

The background features several abstract, rounded geometric shapes in shades of orange, red, and teal. These shapes are positioned around the central text, creating a modern and dynamic visual environment.

From Humbeat to Drumbeat: Scaling the Power of Microevents



Katie
Lambert

Director of
Solutions Partner
Marketing,
HubSpot



Olivia
Rogine

Director, North
America Brand
Marketing,
VistaPrint

Why Events Matter Right Now

(aka Why Your
CMO Should
Care)

01

Covid isolated us.

Zoom weddings sucked.

02

Inbound marketing is broken.

(Trust me, I work at HubSpot.)

03

AI is breeding distrust.

Am I talking to a robot?

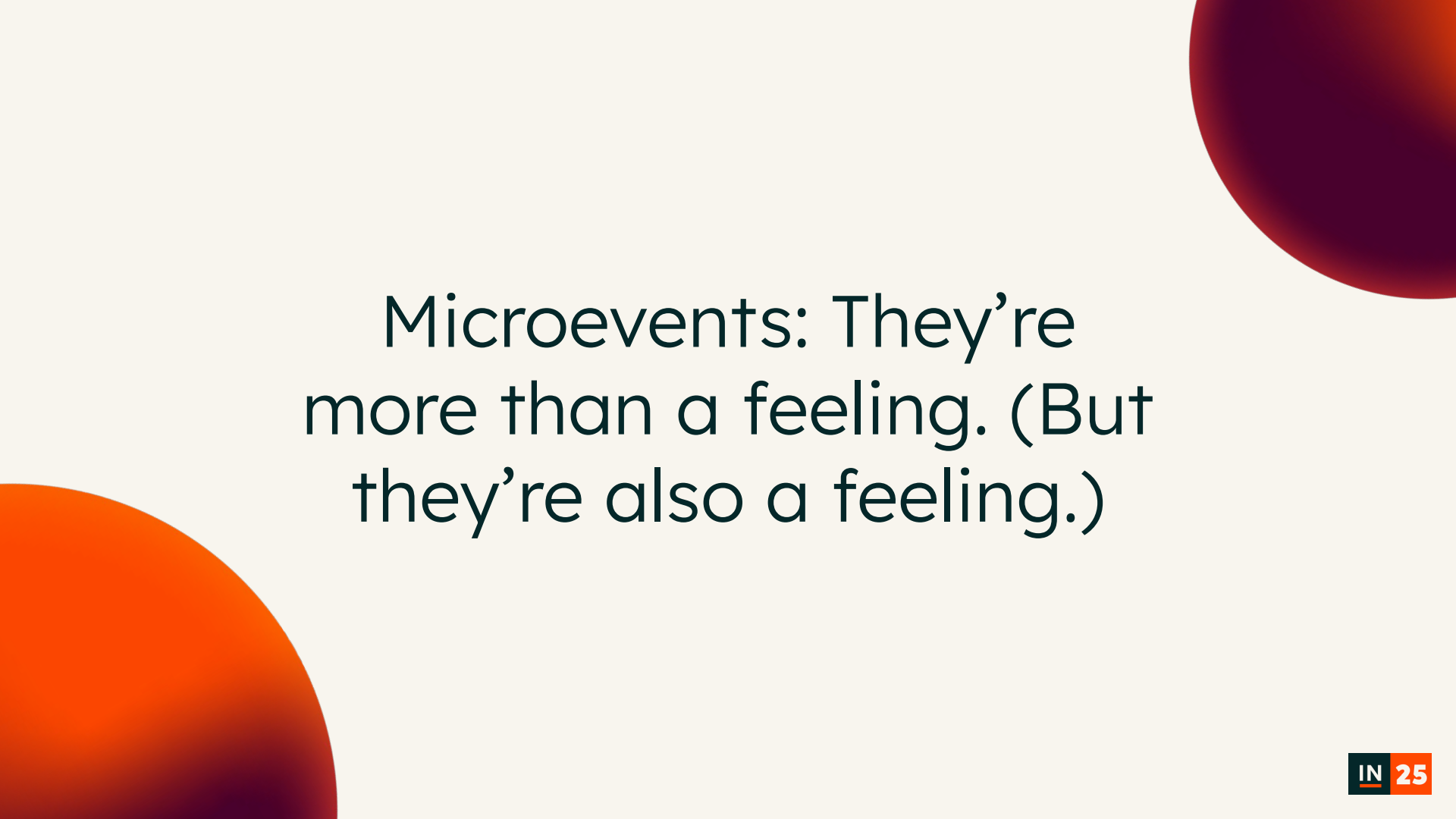


The defensible advantage of events is in the feeling of belonging we inspire, the conversations we spark, and the sensory experiences we create.

Defining the Microevent

- Intentionally intimate
- Built for depth over breadth
- Authentic connection

The person matters more than the headcount (which is under 50—or even 25—people, depending on who you ask).



Microevents: They're
more than a feeling. (But
they're also a feeling.)

Six & Flow - **AI in Recruitment Dinner** - Manchester, UK

Event producer: Charlotte Smith



Small boutique restaurant (17 people max capacity) + conversational format for a “supper club” feeling; tall tables and chairs facilitated interaction



Handmade, physical touches: brand newspaper, table settings, thank you cards with a sketch



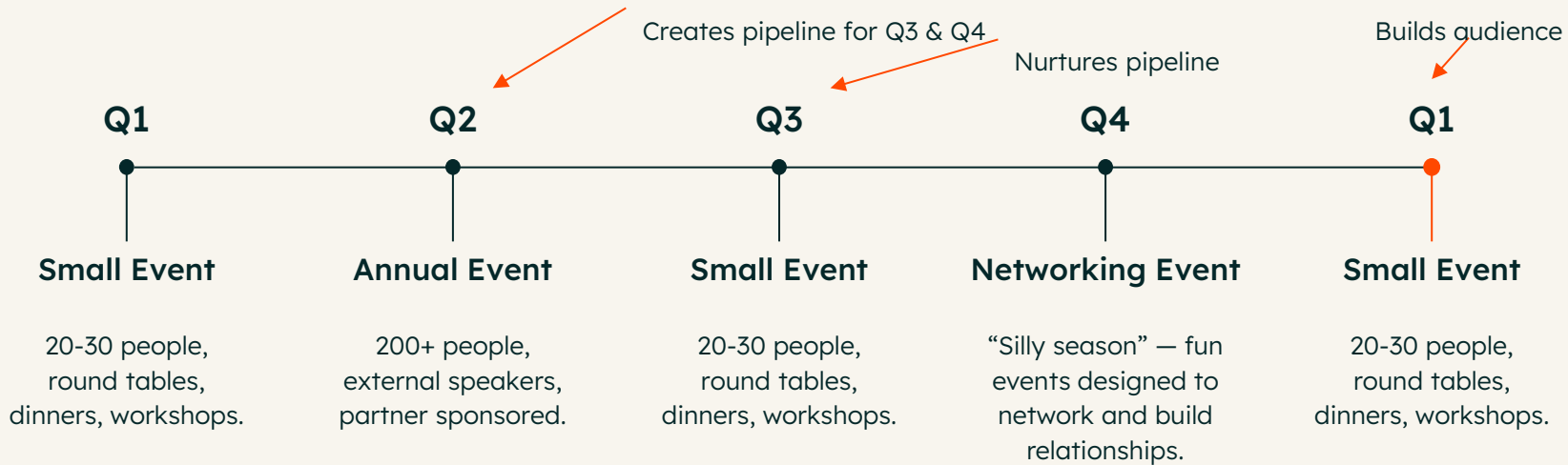
Pre-event: significant groundwork for co-prospecting with HubSpot

Post-event marketing handoff to Sales: 1:1 outreach via LinkedIn; use as feeder for marquee event



“*Give* a little more to *get*
people to open up
more.”

- Charlotte Smith, Six & Flow



Event Types Recap

1. Events for partners
2. Events with partners
3. Events by partners

Events *for* Solutions Partners

TENTPOLE (All Community)

These are the big moments of the year that *spike* the attention of the global solutions partner community and rally them to our strategic priorities. They are often “reveal” occasions for big announcements.

- Highest production value (Global Events involvement)
- Broadest partner audience
- Largest resource investment (budget and people)
- High cross-functional involvement
- 2 major events each year: **Ecosystem Kickoff** (virtual) and **Partner Day** (in-person)

Event Strategy: Partner Marketing, Event Production: Global Events

New for 2025: REGIONAL COMMUNITY

These are the quieter moments that *sustain* the partner community throughout the year, around the spikes. New for 2025 are **6 regional in-person events**: 2 three-day **Partner Summits** (Bogota, Dublin) and 4 **Partner Elevate Days** (Singapore, Tokyo, Sydney, New Delhi) to take the place of 2024’s Super PUGs.

These events may meet a variety of needs—delight, education, loyalty—based on the priorities of regional sales leaders.

- Medium production value (no Global Events involvement)
- Subsection of partner audience (dependent on regional sales)
- Smaller resource investment (budget and people)
- Lower cross-functional involvement (fewer teams) with higher input

Event Strategy and Content: Regional Partner Sales

Event Production: Partner Marketing + Regional Partner Sales

Events for Solutions Partners (continued)

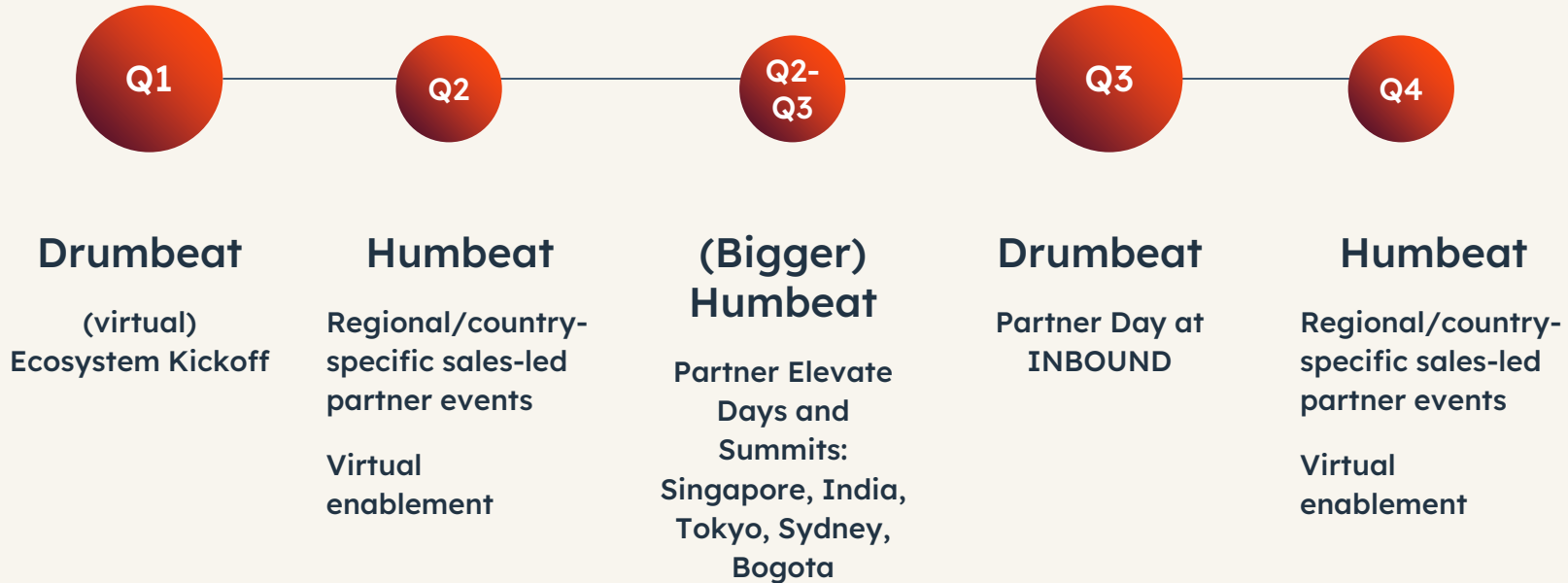
ENABLEMENT

These are the virtual events that help HubSpot scale selling and servicing with partners, helping them level up on the product, their skillset, and the program itself. They include Spotlight previews, Product Learning Hours, and GTM education sessions.

- Prioritize getting information to partners quickly over production value
- Low financial investment but medium time investment
- High cross-functional involvement
- Broad partner audience (virtual = global)

Event Strategy and Production: Partner Marketing

HubSpot Solutions Partner Program Events



The Ownership Orchestra

Who Cares?

Corporate Sales

Revenue Marketing

Global Events

Partner Marketing

Partner Sales

Brand Marketing

Partner Strategy

International Marketing



Tips for Same-Page Success

- 1. **Ground yourselves in common insights.** What are you hearing from customers...and from each other?
- 1. **Be clear about event goals.** Deal velocity? Customer retention? MRR?
- 1. **Create visibility.** When people don't see the work, they assume it's not happening.
- 1. **Be intentional with your resources.** Keep only what matters most.
- 1. **Reset when needed.**

Example Ownership

HubSpot Global Events Team	Yes	No
	INBOUND GROW U.S. Field Events	Partner Field Events International Field Events Internal Offsites Community Engagement Events Online Events

HubSpot - **Boots and Brims** - Austin, TX

Event producer: Casie Nguyen



GTM leaders enjoyed craft cocktails and fireside chat at Aba, followed by a stroll through street art to design signature boots and hat at Tecovas (with HubSpot brand)



- 100% registration rate of target accounts (corporate segment)
- 22 attendees total, representing 14 companies
- Only 3 no-shows for a 12% drop rate



Biggest deals in pipeline: one at \$7,500 MRR, one at \$4,500 MRR, one at \$3k MRR



The magic isn't in the scale
of an event—it's in the
space between
conversations.

Belonging as a Brand Strategy



The best brand events
aren't about the brand—
they're about the people
who show up.

Community Building for Brands

**Events that prioritize community
don't just entertain—they sustain.**

They transform audiences into insiders,
customers into co-creators, and
moments into movements.

And in 2025, that's not just marketing.
That's momentum.

The Connection Economy

01

People crave in-person connection.

After years of isolation and digital fatigue, live events offer something screens can't: real energy, real presence, real relationships. Smart brands are leaning into this by creating gatherings that feel less like campaigns and more like communal experiences.

02

Loyalty is built through shared experience.

Events are no longer about spectacle—they're about participation. When attendees feel seen, valued, and included, they're more likely to become lifelong brand advocates. Community-focused events turn audiences into collaborators.

The Connection Economy

03

Word of mouth > paid impressions.

Community-first events are inherently shareable. When people feel emotionally connected to a moment—whether it's an intimate dinner, a hands-on workshop, or a pop-up made for the group chat—they naturally spread the word. That kind of organic advocacy is priceless.

The Connection Economy

04

Brands need more than reach—they need resonance.

As ad targeting becomes more complex and content more commoditized, resonance is the new ROI. Community-driven events help brands move from attention to affection, creating emotional stickiness that lasts well beyond the event.

05

Communities grow ecosystems.

A one-off event can make a splash—but a community-building event plants seeds. It attracts like-minded people, builds brand-aligned networks, and sets the stage for ongoing dialogue, user-generated content, and future activations.

VistaPrint - **Small Business Social Club** - New York, NY

Event producer: Cora Brzoska



Day long content creation and community building experience for small business brand ambassador cohort. Highlighted product, and positioned VistaPrint as an authentic supporter of small businesses.



- 27 attendees total
- Generated 129 pieces of content
- Kept it casual rather than corporate
- 1:1 connections to VistaPrint



- \$15k budget
- 4 collaborations between ambassadors were created
- 10 ambassadors refreshed their branding with 99designs
- 100% NPS



Community building isn't
a buzz word, it's an art
with a whole lot of heart.

Getting Tactical

Sample (Community-First) Event Strategy

- **Objectives**

- Deepen brand affinity through shared in-person experiences
- Turn customers into loyal community members and advocates
- Generate organic UGC and word-of-mouth marketing
- Build a pipeline for long-term brand collaborations (creators, superfans, partners)

- **Concept**

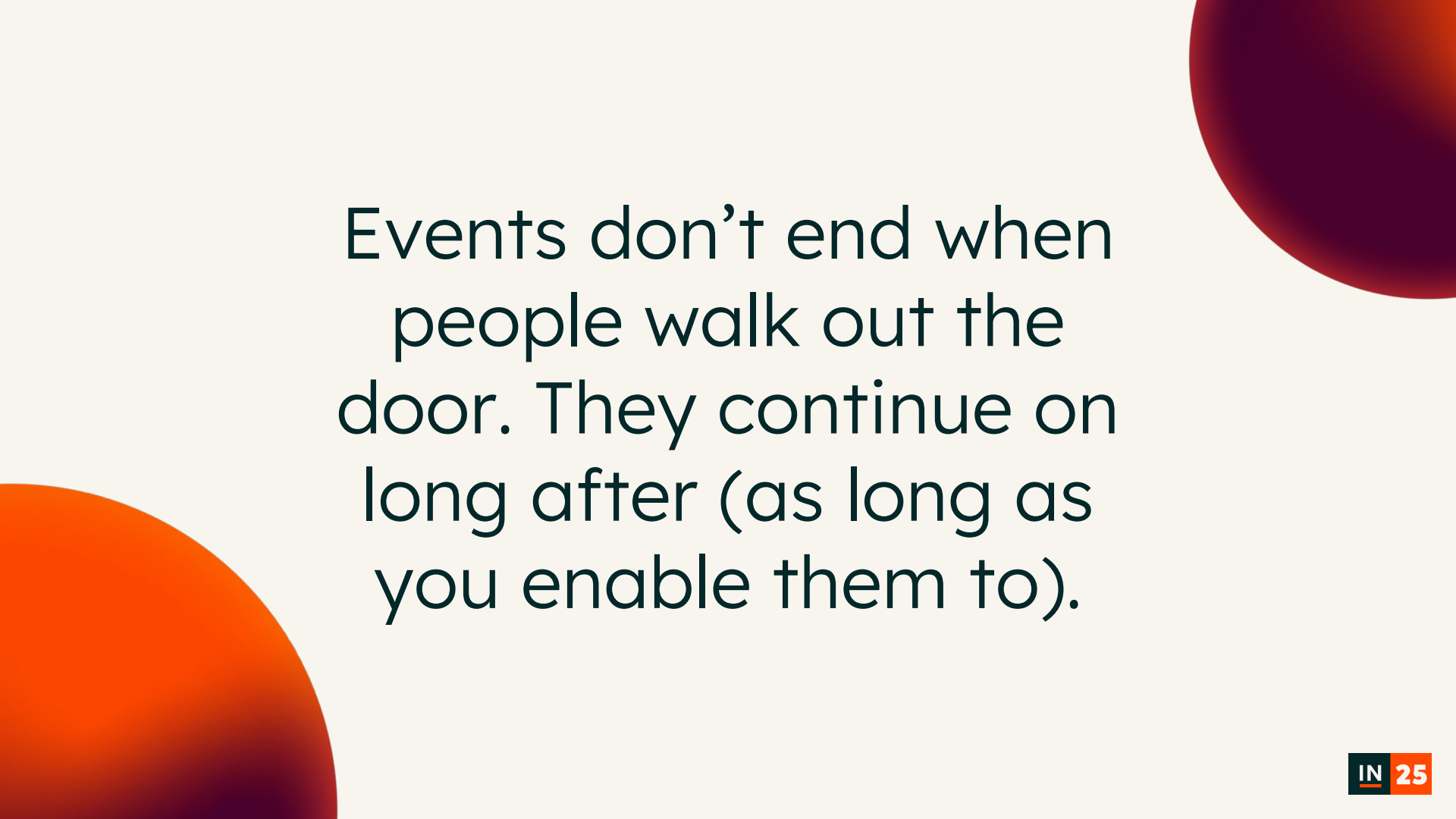
- Functional format that enables brand touch points like a hands-on activation, community connections, and a takeaway.

- **Success Metrics**

- Event attendance rate and repeat attendance
- Volume + quality of UGC
- Community opt-ins (email, Discord, ambassador list)
- Creator/influencer conversion (who becomes an active partner?)
- Sentiment analysis (DMs, post-event surveys, qualitative feedback)

Event Pillars

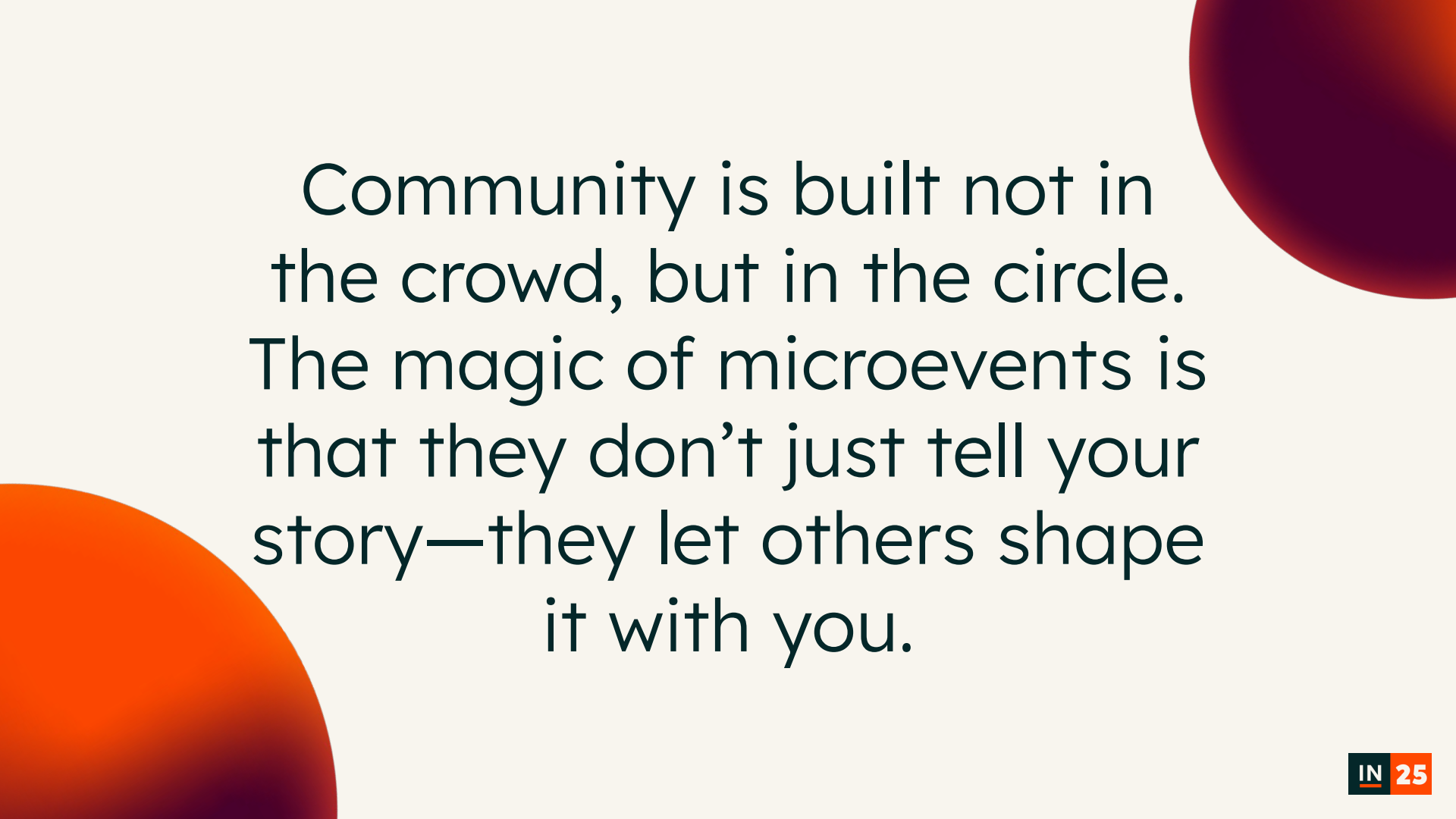
- **Intimacy Over Scale**
 - Small, high-touch gatherings (20–75 people) to foster real connection, not just RSVPs.
- **Co-Creation & Participation**
 - Interactive formats—think panel + open mic, DIY stations, or community-led storytelling—to shift attendees from audience to contributors.
- **Local-first, Culture-aligned**
 - Partner with neighborhood creators, chefs, musicians, or studios. This ensures local flavor, deeper trust, and built-in credibility.
- **Digital Spillover**
 - Design the experience with content in mind—photogenic spaces, quotable moments, surprise & delight—to fuel ongoing digital engagement.



Events don't end when
people walk out the
door. They continue on
long after (as long as
you enable them to).

Post-Event Reminders

- Share highlights through reels, behind-the-scenes, and community features
- Offer “first access” to the next gathering to deepen loyalty
- Create a digital homebase (private group, newsletter, or text loop) to keep momentum going
- Follow up on surveys and feedback to solidify relationships and learnings



Community is built not in
the crowd, but in the circle.
The magic of microevents is
that they don't just tell your
story—they let others shape
it with you.

The Microevent Checklist

☐ 🕒 **Strategy + Intention**

- ☐ Clear objective – What's the goal? (Loyalty, advocacy, UGC, creator seeding, press buzz?)
- ☐ Audience defined – Who's invited, and why? Prioritize quality over quantity.
- ☐ Aligned with brand values – Does the event feel like your brand IRL?

☐ ✂️ **Experience Design**

- ☐ Venue with soul – Intimate, memorable, and photogenic
- ☐ Welcoming entrance moment – Branded signage, intentional greeters, or tactile welcome gifts
- ☐ Participation > performance – Make space for guests to contribute: open mic, hands-on activity, co-creation wall
- ☐ Human-scale programming – A curated talk, fireside chat, or ritual—not an overwhelming schedule
- ☐ Surprise & delight – Small touches guests will talk about (e.g., handwritten notes, personalized notes, espresso martini hour, mood lighting shift)

The Microevent Checklist

☐ 🎨 **Branding + Content**

- ☐ Subtle but strong brand presence – No step-and-repeat overload; use color palettes, printed materials, objects
- ☐ UGC-ready moments – Intentional lighting, interactive elements, and scenes guests want to capture
- ☐ Custom takeaway – A small, thoughtful, branded item they'll keep or share (not generic swag)
- ☐ Photographer & videographer – Capture both portraits and the vibe

☐ 🧑🏻 **Community + Connection**

- ☐ Pre-event guest comms – Warmup email or text to build anticipation
- ☐ Icebreaker or shared prompt – Help guests connect organically (conversation cards, guided intros)
- ☐ Hosts or facilitators – People who notice, connect, and hold space—not just staff
- ☐ Post-event follow-up – Thank you email, recap photos, and a way to stay connected (e.g. newsletter, next invite)

The Microevent Equation

💡 **Story + Sensory + Shared Moment = Sticky Magic**

✨ Story – Anchor everything in narrative. What story are you telling through the space, the people, the experience? Whether it's a product origin or a cultural value, lead with story, not sales.

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🔄 = Sticky Magic! When people feel immersed, seen, and part of something meaningful, they don't just remember it—they retell it. That's brand magic.

Smaller. Stickier. Smarter.

VistaPrint - **Wedding Collection Launch** - Nashville, TN

Event producer: Diarra Butler



Launch event celebrating VistaPrint's new wedding collection with Hannah Brown. Featured key collection products among fellow brides-to-be.



- 30 influencer attendees with 3.8M reach in total
- Honey tasting and tour of the grounds with experts
- Cost effective brand collaborations with partners



- \$20k budget & in-kind donations
- 3 new leads for future collaborations
- Generated launch buzz on social and PR coverage

Your Toolkit for Microevents

01

Invites, landing page, email, etc.

- *Personalized communications from one individual, not a brand or team*

02

Physical production tips

- *High touch, personalized experience*
- *Clear flow and ROS for all*
- *Staffing (1:10 ratio)*

03

Post-event

- *Include takeaway, highlights, and CTA to further engage*
- *Feedback via email and/or survey with NPS*

Scale & Success

How to Scale and Keep the Magic

1. **Codify the Experience.** Think of your microevent as a ritual, not a one-off.
2. **Build a Decentralized Host Model.** Empower local leaders or brand advocates to take the lead.
3. **Create a Digital Layer.** Extend the IRL moment into ongoing connection.
4. **Go City-by-City, Not Coast-to-Coast.** Focus on density before scale.
5. **Turn Guests Into Contributors.** The best microevents are co-created.

Measuring the Magic

- **Consistency Metrics (Baseline Health)**

- Event Frequency: # of events hosted YoY
- Geographic Reach: # of markets/cities activated
- Attendance Rate: RSVPs vs. actual attendance
- Repeat Attendance: % of guests who return or attend multiple events
- Guest Demographics: % growth in priority audience segments (e.g. creators, media, brand superfans)

- **Engagement & Sentiment**

- NPS or Event Satisfaction Score: Post-event survey scores, YoY comparison
- Social Engagement: Volume + quality of UGC, mentions, hashtag usage
- Time on Site: How long guests stay (and whether they stay longer YoY)
- Qualitative Feedback: Themes and takeaways from surveys, DMs, testimonials

Measuring the Magic

- **Operational Efficiency**

- Cost per Attendee (vs. YoY benchmarks)
- Internal Hours per Event – Are processes becoming more efficient?

- **Business Impact**

- Leads or Conversions: % tied to email signups, purchases, ambassador program enrollment
- Creator/Influencer ROI: % of event attendees who become brand partners or content creators
- Community Growth: Newsletter subs, Discord joins, loyalty program opt-ins from events
- Earned Media / Press Hits: Especially if events ladder into PR or brand buzz

- **Strategic Lift**

- Brand Affinity Uplift: Through surveys or sentiment tracking
- Event-to-Platform Funnel: Do event attendees become social followers, advocates, customers, or content contributors over time?
- Momentum Metrics: How many collaborations, partnerships, or follow-up initiatives emerge from each event year?

The Best Practice Bottom Line

Create a YoY Scorecard

Category	2024 Score	2025 Score	YoY Change
Ave Attendance	45	70	+55%
UGC Posts/Event	120	180	+50%
Repeat Attendees	12%	22%	+10pts
NPS Score	72	81	+9

The AI Advantage

AI Use Cases for Microevents

01

Venue match-making

Fall in love with your event space in an unfamiliar place.

02

Guest cheat-sheets

Start a better conversation (it's not about the weather).

03

The right butts in seats

Make showing up easy.

You are an experienced event marketer planning a microevent for a high-impact audience. One of the key attendees is **Katie Lambert from HubSpot**. Your objective is to tailor the event experience, networking moments, and follow-up strategy to resonate with her interests, expertise, and current professional focus. First, research **everything publicly available online** about Katie Lambert, including her role, recent projects, public speaking, interviews, and any marketing campaigns she's led or contributed to. Use this research to inform how you plan and communicate about the event.

Generate:

1. "A brief summary of who Katie Lambert is and her professional background based on your research."
2. "Three personalized event programming ideas that would align with her interests."
3. "Two suggested opening lines for a conversation with her at the event."
4. "One follow-up email draft tailored to her after the event."

Be strategic, personable, and show high attention to detail that reflects her known preferences and accomplishments.



Katie Lambert is HubSpot's **Director of Solutions Partner Marketing & Enablement**, a storyteller-turned-ecosystem builder who's as comfortable moderating an INBOUND main-stage panel as she is dissecting 19th-century scandals on a history podcast. Below is a marketer's cheat-sheet on Katie—covering her role, career arc, public takes, and conversation hooks you can use to spark instant rapport.

Online Presence & Signals

Channel	What you'll notice	Event hook
LinkedIn posts	Celebrates remote inclusion <i>and</i> high-touch in-person moments ("agency & urgency" from HubSpot's Leadership Summit).	Offer a hybrid follow-up (virtual workshop + in-person roundtable).
Partner-Day promos	Personal calls-to-action for INBOUND Partner Day with humor & snack bribes.	Greet her with her favorite conference-snack.
Work anniversaries	Uses Barbie GIFs and big-team shout-outs—she values recognition rituals.	Hand-write a thank-you note highlighting her team's impact.

Conversation Starters

1. "What lessons from launching Mailchimp & Co still guide your partner motions at HubSpot?"

mailchimp.com

inbound.com

2. "I loved your 'spike-and-sustain' microevent philosophy—how are you measuring the sustain phase?"

forefrontcomms.com

3. "Your history-podcast days must make storytelling second nature—any favorite narrative tricks for partner enablement decks?"

howstuffworks.com

4. "Jimmy Carter to SaaS partners is quite a leap—what did that interview teach you about authentic dialogue?"

inbound.com

Tailored Engagement Ideas

Stage	Action
Before	DM her a short Loom preview of the event agenda, citing one data story you'll co-tell—personal video stands out in her crowded inbox. theallboundpodcast.libsyn.com
During	Seat her with a high-performing solutions-partner who can swap “micro-event ROI” war stories—she loves peer knowledge-sharing. offers.hubspot.com
After	Send a recap deck that pairs highlight photos with pipeline stats, echoing her “measure everything” mantra from podcast appearances. podcasts.apple.com

One-Line Take-Away

Katie Lambert is a **story-driven ecosystem strategist**—connect your microevent narrative to concrete partner outcomes and you'll earn instant credibility.

The Microevent Difference

- Genuine care over corporate gestures
- Personal attention and remembering details
- Creating belonging rather than just access
- Community ownership of the experience
- Hospitality as authentic human connection



Hospitality is the art of
making someone feel
like the room is better
because they're in it.

Our Favorite Event Resources

Books

- [The Art of Gathering](#) by Priya Parker
- [The Business of Belonging](#) by David Spinks
- [Get Together](#) by Bailey Richardson, Kevin Huynh & Kai Elmer Sotto
- [Unreasonable Hospitality](#) by Will Guidara

Newsletters & Blogs

- [Rosieland](#)
- [Seeking the Overlap](#)

Podcasts

- [The Community Experience](#) by SPI
- [GatherGeeks](#) by BizBash
- [Get Together](#) by People & Company

Q&A



Jihan
Donawa

Senior Growth
Marketing
Manager, Swoogo



Sarah
Reece

Director, Demand
Gen, Orum



“Booths are for diners.
There are other ways to
interact with attendees.”

- Jihan Donawa, Swoogo

Swoogo - **A Glimpse into Your Future** - Las Vegas, NV

Event producer: Jihan Donawa



Event marketers and leaders attending IMEX Vegas were invited to a reception and given a chance to get a tarot and smoke card reading.



- Leaned into a personal experience
- Collab with two partners



- Budget: \$7k
- Influenced opps: 9
- Influenced pipeline: \$168,800
- Influenced bookings: \$30,000
- ROI: 4x

Swoogo - **Unconventional** - Austin, TX

Event producer: Jihan Donawa



Hear me out...our annual user conference. Two days of micro event type activations. Focused on unreasonable hospitality, product knowledge, and building community.



- Keep it small and one track
- Build community in smaller moments
- Useful swag



- 71 NPS
- “It was a meeting of 200 people that was structured so that it seemed like a meeting of 35, intimate.”



“I *hate* executive
dinners.”

- Sarah Reece, Orum

Orum - **DefiantGTM** at Forrester B2B Summit - Phoenix, AZ

Event producer: Sarah Reece



Ancillary event alongside Forrester's B2B Summit; GTM leaders at enterprise companies at a speakeasy in the deep freezer of a pizza place.

Also goats.



"Severance" theme played on attendees' work vs home personas; QR code stickers and guerrilla marketing



128 attendees, \$13k budget (with \$7.5k additional in sponsor \$)

Orum - **OUTBOUND@INBOUND** - Boston, MA

Event producer: Sarah Reece



“a dumpster-fireside chat between marketing and sales leadership” at the Boston Fire Museum

Host



Will Aitken
willaitken.com

Guerrilla event alongside INBOUND + no creative team;
104 SDR leaders



Donation-based venue → ran a fundraiser for the Fire Museum's philanthropy

Don't forget to rate our session!