Events as the Engine: Mastering Event-Led Growth (ELG) for Pipeline & Revenue

Thank you for: Thank you for: **The Five-Minute News Brief** from **Paul Cook,** Storyteller & Creative Producer of **Paul Cook Storyteller,** MESA Member and **Bob Toovey**, Founder & Owner of **Event Planner News (EPN)**, MESA Member**.**

1. Tradeshow landscape with nearly 40% of tradeshows outperforming pre-pandemic landmarks – News Link
2. Small change – big impact – News Link
3. Linking registration data with real-time engagement and analytics – News Link
4. Six possible effects of Trump's climate policy change – How will that affect our industry and events? News Link
5. AIME 2026 opened with record numbers, growth in buyers & exhibitors (with long-term sustainability commitments under the Net Zero Carbon Events initiative) – News Link

Thank you for the **E-Book Express Showcase** by **Richard John**, COO of **Realise**, MESA Member. View in the Community Platform – **Trends, Reports, Videos & E-Books** (Files / E-Books / 4M's /Feb 2026) or click on the direct links below:

1. **Bellwether Compendium https://mesa.wall.idloom.com/#/filelastversion/3454**
2. **AMEX Forecast 2026 https://mesa.wall.idloom.com/#/filelastversion/3453**
3. **NOWIE Big Survey https://mesa.wall.idloom.com/#/filelastversion/3455**
4. **Distracted Economy (follow-up) https://mesa.wall.idloom.com/#/filelastversion/3456**
5. **Swapcard – Event Engagement II https://mesa.wall.idloom.com/#/filelastversion/3457**

Overview – **https://mesa.wall.idloom.com/#/filelastversion/3458**

Main topic: Events as the Engine: Mastering Event-Led Growth (ELG) for Pipeline & Revenue

A six-step process was shared for implementing event-led growth, including aligning events with corporate goals, creating continuous content, collecting and analysing data, training staff, measuring success, and continuously improving event strategies.

- It is increasingly important to view events as strategic tools rather than tactical activities – we discussed challenges such as being perceived as tactical rather than strategic partners
- Events should be strategic engines to drive customers through the entire process for organisations
- Events should be continuous rather than one-off marketing activities, combining content, community, and data
- It is important to offer unique experiences to attract high-quality leads, as people, including wealthy individuals, value experiences over products
- There is a growing trust in face-to-face interactions in an AI and deepfake world
- It is key to align events with corporate goals, creating valuable content, and leveraging data to measure success and improve outcomes
- We must evaluate event success beyond basic metrics, often we don't spend enough time analysing data to understand its strategic value

Event Led Growth – Slides https://mesa.wall.idloom.com/#/filelastversion/3617

Article: How industry events are becoming year-round engagement platforms

TOP TIPS

1. **Align events with corporate and revenue goals**
2. **Build an 'Always-on' event engine**
3. **Interrogate and integrate event data**
4. **Equip sales & customer Support**
5. **Measure success**
6. **Scale & optimise**
   - Identify top-performing formats and repeat them
   - Create templates and SOPs for rapid execution
   - Invest in community and partner ecosystems
   - Maybe slay some 'sacred cows'

Thank you to our speaker & moderator:
Moderator: **Richard John**, COO of **Realise**, MESA Member.
Speaker **Richard Morris**, Director of **Active Media Events Ltd**, MESA Member.

NEXT MEETING:
MESA MONTHLY MEMBER MEETING (4M) 1400 GMT / 1500 CET:
Tuesday 24th March - A Roadmap for the Next Generation of Event & Tech Explorers with Danny Stevens and Sébastien Braun (Moderator)

MESA Events page
MESA MONTHLY MEMBER MEETINGS (4M's)

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