

AUDIENCE GROWTH LEARNING LAB

GET THEM	
<i>People active in your ecosystem who have never attended the primary event.</i>	
My equivalent audience: e.g., members, webinar participants, certification audience, regional-event attendees	
Data I already have on this group: Which fields or engagement signals could I actually analyze?	
One question I could ask AI to investigate: What pattern, trend, difference, combination, or behavior would I want it to look for?	

GET THEM BACK	
<i>Separate one-and-done, former repeat attendees, and the newest first-timer cohort.</i>	
The subgroup I most need to understand:	
Data I already have on this group: Which fields or engagement signals could I actually analyze?	
One question I could ask AI to investigate: Who would I compare, or what pattern would I want it to look for?	

GET MORE	
<i>Where could deeper participation create more value for the attendee and the event?</i>	
The next action I would like more attendees to take: Example: Expo → conference sessions → workshops individual → team other	
Data I already have that could help me analyze this: Which fields, behaviors, or participation data could I actually use?	
One question I could ask AI to investigate: What would I want to learn about the people or organizations that already take this next step?	

FIRST PRIORITY

One audience or growth opportunity I want to examine first:

One question I want AI to investigate:

Another question I want AI to investigate:

Data sources I can pull together:

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|---|---|--|--------------------------------|
| ☐ Registration history | ☐ Survey/CAST/NPS | ☐ Email/content | ☐ _____ |
| ☐ Professional profile | ☐ Session/track data | ☐ Website behavior | ☐ _____ |
| ☐ Member/CRM | ☐ Webinar/programs | ☐ Onsite (scans/Rfid) | ☐ _____ |

TAKE IT BACK TO YOUR DATA

DEFINE	Who exactly are we studying?	Narrow the audience before you analyze it. Broad buckets can hide very different histories and behaviors.
INVESTIGATE	What patterns, trends, differences, etc. are there?	Ask AI to analyze groups using only fields that actually exist in your data.
DIG DEEPER	What else can the data tell us?	Cross-reference, layer another dataset, or track the pattern across years to see if it holds up or becomes more specific.
INTERPRET	What does this pattern suggest is relevant?	Use the evidence to identify what may matter to this audience.
ACT	What could we do differently?	Use the insight to prioritize an audience, refine a value proposition, adjust outreach, or design a test.

QUESTIONS AI CAN HELP WITH

COMPARE: How are two groups different across the fields I already collect?

SEGMENT: Are meaningful subgroups hiding inside a broad audience?

CROSS-REFERENCE: Does a behavior or outcome vary by role, member status, pass type, engagement, or another available field?

LAYER: What changes when I combine attendance history with survey, session, membership, email, web, or onsite data?

TRACK: Is the pattern consistent across years or cohorts, or is it a one-time anomaly?

LOOK EVEN CLOSER: Now that I've found something interesting, what else in my existing data could strengthen, narrow, or challenge the pattern?



Access document with specific questions for each audience

DATA NOTE: Use only AI tools approved by your organization. Remove or de-identify personal information when appropriate and follow your organization's privacy and data-governance policies.