areas of digital transformation in event marketing include:

- AI-Powered event planning: Utilising AI tools for tasks like attendee segmentation, content personalisation, and predictive analytics can streamline event planning and improve decision-making.
- Immersive virtual experiences: Creating immersive virtual experiences with virtual reality (VR) and augmented reality (AR) can captivate audiences and leave a lasting impression.
- Data-driven decision making: Leveraging data analytics to track key metrics, measure ROI, and optimise event strategies can drive better results.
- Sustainable event practices: Incorporating sustainable practices, such as virtual events and eco-friendly materials, can enhance brand reputation and attract environmentally conscious attendees.

“

**It's about building brand trust and reputation, so when things don't go well elsewhere, we're the first ones they call.**

## The In-Person Renaissance

Despite the rise of virtual events, many organisations are recognising the value of in-person experiences. 65.24% of respondents noted the resurgence of physical events, particularly smaller-scale, intimate gatherings.

These events offer opportunities for deeper connections, networking, and relationship building. Benefits of in-person events include:

- Experiential marketing: Creating unique and memorable experiences, such as interactive workshops, product demonstrations, and cultural activities, can elevate in-person events.
- Networking opportunities: Facilitating networking opportunities through curated icebreakers, group activities, and dedicated networking time can foster valuable connections.
- Local partnerships: Collaborating with local businesses and organisations can enhance the local experience and attract a wider audience.
- Post-event follow-up: Sending personalised thank-you notes, connecting attendees on social media, and sharing event highlights can strengthen relationships and generate future leads.

## Breaking Free from Zoom Fatigue

In the same vein, the pandemic also led to a surge in virtual meetings and events, resulting in a phenomenon known as "Zoom fatigue." 64.76% of respondents acknowledged the challenges of maintaining attendee engagement in virtual environments. To combat Zoom fatigue and create engaging virtual events, marketers can:

- Interactive workshops and breakout sessions: Engaging attendees through hands-on activities, group discussions, and problem-solving exercises can combat Zoom fatigue.
- Gamification: Incorporating gamification elements, such as leaderboards, challenges, and rewards, can increase participation and motivation.
- Mindful event design: Considering factors like lighting, acoustics, and ergonomic seating can create a more comfortable and productive virtual environment.
- Short and sweet sessions: Keeping sessions concise and focused can help maintain attendee attention and prevent burnout.





## Chapter 3

# Charting a Course: Solutions for B2B Event Marketing Success



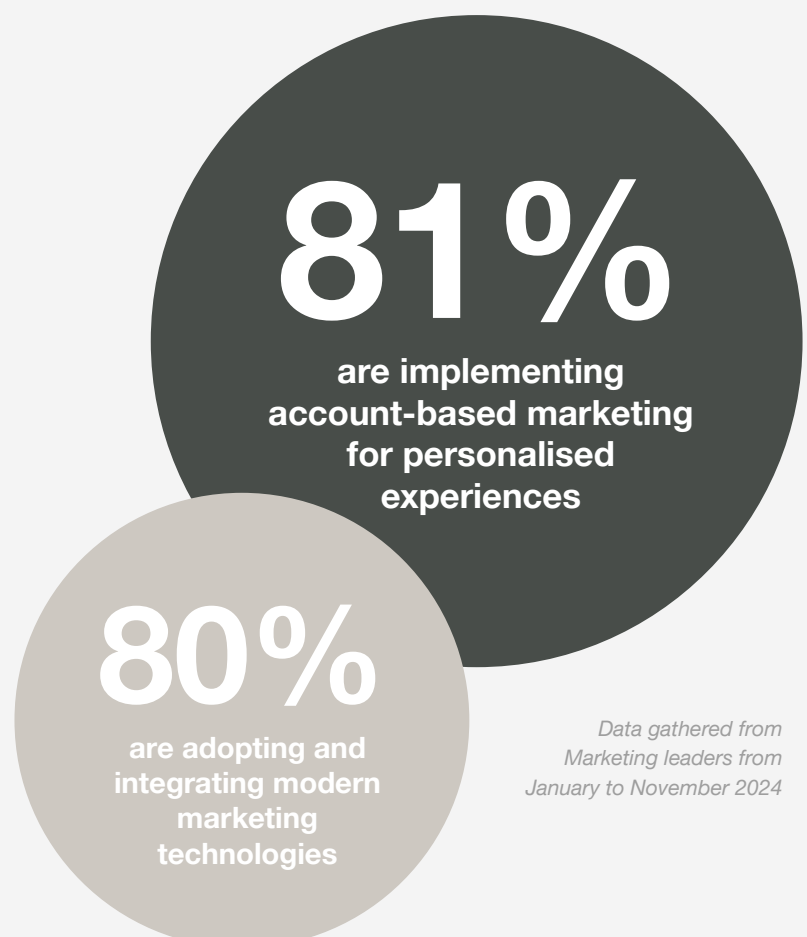
As the B2B marketing landscape continues to evolve, so too do the strategies employed by companies to address the challenges associated with event marketing. In response to the difficulties in measuring ROI, high costs, and declining engagement, organisations are exploring a variety of innovative solutions.

Our survey, conducted through roundtable discussions with over 350 executives across 25 regions, revealed several key strategies that companies are adopting to navigate the event marketing landscape.

### Account-Based Event Marketing

A staggering 81% of respondents indicated that their organisations are implementing account-based marketing (ABM) to target specific accounts and personalise event experiences. By tailoring events to the needs and interests of individual accounts, companies can increase engagement, generate more qualified leads, and drive revenue growth. In addition to the strategies given in the chapter before, here are more ways to leverage ABM for events:

- Data-driven event planning: Leverage data analytics to identify key decision-makers, their preferences, and their pain points to tailor the event experience.
- Personalised event content: Create custom content, such as presentations, case studies, and whitepapers, that directly addresses the specific needs and interests of each target account.
- Exclusive perks and incentives: Offer exclusive perks and incentives, such as VIP access, early bird discounts, or private networking receptions, to entice high-value accounts to attend.
- Post-event ABM campaigns: Implement targeted post-event marketing campaigns, such as personalised email sequences and direct mail, to nurture connections made during the event and drive conversions.





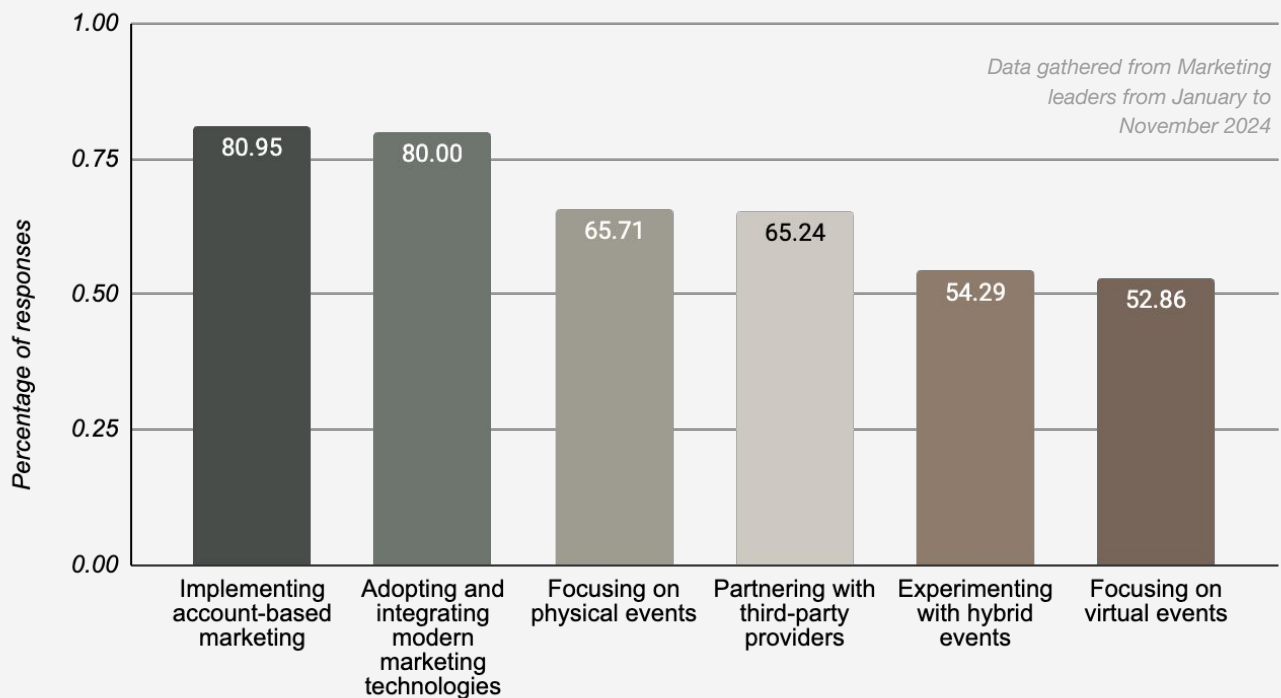
## Leveraging Technology for Enhanced Event Experiences

80% of the executive attendees reported that their organisations are investing in technology solutions to streamline event planning, improve attendee experience, and measure event performance.

These technologies include event management software, marketing automation tools, and analytics platforms. The following are only some of the technologies leveraged by event marketers today.

- AI-Powered Event Planning: Utilising AI tools for tasks like attendee segmentation, content personalisation, and predictive analytics can streamline event planning and improve decision-making.
- Immersive virtual Experiences: Creating immersive virtual experiences with virtual reality (VR) and augmented reality (AR) can captivate audiences and leave a lasting impression.
- Data-Driven Decision Making: Leveraging data analytics to track key metrics, measure ROI, and optimize event strategies can drive better results.
- Sustainable Event Practices: Incorporating sustainable practices, such as virtual events and eco-friendly materials, can enhance brand reputation and attract environmentally conscious attendees.

## Top Solutions to Challenges Marketers are Exploring in 2024



### The Enduring Power of Physical Events

While virtual events have gained popularity in recent years, many companies are still prioritising physical events. Approximately 65.71% of respondents indicated that their organisations are focusing on physical events to foster deeper connections and drive business results.

- Curate unique experiences: Craft experiences that are memorable and distinct by incorporating immersive, multi-sensory elements and personalised touches. Engaging attendees through unique environments and tailored, relevant content can set the event apart, enhancing brand value and fostering lasting connections.
- Foster networking opportunities: Organise structured networking sessions, informal social events, and shared activities that facilitate genuine connections. By providing both formal and casual networking opportunities, attendees can build deeper relationships, creating a more meaningful and impactful event experience.
- Measure event ROI: Set clear goals and track metrics like attendance, engagement, and lead generation. Use feedback and performance indicators to assess the event's impact and effectiveness, ensuring it meets objectives and delivers measurable value to both attendees and the organisation.

## The Power of Partnerships

Partnering with third-party providers is another strategy that is gaining traction, as reported by 65.24% of respondents. By outsourcing certain aspects of event planning and execution, companies can save time and resources while also benefiting from the expertise of experienced event professionals. Below are some of the benefits of partnering with third-party providers for your event marketing efforts:

- Expertise and resource optimisation: Engaging third-party event experts allows businesses to benefit from specialised knowledge and focus on their core strengths. This partnership can enhance event quality and ensure seamless execution, leading to better overall results.
- Cost-effective solutions: Third-party providers often bring cost-effective options, especially for large events. Their experience in budget management and access to resources can help optimize spending without compromising on quality or attendee experience.
- Scalability and flexibility: Partnering with external vendors offers the scalability and flexibility to meet changing event needs. This allows businesses to easily adjust resources, from staffing to equipment, accommodating varying event sizes and requirements efficiently.

## The Hybrid Approach

To address the challenges associated with physical events, many companies are experimenting with hybrid events.

By combining the best aspects of in-person and virtual events, 54.29% of the respondents report hybrid events can offer a more flexible and cost-effective solution. Here are some strategies to make the most out of hybrid events:

- Seamless integration: Ensure a seamless experience for both physical and virtual attendees. Live stream sessions for virtual attendees, and encourage interaction through chat features or Q&A functionalities.
- Engaging virtual experience: Don't neglect the virtual audience. Create a dedicated virtual environment that is engaging and interactive, offering opportunities for networking and participation.

“

**You need to spend as much time and money on the data to get people to the event as you do on the event itself.**

**ANZ Virtual Roundtable  
October 9, 2024**





- Content repurposing: Repurpose content from your hybrid event for future use. Record sessions for on-demand access, create blog posts or social media content based on key takeaways, and leverage the content to extend the reach of your event.

### **The Future of Virtual Events**

While virtual events may not be as popular as in-person events, they still have a role to play in the B2B marketing landscape.

Approximately 52.86% of respondents indicated that their organisations are still focusing on virtual events, particularly for large-scale events or events targeting a global audience.

- High-quality production: Investing in professional lighting, sound, and video enhances the virtual event experience, creating a polished and immersive atmosphere that leaves a lasting impression on attendees.
- Engaging content: Craft content that's relevant and valuable to the target audience, ensuring it resonates and sustains their interest throughout the event, ultimately boosting engagement and satisfaction.
- Interactive elements: Incorporate interactive features like polls, Q&A sessions, and live chats to promote active participation, keeping attendees engaged and fostering a more dynamic, collaborative environment.
- Effective follow-up: Leverage event data to personalise follow-up communications, nurturing leads and strengthening relationships. Tailored outreach post-event can drive conversions and reinforce long-term engagement with attendees.

The findings of this survey highlight the evolving landscape of B2B event marketing. By embracing innovative strategies such as account-based marketing, leveraging technology, and strategically combining in-person and virtual elements, marketers can overcome challenges and maximise the impact of their events.

With these strategies to stay ahead of industry trends and adapting to changing audience preferences, marketers can create memorable events that drive business growth and foster long-lasting relationships.

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**You don't need a plethora of people to believe in you. You just need the right people to believe in what you're doing.**

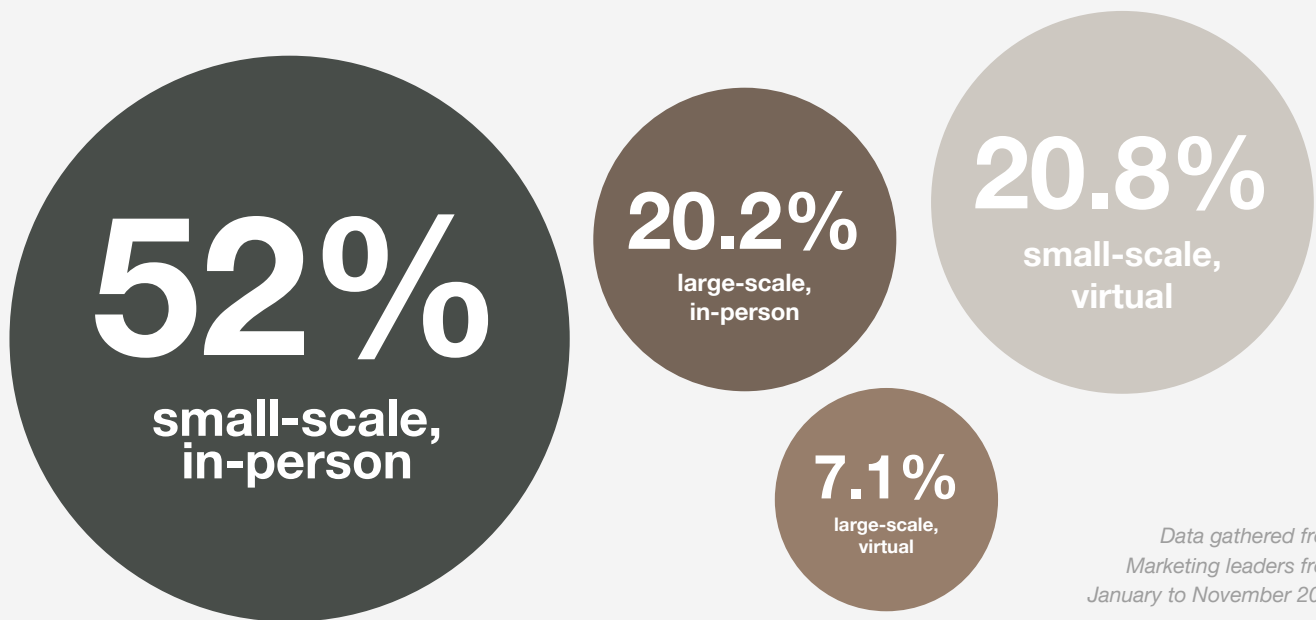
**North America Virtual Roundtable  
May 23, 2024**



## Chapter 4

# The Power of Personal Connections: The Rise of Small-Scale In-Person Events





## ***Most effective events in 2024***

As the world emerges from the shadow of the pandemic, the landscape of B2B marketing is undergoing a significant transformation. One of the most notable trends is the resurgence of in-person events, particularly those on a smaller scale. Our research, conducted through roundtable discussions with over 350 executives across 25 regions, revealed a clear preference for small-scale, in-person events post-pandemic.

When asked about the types of events they find most successful, approximately 51.9% of the executive respondents identified small-scale, in-person gatherings as the most effective format, compared to the others, namely: large-scale in-person events, small-scale virtual events, and large-scale virtual events. This chapter delves into the findings of our survey:

### **The Irreplaceable Value of Personal Connection**

After years of virtual interactions, there is a growing appreciation for face-to-face connections. In-person events provide opportunities for genuine engagement, relationship-building, and trust-building.

Non-verbal communication, shared experiences, and trust-building are key elements that contribute to the value of in-person events. In-person interactions allow the exchange of non-verbal cues, such as body language and tone of voice, which can enhance understanding. Shared experiences, such as attending conferences or participating in workshops, can create a sense of camaraderie and foster stronger relationships. All of these help build industry trust and credibility, which is essential for establishing long-term business relationships.

## Networking Opportunities Beyond the Surface

Smaller-scale, in-person events offer more intimate settings, allowing participants to connect with a more focused group of peers. Targeted networking, deeper connections, and knowledge sharing are key benefits of smaller-scale events.

In smaller events, participants can focus on connecting with individuals who share similar interests or goals, leading to more meaningful and productive interactions.

The intimate environment of these events provides opportunities for in-depth conversations and the development of stronger relationships.

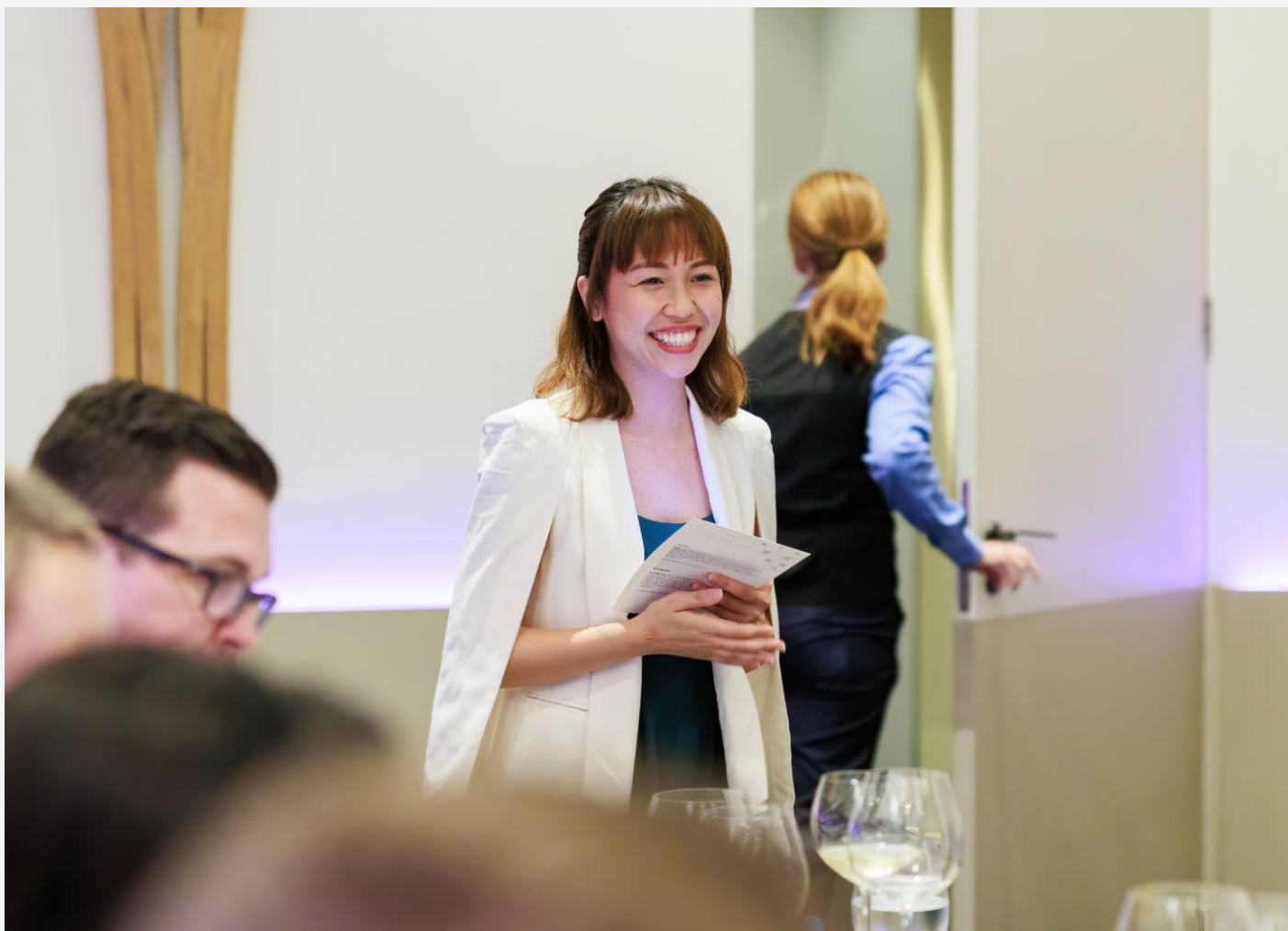
## Engagement Beyond the Screen

In-person events can be more engaging than virtual events, as they allow participants to fully immerse themselves in the experience and interact with the content in a more meaningful way.

Sensory experiences, interactive elements, and reduced distractions are key factors that contribute to the engagement of in-person events.

In-person events engage multiple senses, including sight, sound, touch, and taste, which can enhance learning and retention. In-person events are also less susceptible to distractions than virtual events, allowing participants to focus on the content and network with others.





## Maximising the Impact

B2B marketers looking to maximise the impact of their events should consider incorporating more intimate, in-person gatherings into their overall strategy. Here are some additional tips:

- Clearly Defined Audience: Identify your target audience and tailor the event format and content to their specific needs and interests.
- Interactive Elements: Transform virtual events into interactive workshops, incorporate polls, or include Q&A sessions to keep attendees engaged and facilitate information sharing.
- Pre- and Post-Event Engagement: Build anticipation with pre-event communication and follow up with attendees after the event to keep the conversation going.
- Leverage Technology: Use technology to enhance the experience, such as online registration tools or event apps for networking and information sharing.
- Measure Success: Track key metrics like attendance, engagement, and ROI to measure the success of your events and make adjustments for future gatherings.





### **Measurable Results**

While virtual events have their benefits, in-person events often offer more tangible results, such as increased brand awareness, lead generation, and enhanced sales efforts.

In-person events can provide opportunities for brand exposure and recognition, leading to increased brand awareness. These personal interactions can lead to more qualified leads and increased sales opportunities.

While large-scale, in-person events still hold a place in the B2B marketing landscape, the resurgence of smaller-scale events highlights the growing importance of personal connection and tailored experiences.

As marketers continue to adapt to the evolving needs of their audiences, it is essential to understand how small-scale, in-person events have contributed to driving innovations and collaborations across industries.



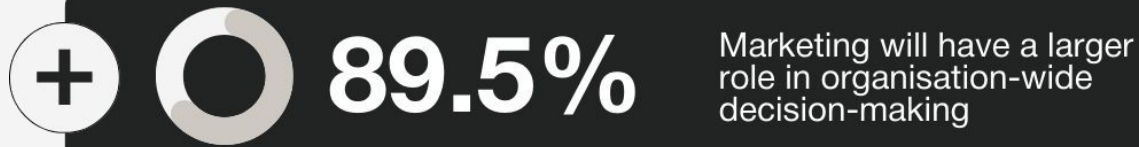


## Chapter 5

# Crystal Ball Gazing: The Future of B2B Marketing



## ***Trends Significantly Shaping the Future of B2B Marketing according to Marketing Leaders***



*Data gathered from Marketing leaders from January to November 2024*

The B2B marketing landscape is in a constant state of flux, driven by technological advancements, evolving customer expectations, and the ever-changing business environment. Our survey of B2B marketing leaders provides valuable insights into the trends they believe will have the most significant impact on the future of the industry.

By understanding these trends and embracing a strategic and data-driven approach, B2B marketers can navigate the ever-changing landscape and ensure their organisations stay ahead of the innovation curve.

### **Marketing in the Driver's Seat**

According to 89.52% of the respondents, marketers are increasingly becoming strategic partners within organisations. With their deep understanding of customer needs, market trends, and data analytics, marketers are well-positioned to drive business growth and innovation.

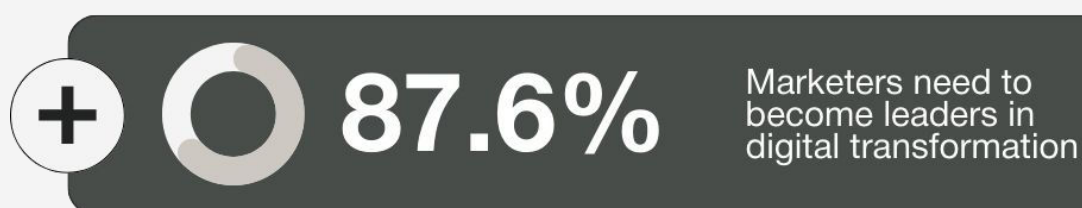
As a result, marketing will play a more prominent role in organisational decision-making. This trend will lead to increased collaboration between marketing and other departments, such as sales, product, and finance. Here's how marketing leaders can position themselves for a more strategic role:

- Demonstrate ROI: Quantify the impact of marketing efforts on revenue and business growth. By tracking key metrics and analysing campaign performance, marketers can prove the value of their work and secure increased budgets for future initiatives.
- Build strong relationships with key stakeholders: Collaborate closely with other departments to align strategies and achieve shared goals. By building strong relationships, marketers can gain buy-in for new ideas, secure necessary resources, and ensure that marketing efforts are aligned with the overall business strategy.

- Embrace data-driven decision-making: Maximise data and analytics to inform marketing strategies and measure performance. By leveraging data insights, marketers can make more informed decisions, optimise campaigns, and improve ROI.
- Develop a strong brand identity: Build a strong brand that resonates with the target audience and differentiates the organisation from competitors. A strong brand identity can help to attract and retain customers, build brand loyalty, and drive revenue growth.
- Automate event processes: Streamline event planning, registration, and follow-up processes to improve efficiency and reduce costs. Marketing automation tools can be used to automate tasks such as sending email reminders, collecting RSVPs, and generating post-event reports.
- Measure event performance: Track key metrics such as attendance, engagement, and ROI to optimise future events. By analysing event data, marketers can identify areas for improvement and make data-driven decisions.
- Create immersive virtual and hybrid experiences: Leverage virtual and augmented reality to create engaging and interactive event experiences. Virtual and hybrid events can reach a wider audience, reduce costs, and provide flexibility for attendees.

## Marketers and The Digital Transformation Imperative

87.62% of the respondents believe that the rapid pace of technological advancement has made digital transformation a necessity for B2B organisations. Marketers must embrace emerging technologies such as artificial intelligence, machine learning, as well as virtual and augmented reality to enhance event experiences, improve marketing effectiveness, and gain a competitive edge.



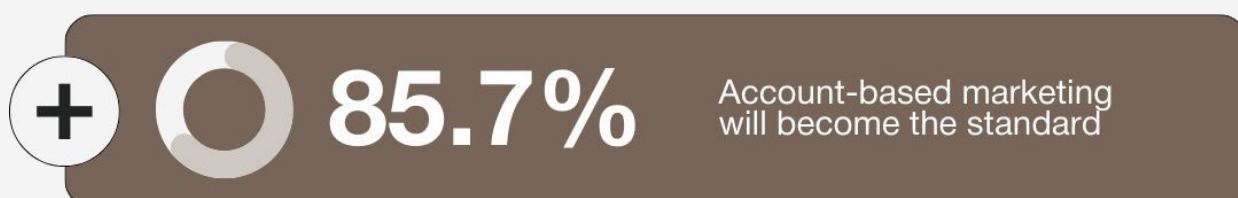
*Data gathered from Marketing leaders from January to November 2024*



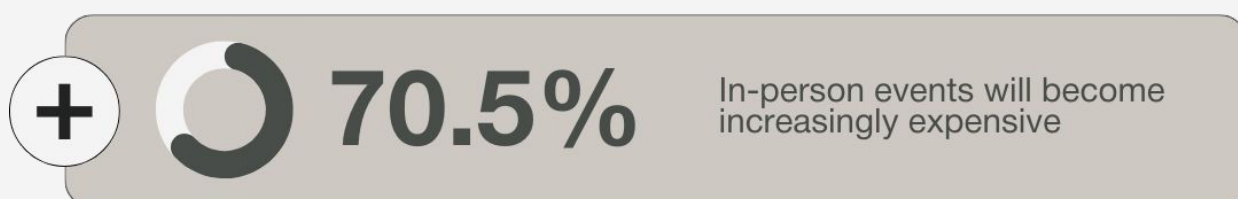
## The Account-Based Advantage

Account-based marketing (ABM) has emerged as a powerful strategy for B2B organisations. By focusing on high-value accounts and tailoring event experiences to their specific needs, marketers can increase engagement, generate more qualified leads, and drive revenue growth. Key strategies for implementing ABM in event marketing include:

- Identifying high-value accounts: Determine which accounts are most likely to generate significant revenue and prioritise them for targeted event invitations.
- Personalising the event experience: Tailoring every event detail to the specific needs and interests of each target account can ensure relevance and engagement from event attendees. This can be achieved through personalised email invitations, custom agendas, and one-on-one meetings with key decision-makers.
- Creating exclusive experiences: Offer exclusive networking opportunities, workshops, or roundtable discussions with key executives. By providing unique and valuable experiences, marketers can build stronger relationships with target accounts and increase their likelihood of doing business.
- Tracking and measuring ROI: Leverage analytics tools to track the impact of ABM events on revenue and customer relationships. By measuring key metrics such as attendance, engagement, and pipeline generated, marketers can assess the effectiveness of their ABM efforts and make data-driven adjustments.



*Data gathered from Marketing leaders from January to November 2024*



## The Human Touch Endures

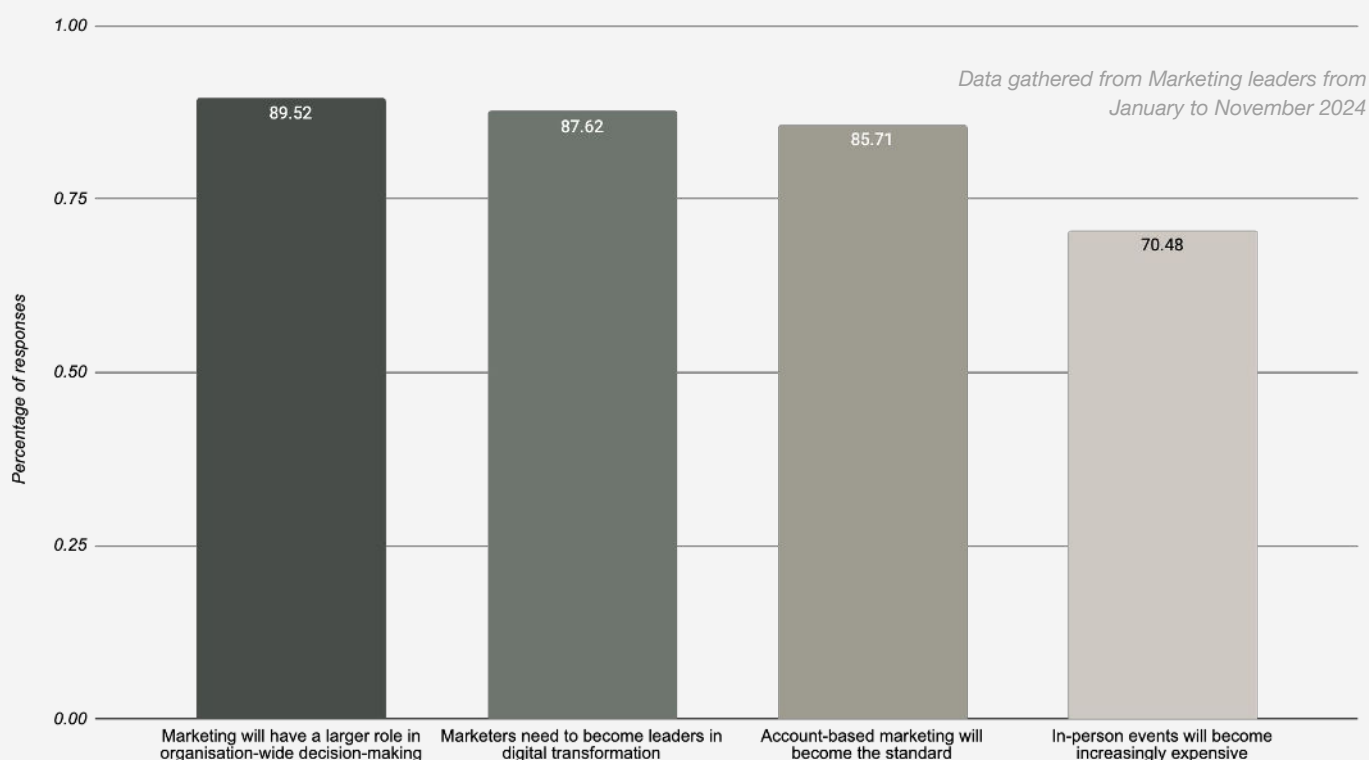
It's important to remember that despite the increasing role of technology, the human element will remain crucial in B2B marketing. Building trust and fostering relationships with key decision-makers will continue to be essential for success. B2B marketers will need to leverage technology to enhance their capabilities, not replace the need for human interaction and emotional connection.

## The Power of Human Connection

While virtual and hybrid events have gained popularity, in-person events will continue to play a crucial role in B2B marketing. In-person events offer unique opportunities for building relationships, fostering trust, and creating memorable experiences. However, as costs rise, marketers may need to focus on smaller, more intimate events that deliver high-value experiences.

- Curate unique experiences: Create memorable experiences that stand out from the competition. This can be achieved by selecting unique venues, offering exclusive activities, or partnering with influential speakers.
- Foster strong relationships: Focus on building long-lasting relationships with key stakeholders. In-person events provide opportunities for face-to-face interactions, which can help to build trust and credibility.
- Measure event ROI: Track key metrics such as attendance, engagement, and lead generation to assess the effectiveness of in-person events. By measuring the ROI of in-person events, marketers can justify the investment and make data-driven decisions about future events.
- Optimise event budgets: Identify cost-saving opportunities, such as negotiating favourable rates with vendors or exploring alternative venue options. By optimising event budgets, marketers can maximise the return on investment.

### Trends Shaping the Future of B2B Marketing according to Marketing Leaders





## Beyond the Screen

Virtual and hybrid events have become an essential part of the B2B event marketing landscape. To ensure the success of virtual events, marketers must focus on creating engaging and interactive experiences. By leveraging technology and incorporating innovative elements, marketers can overcome the limitations of virtual events and deliver impactful experiences.

- High-quality production: Invest in high-quality production values, including professional lighting, sound, and video. A high-quality production will create a more professional and engaging experience for attendees.
- Engaging content: Develop compelling content that is relevant to your target audience and delivers value. This can include keynote speakers, panel discussions, and interactive workshops.
- Interactive elements: Incorporate interactive elements such as polls, Q&A sessions, and live chat to keep attendees engaged. By encouraging audience participation, marketers can create a more dynamic and memorable event experience.
- Effective follow-up: Manage data from virtual events to personalise follow-up communications and nurture leads. By tracking attendee behaviour and preferences, marketers can tailor their follow-up messages to increase engagement and drive conversions.

As the B2B event marketing landscape continues to evolve, it is essential for marketers to stay informed about emerging trends and adapt their strategies accordingly. By embracing innovation, leveraging technology, and focusing on building strong relationships with customers, marketers can position their organisations for long-term success.





## Conclusion

# Strategising Your Next Steps for B2B Marketing Success in a Dynamic Landscape





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**It's hard to measure the ROI right after an event. You just have to decide how close they are to converting. In keeping in touch with the customer, the sales team has to really stay involved. Marketing has to continue feeding the deliverables to keep customers engaged.**

**USA Virtual Roundtable  
May 9, 2024**

The B2B marketing landscape has evolved dramatically over recent years, shaped by the pandemic's impact, rapid technological advancements, and shifting customer expectations. This transformation has introduced both fresh opportunities and daunting challenges for marketing leaders striving to foster genuine connections, drive business growth, and measure the success of their efforts.

Insights from over 350 executives gathered during 47 roundtable discussions across 25 regions reveal the complex dynamics influencing B2B event marketing today. This whitepaper highlights the critical areas of focus, emerging trends, and innovative strategies shaping the future of B2B marketing, providing a roadmap for navigating the industry's increasingly intricate landscape.

Marketers today are grappling with several pressing challenges as they seek to maximise the impact of their event marketing efforts. A notable 89.71% of respondents identified measuring the return on investment (ROI) as a persistent difficulty.

The difficulty lies in fragmented data sources, lack of unified metrics, and the complex nature of attribution across numerous digital and physical channels. This makes it challenging for marketing teams to justify budget allocations and showcase the value of their initiatives to stakeholders.

High costs present another formidable barrier, with 83.33% of executives acknowledging that physical events, despite their effectiveness in fostering engagement and building brand awareness, require substantial financial investments.

These expenses can add up quickly, encompassing venue rentals, travel, accommodations, and production costs. Such challenges demand careful budget management, and some organisations are exploring hybrid formats and securing sponsorships to alleviate financial pressures.

Another significant obstacle lies in the constraints on resources and budgets available for innovation, a concern shared by 76.47% of respondents. Resource limitations inhibit marketers' ability to experiment with new event formats, technologies, and approaches, which could otherwise unlock fresh avenues for engagement.

Adding to this is the challenge of tracking leads post-event—a process identified as problematic by 68.63% of executives. Many organisations find it difficult to capture, qualify, and follow up with leads in a way that ensures timely engagement.

Without strong tracking mechanisms, the leads generated from events risk being underutilised, leaving potential revenue and connections untapped.



**Always think of what your target audience wants to talk and learn about, not just what you want to talk about. As long as it's something valuable that they can take away after the event, it will naturally push engagement.**

**APAC Virtual Roundtable  
June 27, 2024**





The emergence of “Zoom fatigue” has further complicated the landscape for virtual events, as 53.43% of marketers report a decline in attendance for online gatherings.

While virtual events rose in popularity due to their convenience, the sheer volume of online meetings has diminished their appeal for many, highlighting the limitations of screen-based engagement. This fatigue challenges marketers to find new ways to keep virtual events fresh, relevant, and engaging.

Additionally, 50.49% of respondents noted a lack of training and upskilling for modern marketing technologies, which is essential for fully leveraging digital tools and analytics capabilities.

As technology transforms the marketing space, the skill gap may prevent teams from optimising campaigns, measuring impact effectively, and keeping pace with the industry’s innovations.

The competitive job market compounds these issues, with 43.63% of executives citing recruitment and retention challenges as ongoing difficulties, particularly in attracting and retaining skilled marketers in a dynamic work environment.

The response to these challenges has been a concerted shift toward smaller, more targeted events. Many executives reported success with small-scale, in-person gatherings, recognising that these events allow for more personalised, meaningful interactions.

Smaller events foster trust and relationship-building, proving highly valuable as marketers aim to deepen connections and provide attendees with focused networking opportunities.

While large-scale, in-person events still hold relevance for some organisations, they are less popular due to their complexity and cost. Small-scale virtual events, though less favoured, serve a niche by offering cost-effective options for dispersed audiences or as complementary touchpoints to larger gatherings.

To address the myriad of challenges they face, organisations are adopting various strategies to adapt to the new event marketing landscape.

Many companies are implementing account-based marketing (ABM) as a way to enhance engagement by tailoring event experiences to high-value accounts. ABM's focus on personalised interactions maximises ROI by concentrating resources on target accounts that align with business objectives.

Alongside ABM, a similar portion of organisations are investing in modern marketing technologies to streamline event planning, improve the attendee experience, and facilitate data-driven decision-making.

Technologies such as event management software, marketing automation, and analytics platforms enable marketing teams to operate more efficiently, automate workflows, and gain deeper insights into event success metrics.

Physical events remain a central component of B2B event strategies, with companies continuing to prioritise in-person gatherings for their unparalleled ability to create memorable experiences and strengthen relationships.

The need for authenticity and direct connection is further evidenced by the respondents who are partnering with third-party providers to manage the logistical demands of physical events, benefiting from external expertise while controlling costs.



Hybrid events are also gaining traction, with organisations experimenting with formats that combine in-person and virtual elements. This approach provides flexibility, allowing participants to join according to their preferences while offering marketers the ability to balance costs and reach a wider audience.

Virtual events are being reimagined as well, with companies continuing to leverage online platforms, especially for large-scale or international events, benefiting from their scalability and global reach while working to improve engagement through high-quality production and interactive features.

Several trends are shaping the future of B2B event marketing as marketers seek to stay ahead of industry shifts. The rise of account-based marketing and hyper-targeted campaigns emerged as a prominent trend, with respondents recognising ABM's influence on personalising event experiences for high-value clients.

Many respondents also highlighted the increased cross-functional collaboration between marketing, sales, product, and customer success teams. This alignment enables a cohesive approach to event marketing that strengthens lead generation, improves customer experience, and accelerates the sales cycle.

The pandemic accelerated digital transformation across industries, and this shift is being felt in event marketing as well, with executives underscoring the importance of digital tools in streamlining event management and creating immersive virtual or hybrid experiences. Interestingly, despite these digital advancements, a resurgence of physical events is also evident.

Many respondents observed that while virtual events remain valuable, physical events allow for the type of deep connections that digital interactions struggle to replicate.

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**It's not just one event that drives results, but a series of activities, a multi-touch approach that takes place throughout the customer journey.**





As marketers anticipate future industry developments, they foresee an increasingly strategic role for marketing within their organisations. A significant portion of respondents believe that marketing will become integral to organisation-wide decision-making, using data-driven insights to shape business strategy and drive growth.

Digital transformation is another priority, with executives expecting marketing to lead in adopting new technologies such as artificial intelligence and machine learning to enhance event experiences and operational efficiency. ABM is projected to become a fundamental strategy, with respondents emphasising the value of account-centric strategies in maximising the impact of events.

Meanwhile, in-person events are expected to become more expensive as rising costs associated with physical gatherings grow. As demand for unique, high-value experiences increases, marketers will need to consider creative budgeting and optimised planning to ensure ROI remains positive.

In this era of change, success in B2B event marketing depends on marketers' ability to balance innovation with authenticity, leveraging data and technology to foster strong, impactful connections. By addressing the challenges they face today through targeted strategies—such as ABM, advanced technology adoption, and hybrid event experimentation—marketers can position themselves to deliver high-quality, memorable events that drive sustainable growth.

As they anticipate future trends, the insights shared by these industry leaders provide a valuable blueprint for organisations aiming to thrive in an ever-evolving B2B landscape. Embracing these strategies and staying attuned to emerging shifts will allow marketers to build relationships that not only drive immediate outcomes but also contribute to their organisation's long-term success.

# Leave It to the Experts

**The Ortus Club** offers a unique advantage as your strategic partner in B2B event marketing. With a deep understanding of the industry, access to a network of B2B marketing leaders, and a proven track record of success, we can help you:

- Maximise ROI: Our data-driven approach ensures that every event delivers measurable results. We focus on optimising ROI by crafting targeted strategies, measuring key metrics, and providing actionable insights.
- Access Expert Knowledge: Benefit from our team's extensive experience in B2B event marketing. We stay abreast of the latest trends, best practices, and emerging technologies to deliver success.
- Leverage Our Network: Tap into our network of B2B marketing leaders to gain valuable insights, forge new connections, and expand your reach.
- Reduce Internal Burden: Outsourcing your B2B event marketing needs allows your team to focus on core competencies while we handle the complexities of event planning, execution, and measurement.
- Enhance Your Brand: Our expertise in creating immersive and engaging experiences will elevate your brand's image and leave a lasting impression on your target audience.

By partnering with The Ortus Club, you gain access to a dedicated team of experts who are passionate about driving your B2B event marketing success. We offer a comprehensive range of services, including event strategy, planning, and execution. Our goal is to elevate your events to new heights, forging stronger connections with your target audience and ultimately driving business growth.

Let us handle the complexities of B2B event marketing while you focus on your core business. [Contact us](#) today to learn more about how The Ortus Club can be your partner in achieving event marketing excellence.





# About The Ortus Club

**The Ortus Club curates knowledge-sharing discussions worldwide.**

We specialise in creating and delivering high-quality events that bring together executives and decision-makers from a wide range of industries. We host virtual and in-person events, such as roundtable discussions and masterclasses, that foster important interactions and collaborations. We've hosted events for the likes of **AWS, Microsoft, Adobe, Paypal, Google Cloud**, and more.

Whether you're looking to connect with C-level executives or expand your network, The Ortus Club's events offer a unique platform to engage with your target audience. Our events are small-scale and intimate, all tailored to meet the specific needs of our clients.

By partnering with The Ortus Club for your event marketing needs, you will **access our extensive network of industry leaders and decision-makers, gain valuable insights into your target audience, and position your brand as a trusted and valuable resource.**

*Contact us today to learn more about how we can help you reach your business customers through the power of B2B event marketing.*

## Ortus in Numbers

Since 2015

**2,000+**

Virtual and in-person knowledge-sharing roundtables and masterclasses

**26,500**

decision-makers have attended Ortus events

**100**

countries and counting, with events in North & South America, Europe, Asia, ANZ, and Africa