

AI analysis

Vibe Eventing: Data-Driven Event Monetization

Dahlia El Gazzar
Tech Evangelist, DAHLIA+Agency

Rachel Stephan
Snöballer-in-chief, Snöball Event Marketing

Mira Soullen
Chief Marketing Officer, ConnectionPoint
Systems

Summary

The session focused on the concept of 'vibe eventing,' which emphasizes designing events that channel energy and create emotional arcs rather than solely focusing on logistics and program structure. Dahlia El Gazzar introduced the idea of 'vibe eventing,' where events are designed to transfer energy and engage participants actively, rather than being passive experiences. She argued that successful events move people from passive to active participation, creating magnetic and playful environments that challenge the chaotic mindset prevalent in today's society. Dahlia also highlighted the importance of storytelling and making events memorable through creative activations and engagements, such as dance breaks and interactive activities.

Mira Soullen discussed the significance of chemistry and connections in events, emphasizing that networking should not feel forced and should create genuine interactions. She proposed methods to facilitate better connections, such as sponsored matchmaking lounges, data-driven AI introductions, and follow-up warm lead reports for sponsors. Mira highlighted the need for personalized and human-centric approaches to event marketing, noting that attendees rank networking as their number one ROI driver, yet many feel events underdeliver in this aspect. She stressed the importance of measuring engagement through tools like facial attention tracking, live polling, and social listening to ensure attendees are processing and integrating the content meaningfully.

Rachel Stephan focused on marketing strategies to stand out in saturated markets, including leveraging micro-influencers and peer-to-peer referral marketing. She emphasized the power of creativity and the need to create memorable experiences that resonate with attendees. Rachel suggested using personalized messages and human connections to promote events and extend their value beyond the event days. She provided examples of successful activations from events like Money 2020 and C2 Montreal, which created engaging experiences that aligned with their brand and facilitated genuine connections among attendees. Rachel also stressed the importance of extending the event experience year-round through ongoing engagement and personalized follow-ups.





Vibe Eventing: Data-Driven Event Monetization

Wednesday, September 3, 2025

Takeaways

Vibe Eventing for Active Engagement

Dahlia El Gazzar introduced 'vibe eventing,' which involves designing events that channel energy and engage participants actively. This approach moves attendees from passive to active participation, creating memorable experiences through creative activations and storytelling.

Facilitating Genuine Connections

Mira Soullen emphasized the importance of chemistry and genuine connections in events, suggesting methods like sponsored matchmaking lounges and data-driven AI introductions. She highlighted the need to measure engagement to ensure attendees are integrating content meaningfully.

Standing Out Through Creativity

Rachel Stephan discussed marketing strategies to stand out in saturated markets, emphasizing the power of creativity and personalized messages. She provided examples of successful activations and stressed the importance of extending the event experience year-round through ongoing engagement and follow-ups.

Summary powered by



voxoevent.ai