



Vibe Eventing

Data-Driven Event Monetization

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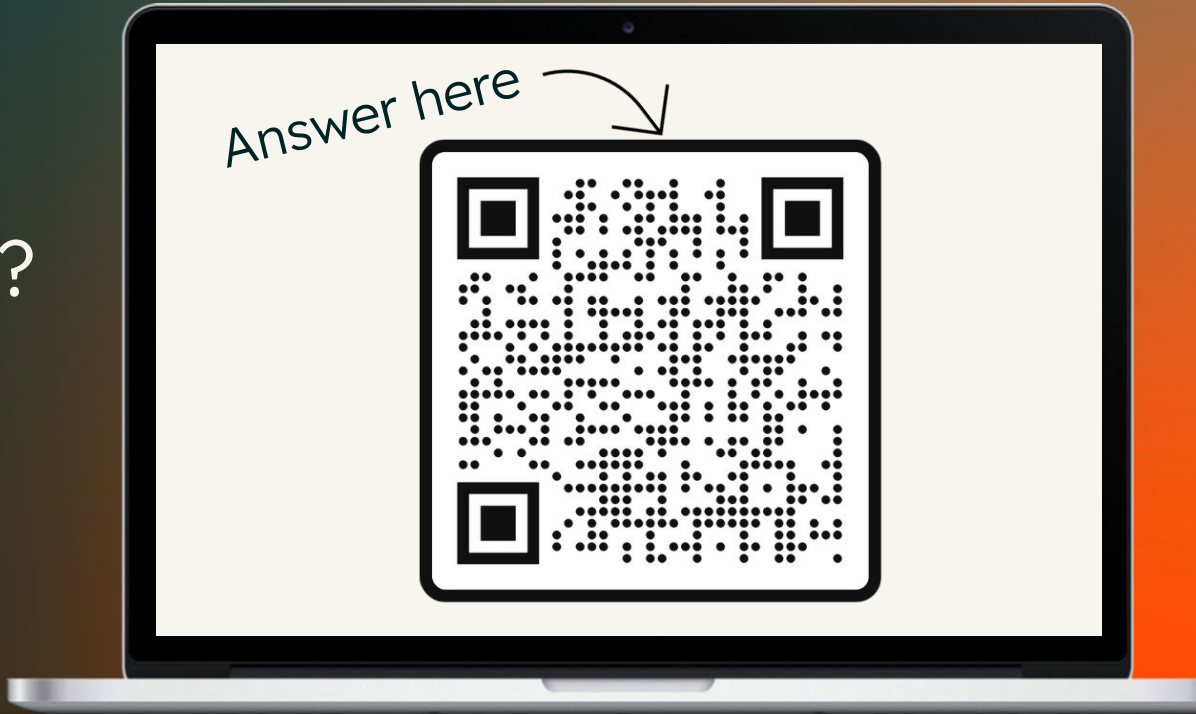
Rachel
Stephan

snöballer-in-chief,
Snöball

What's your #1 frustration with events right now?

Today, we're not just fixing events—we're monetizing the vibe.

If this is your challenge, then here's your path to profit.

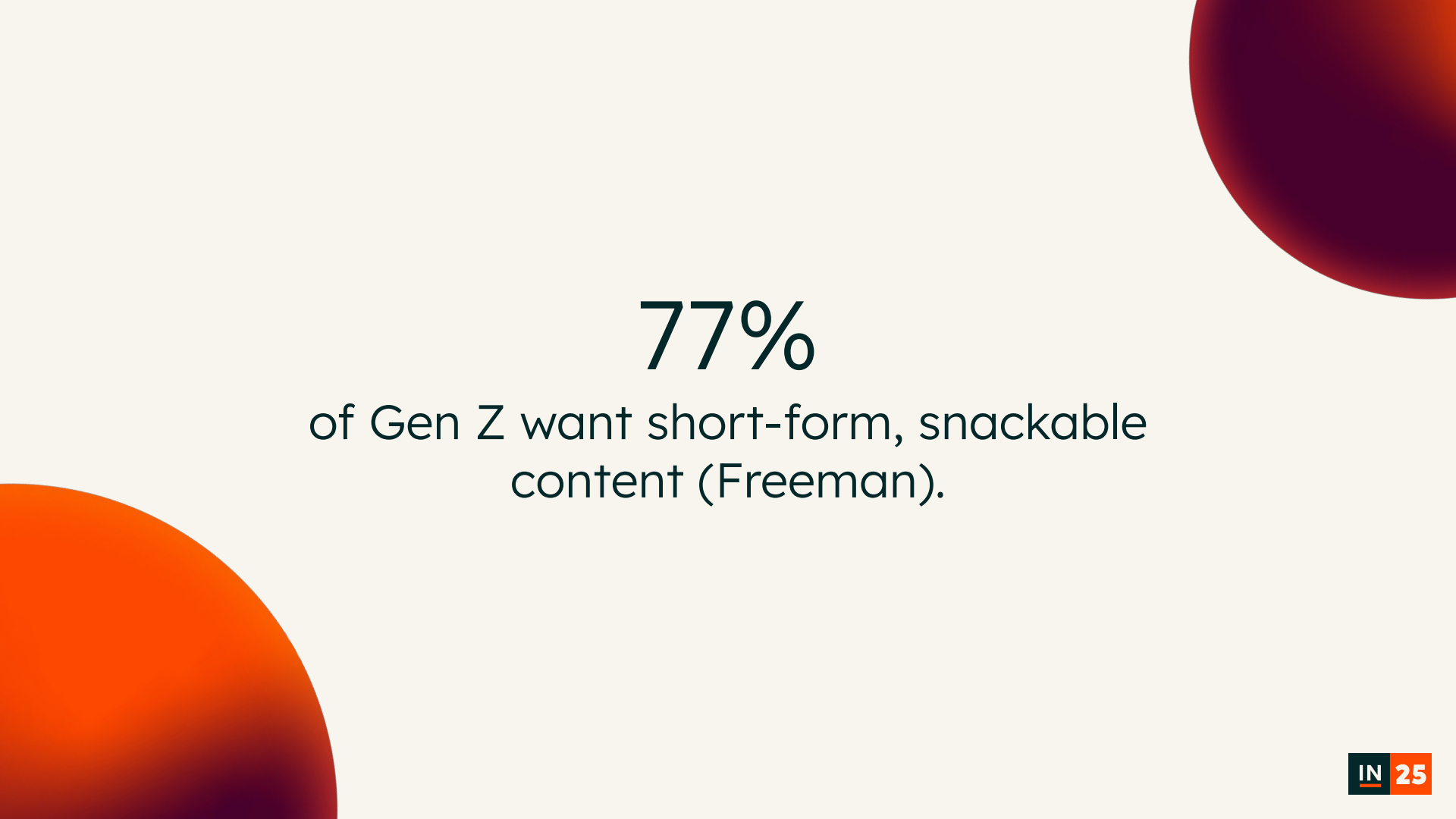


Content That Converts

A ginger cat is curled up and sleeping on a white, textured cushion. The cat is positioned in the lower right of the frame. In the background, there is a window with light-colored curtains featuring a floral pattern. The overall scene is soft and domestic.

If...

- “Our sessions don’t hold attention.”
- “We’re guessing what content formats work.”
- “Sponsors only want stage time, but it falls flat.”

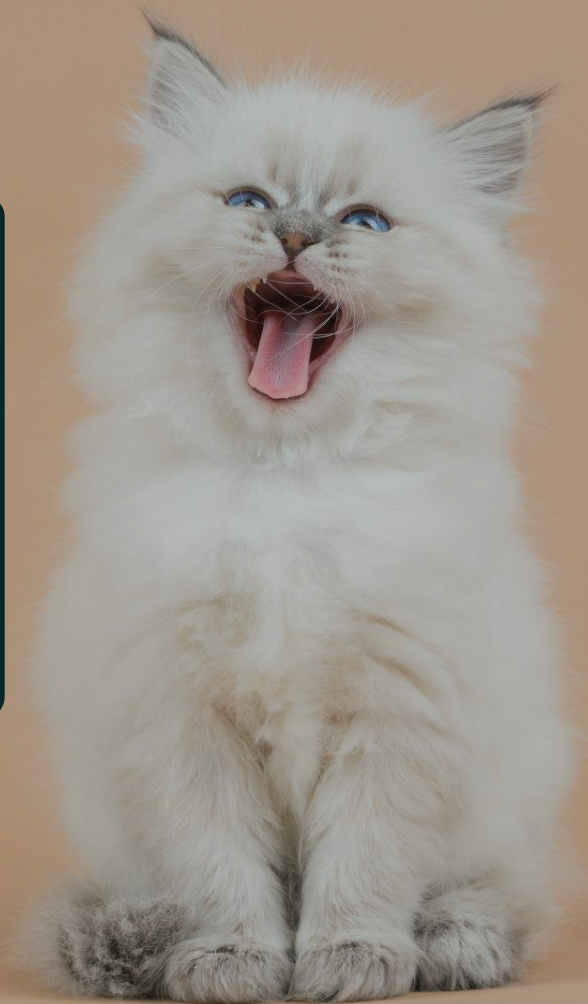


77%

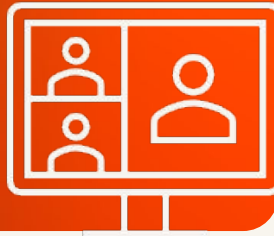
of Gen Z want short-form, snackable
content (Freeman).

Then...

Package content into **sponsored micro-sessions**, post-event gated replays, and “snack pack” playlists for lead gen.



Activity:
***Content
Remix***



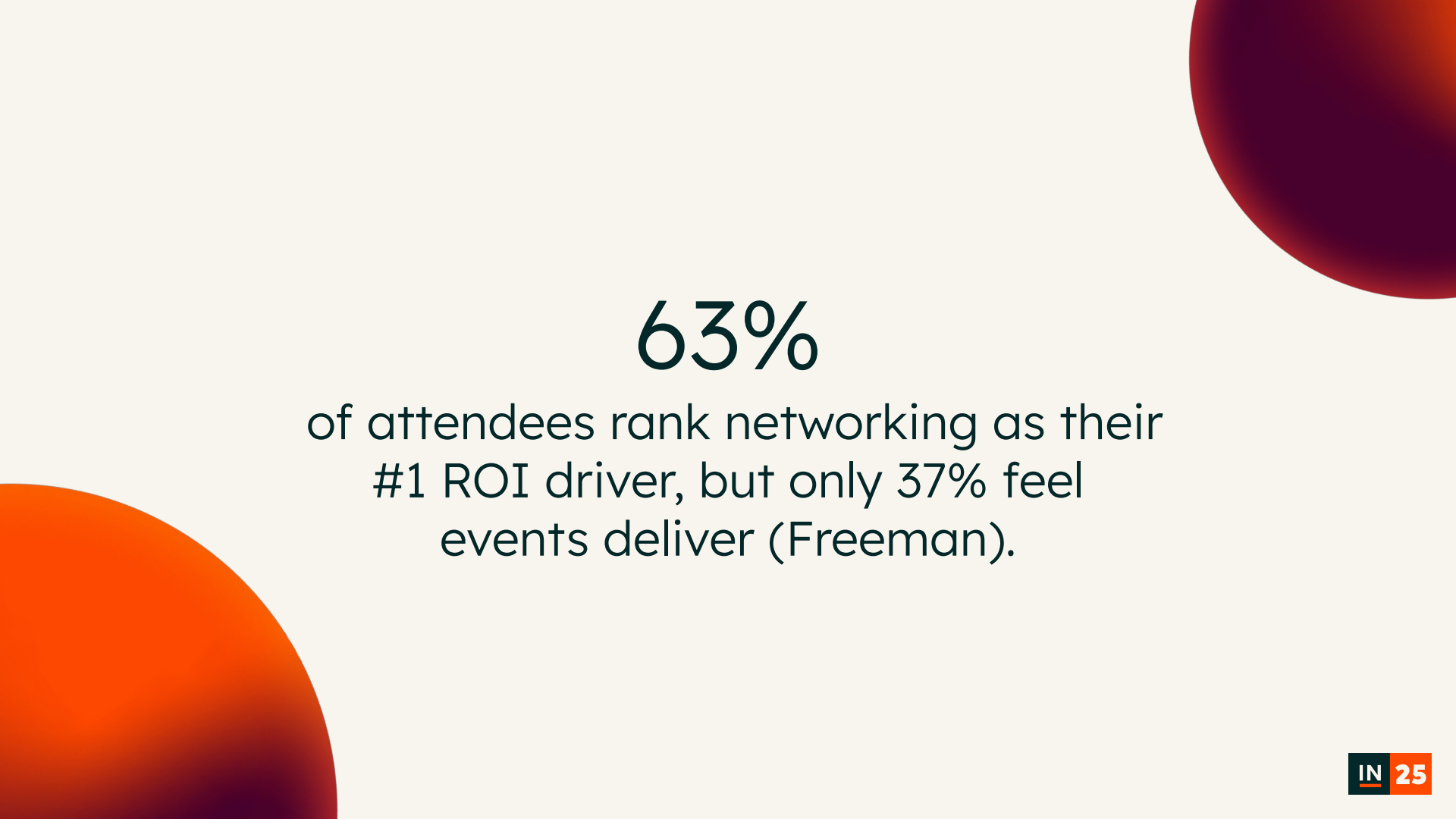
Pick one long session and redesign it into 3 monetizable snackable formats.

Connections (Chemistry) That Count



If...

- “Our networking feels forced.”
- “We can’t measure if people actually connect.”
- “Sponsors want leads, but attendees hate badge scans.”



63%

of attendees rank networking as their
#1 ROI driver, but only 37% feel
events deliver (Freeman).



Then...

Sponsored matchmaking lounges,
data-driven AI introductions, and
follow-up “warm lead reports”
for sponsors.

Activity:

Networking Redesign Sprint



Groups sketch a new networking format that delivers value for attendees and measurable ROI for sponsors.

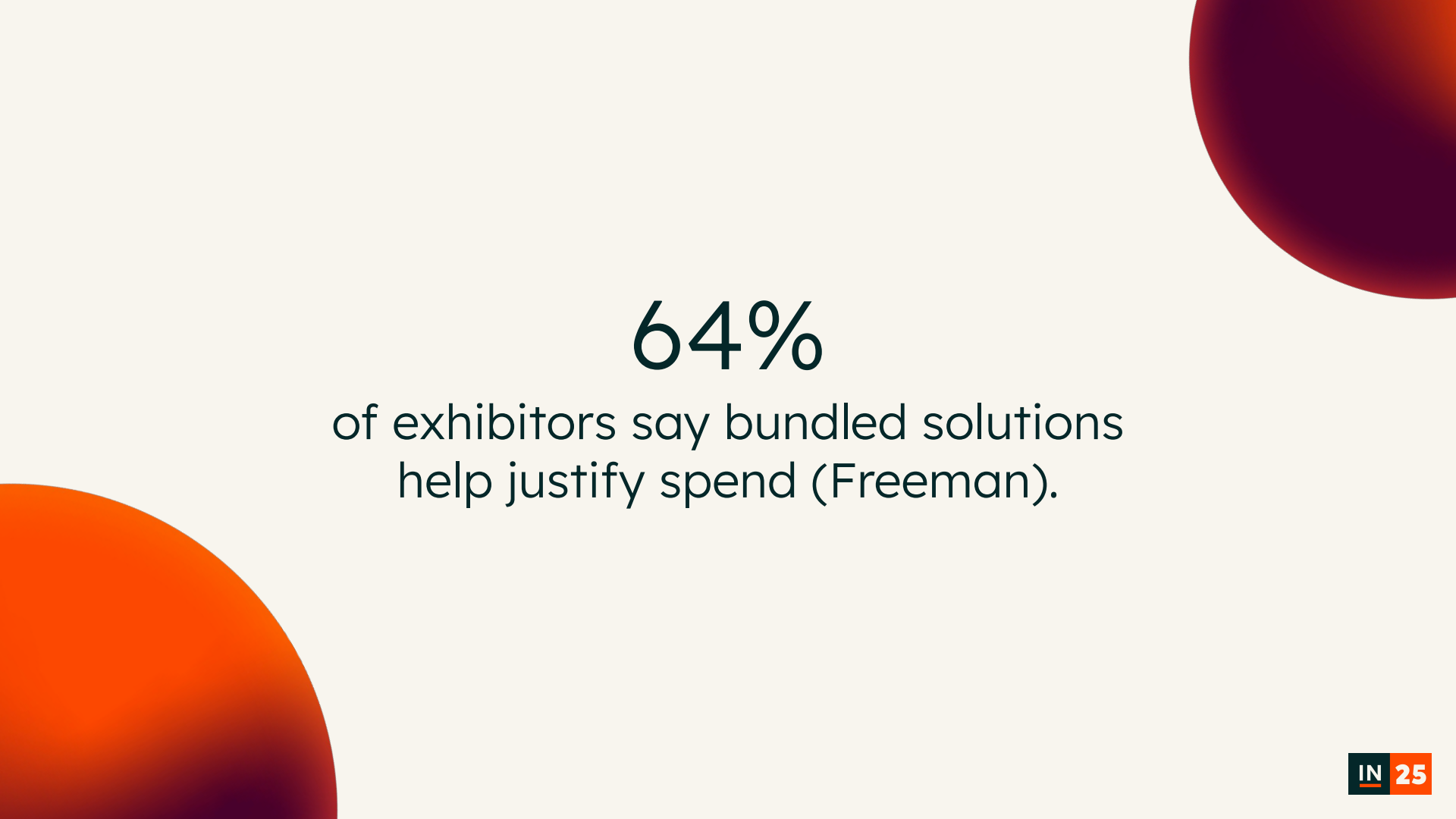
Business Deals & Revenue

Which spend category
would you cut first: media,
speakers, or tech?

If...

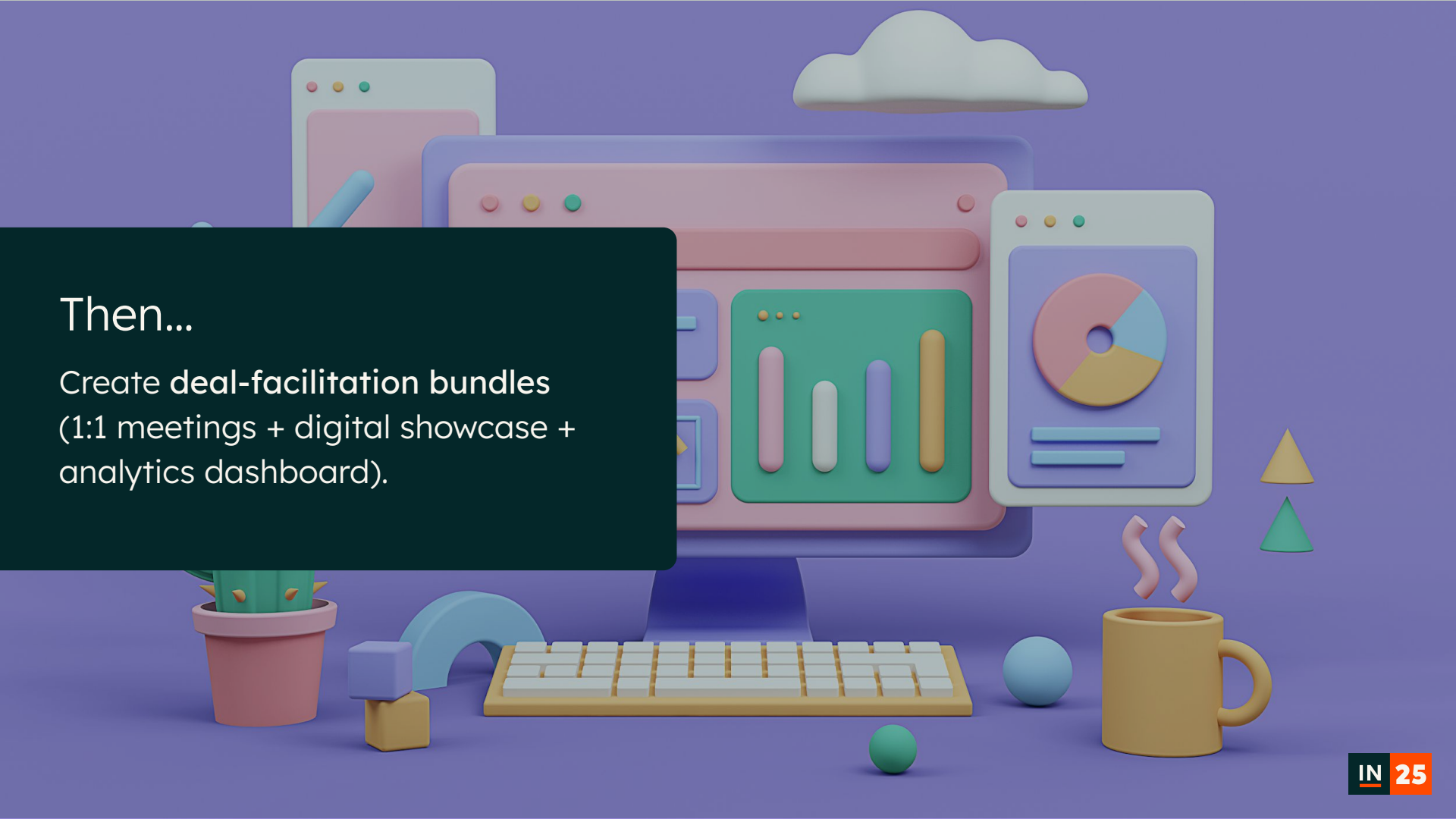
- “We can’t prove ROI beyond badge scans.”
- “Budgets are cut unless we show deal flow.”
- “Exhibitors want more than raw leads.”





64%

of exhibitors say bundled solutions
help justify spend (Freeman).



Then...

Create **deal-facilitation bundles**
(1:1 meetings + digital showcase +
analytics dashboard).

Activity:
*Build a
Bundle*



Teams design an “Brand ROI Bundle” that solves for value + margin.

Marketing That Cuts Through

If...

- “Our campaigns get lost in the noise.”
- “We don’t know what actually converts.”
- “Gen Z and Millennials ignore our brand pushes.”





Gen Z trusts creators
2x more than brands
(Freeman)

Then...

Offer sponsored co-marketing campaigns with creators or industry micro-influencers → measurable reach + new sponsor asset.

Go small with micro-events, hyper focused on groups of interest.



Activity:

Creator Collab Sprint

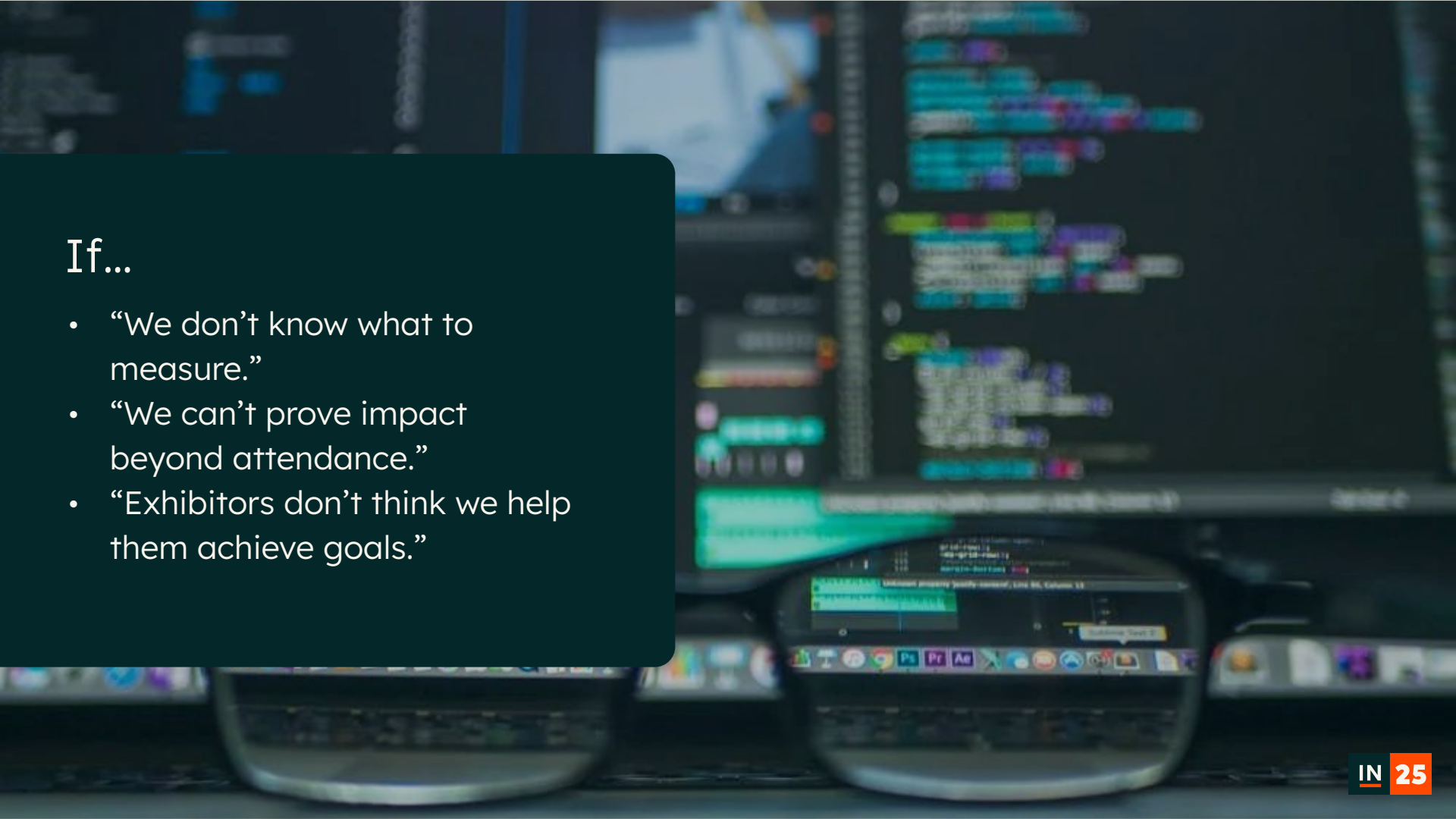


Draft a campaign that pairs event content with an influencer to extend reach and drive attendance.



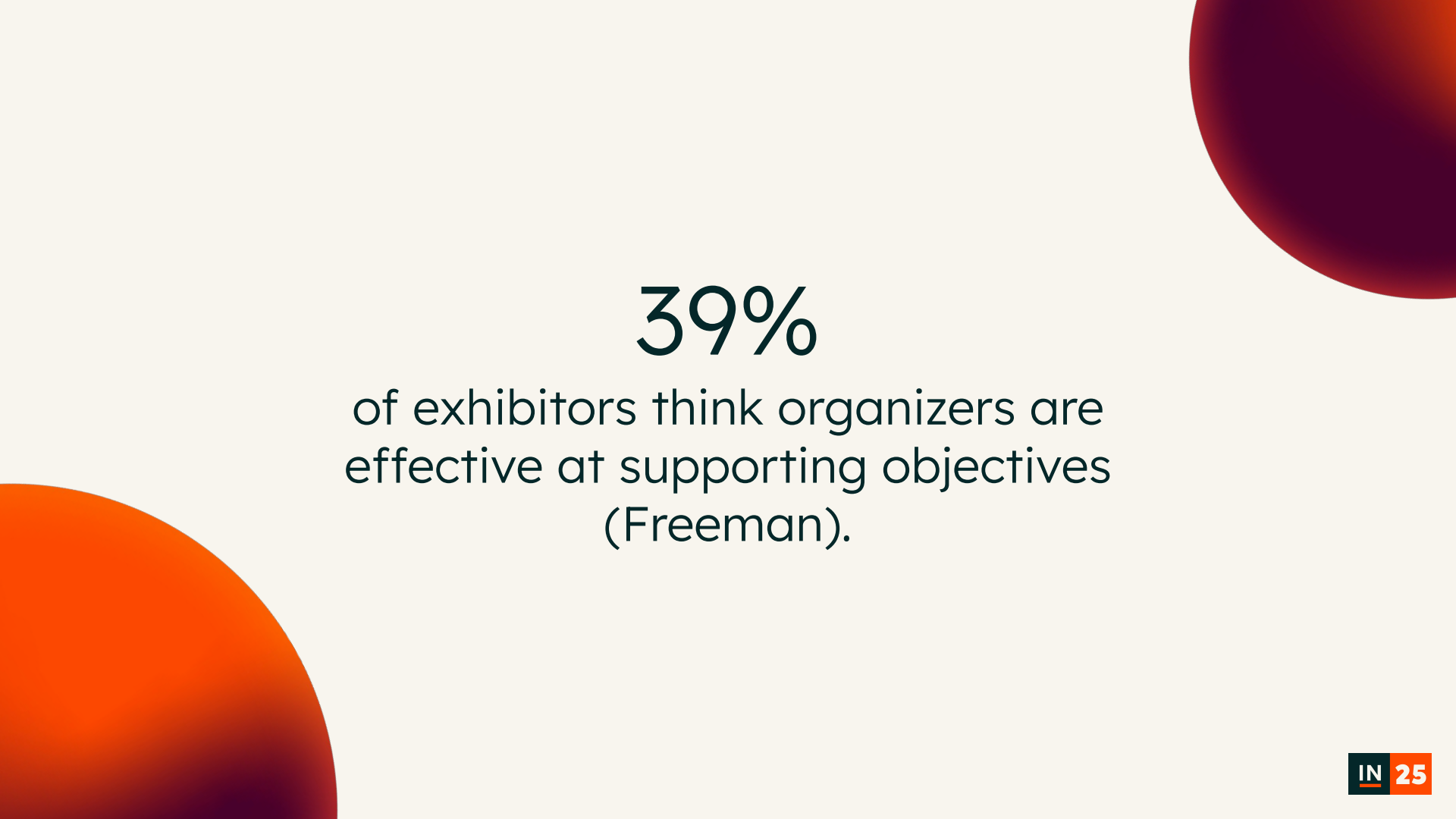
Dance
Break!

Data & Measurement

The background of the slide features a blurred image of multiple computer monitors. The screens display various elements: one shows lines of code in a dark-themed editor, another shows a colorful bar chart, and a third in the foreground shows a software interface with a taskbar at the bottom containing icons for applications like Photoshop and Premiere Pro. The overall tone is professional and tech-oriented.

If...

- “We don’t know what to measure.”
- “We can’t prove impact beyond attendance.”
- “Exhibitors don’t think we help them achieve goals.”



39%

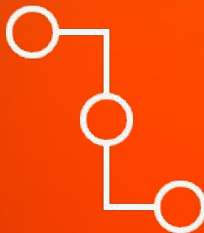
of exhibitors think organizers are
effective at supporting objectives
(Freeman).

Then...

Sell ROO dashboards (Return on Objectives)—tracking quality of leads, depth of engagement, intent scoring.



Activity:
***Metric Match
Game***

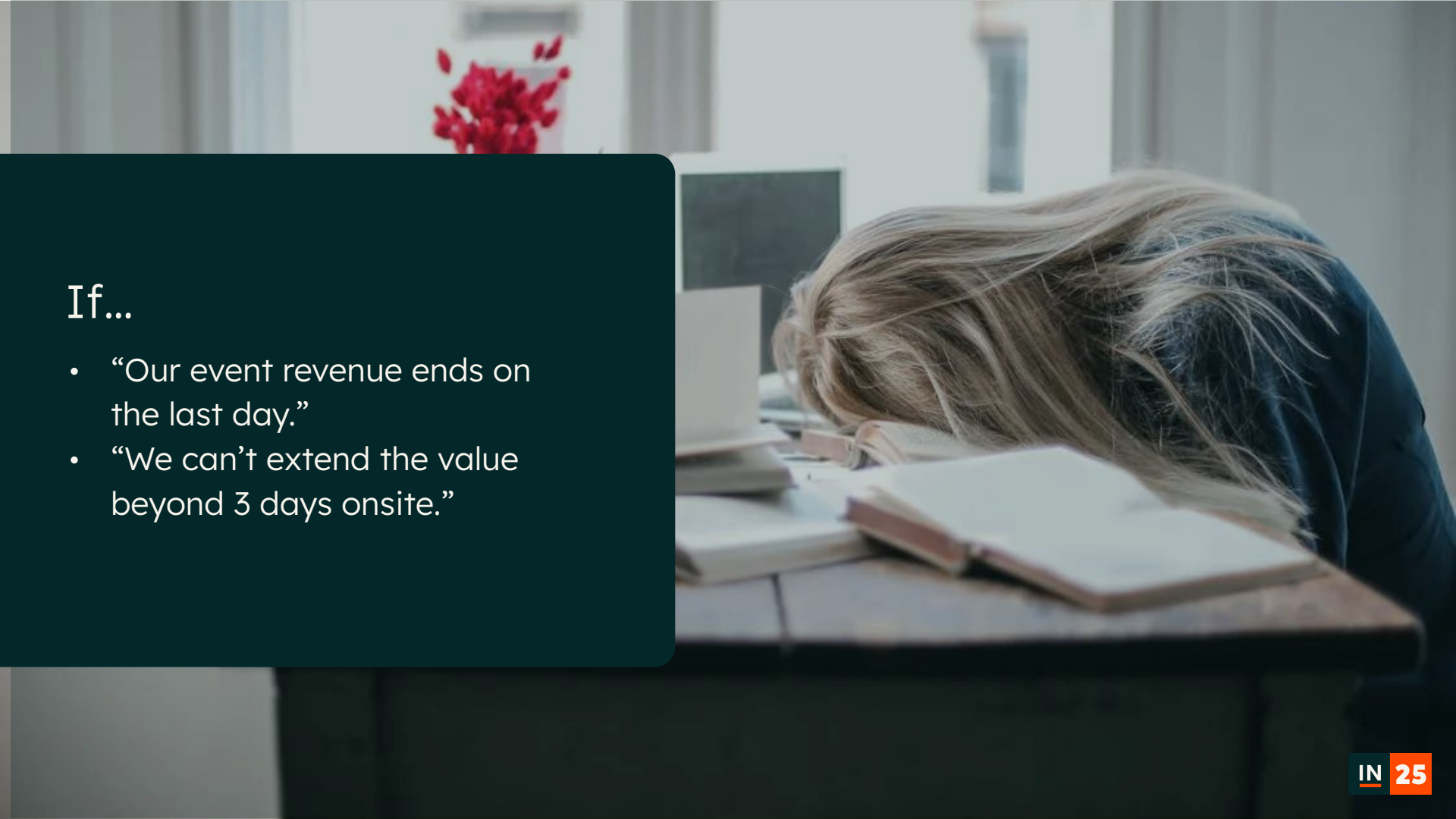


Match real sponsor goals with the metrics that prove them.

What the...

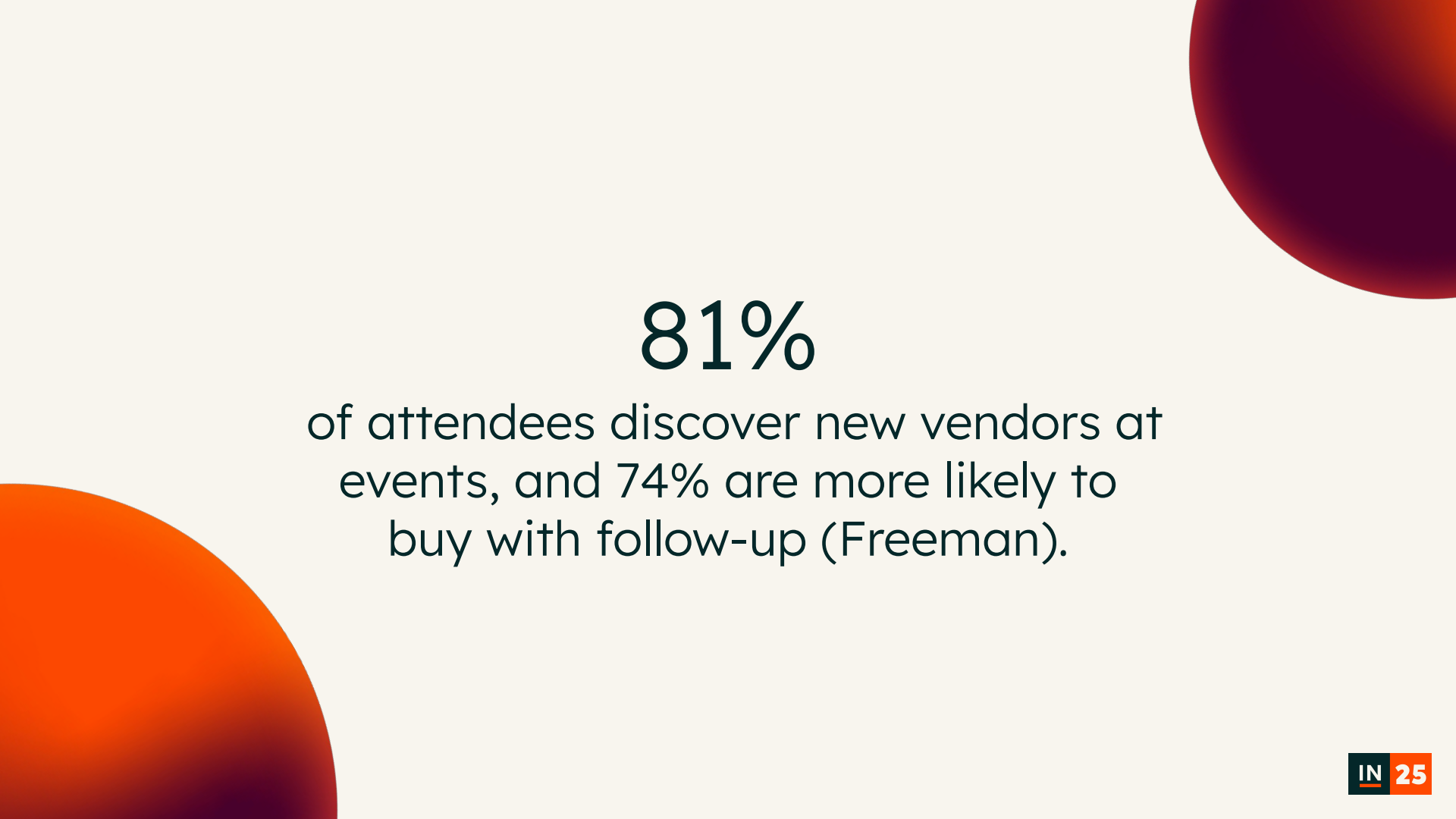
- 01** CMO cares about omnichannel
(pipeline, ROI)
- 02** marketing ops team cares about
(conversion rates, attribution)
- 03** attendee feels
(experience, friction)
- 04** sponsors demand
(leads, engagement)

Commerce & 365 Revenue

A person with long blonde hair is sleeping at a wooden desk. Their head is resting on their arms, which are crossed over an open book. Several other books are stacked on the desk. In the background, a laptop is visible, and a vase with red flowers sits on a surface. The scene is dimly lit, suggesting an indoor setting with natural light from a window.

If...

- “Our event revenue ends on the last day.”
- “We can’t extend the value beyond 3 days onsite.”



81%

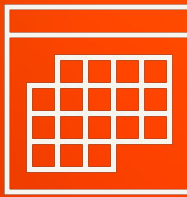
of attendees discover new vendors at events, and 74% are more likely to buy with follow-up (Freeman).



Then...

Extend your event into a
year-round digital marketplace.
Sponsors pay to stay in front of
buyers 365 days.

Activity:
*Design
Your 365
Play*

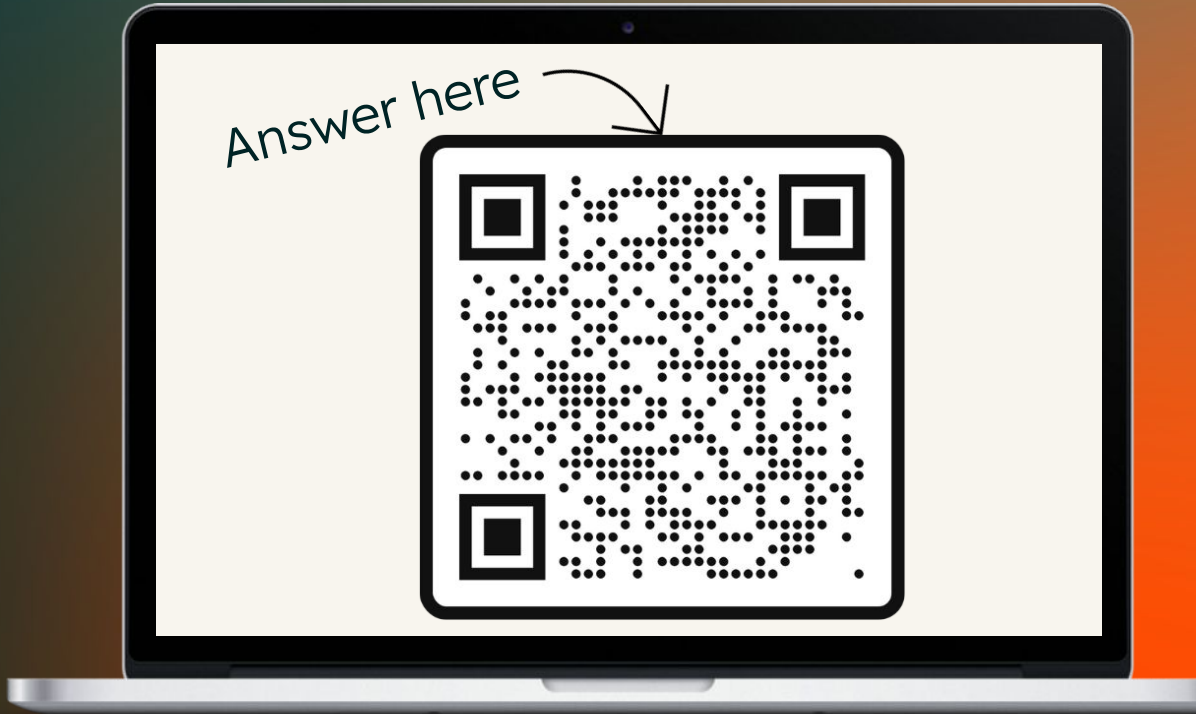


Map one way your event can extend into year-round commerce.



Don't just measure events.
Monetize the vibe.

What's one
energy-driving
moment from
your best event
you could
monetize
tomorrow?



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