

SWOOGO SPOTLIGHT

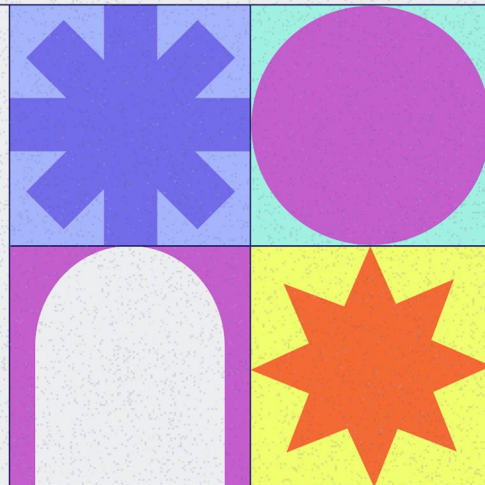
Building an event hub to drive 365 engagement



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One event isn't enough anymore.

Engagement shouldn't end when the event does. Keep audiences connected and show measurable impact all year.

Takeaways

Think beyond single events.

Keep audiences engaged before, during, and after each event by creating a connected experience that lasts all year.

Personalization drives participation.

Use attendee data to surface the right events and resources at the right time, making every interaction feel intentional.

Centralize your event strategy.

A centralized location gives attendees one destination to discover, register, and re-engage.

Featured Series



Webinar

February 10th

Discover how modern event programs move beyond one-off moments to create lasting engagement. We'll explore strategies for using data, personalization, and storytelling to build connected experiences that span the entire year.

Register Now



Webinar

February 17th

Learn how to transform your attendees into advocates. This session covers how to design community-driven events, create meaningful touchpoints, and turn participation into long-term loyalty.

Register Now



Webinar

February 24th

Your event isn't over when the curtain closes. Dive into practical ways to re-engage attendees after your event through on-demand content, personalized follow-ups, and connected program design.

Register Now

What is an event hub?

An Event Hub is a single online space where people can browse, register for, and engage with multiple events in one place.

Name

Event Type

None selected

Search

< > Today

March 2026

Month List

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
			12 The Clicks and Conversions Virtual Summit			
15	16	17	18	19	20	21
	16 Visual Storytelling Studio			19 Mix & Metrics: A Marketplace		
22	23	24	25	26	27	28
		24 Measuring What Matters				

Why Event Hubs Matter



**Unify
fragmented
event programs**

Simplifies discovery



**Keep audiences
engaged all
years**

Extends the life of
each event



**Drive
pipeline and
retention**

Creates always-on
engagement

The Many Faces of an Event Hub

Event hubs work across every program type

Location Hubs

Regional roadshows, city-based meetups

Audience Hubs

Execs vs practitioners, partners, internal teams

Industry Hubs

Tech, healthcare, finance, education

Campaign Hubs

Product launches, training programs, community series

Content Hubs

Live events, on-demand libraries, evergreen resource

The Power of Intentional Hubs

Every audience engages differently.

Define who they are before designing their experience.

Build hubs around their needs and goals.

Tailor content, visuals, and messaging for each audience segment.

Make every hub feel created for that audience.

Localize for regions. Events, visuals, and calls to action should feel relevant to that audience's world.

Intentional design creates connection.

When audiences feel seen, engagement and retention follow.

Designing for Your Audience

Tailored content makes every audience feel the hub was built for them.

Tech

Language:

Clear, concise, and data-focused

Content:

Integrations, product demos, performance metrics, automation

Experience:

Highlights technical documentation, sandbox access, and API sessions

Higher Education

Language:

Community-oriented

Content:

Student success stories, academic partnerships, campus events

Experience:

Spotlights collaboration tools, regional meetups, and case studies

From Engagement to Insight

How Event Hubs Extend the Value of Your Data

All event traffic flows through one shared hub

Cross-event reports help tie the data together

See who engages, returns, and interacts across events

Spot which topics and formats perform best

Use insights to refine content, personalize outreach, and prove impact

**Your Event Hub connects
event data into a single
story of engagement**

Let's bring it to life!

From Events to Engagement Engine

When all your programs, audiences, and insights come together, your events become more than moments. They become momentum.