

# WHAT AN EVENT LOOKS LIKE TO SMALL BUSINESS



Here is a small **BEHIND-THE-SCENES** look at the world of small business events.

MORE THAN **40%** OF SMALL BUSINESSES ARE HOSTING EVENTS.

ON AVERAGE, SMALL BUSINESSES HOST BETWEEN

**13-14**

EVENTS PER YEAR.

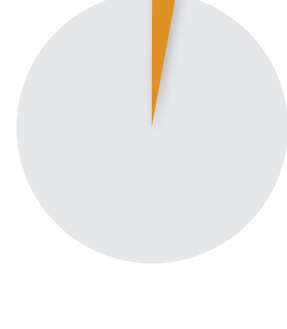


**71%**

of people feel that holding events is important to the success of their organization.

Within the world of small business, most events are done by **DO-IT-YOURSELF BUSINESS OWNERS**.

In fact, in a recent survey:



ONLY **3%**

HIRED AN EXTERNAL EVENT PLANNER, DOWN 7% FROM JUST TWO YEARS AGO.

TOP **3** REASONS FOR HOLDING EVENTS

**26%**

Provide education or training

**19%**

Generate more sales/revenue

**18%**

Attracting new customers

## TOP 5 EVENT TYPES IN 2012

WORKSHOPS/SEMINARS/LECTURES

**B2B** **63%**

**B2C** **56%**

CONFERENCES

**B2B** **44%**

**B2C** **23%**

SOCIAL GATHERINGS

**B2B** **36%**

**B2C** **47%**

NETWORKING

**B2B** **38%**

**B2C** **31%**

CLASSES (educational or training)

**B2B** **52%**

**B2C** **48%**

What do these **DO-IT-YOURSELFERS** find

**EASIEST**

about events?

STAFFING THE EVENT



GETTING THE WORD OUT



And what do they find

**DIFFICULT**

GETTING PEOPLE TO RSVP



MINIMIZING NO-SHOWS



### SPREAD THE WORD!

The ways to promote and market events are evolving.

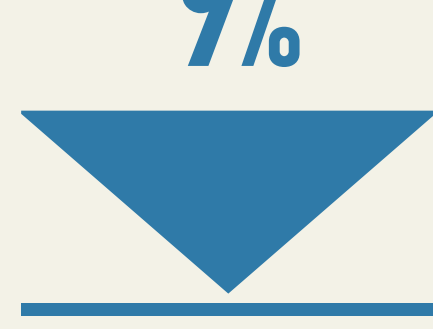
BETWEEN 2010 AND 2012

PHONE CALLS WENT DOWN

**7%**

AND MAILED INVITATIONS DOWN

**9%**



AMONG B2Cs, USING SOCIAL MEDIA ROSE

**7%**



**78%**

of B2Bs

**68%**

of B2Cs

USE EMAIL INVITATIONS



Spreadsheets are the most-often used method for managing events, followed by phone.



[Read our blog](#) to learn even more about this study.

For more valuable info for small businesses, [check out our podcast](#).



Visit [ConstantContact.com/EventSpot](http://ConstantContact.com/EventSpot)