

SWOOGO SPOTLIGHT

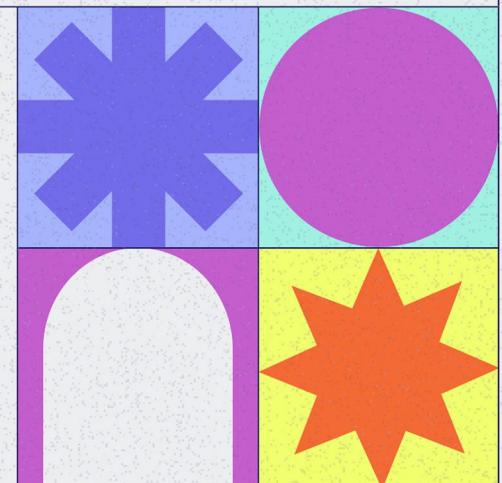
# Building an event hub to drive 365 engagement



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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

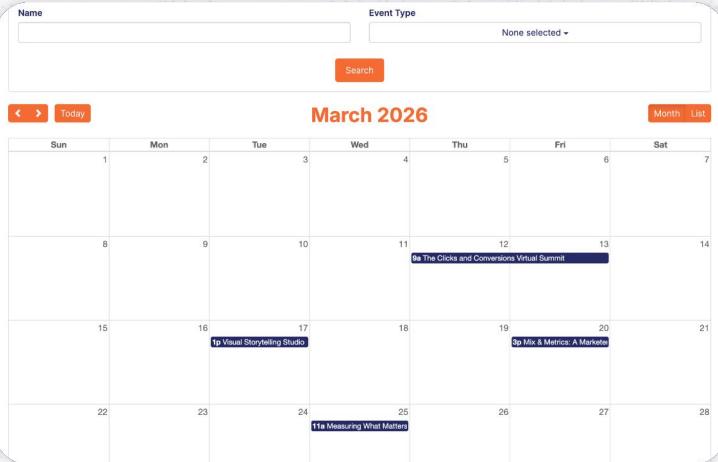


**Designing for Continuous Connection**  
February 10th  
Discover how modern event programs move beyond one-off moments to create lasting engagement. We'll explore strategies for using data, personalization, and storytelling to build connected experiences that span the entire year.

**Turning Audiences into Communities**  
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.

**From Registration to Retention**  
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](#) [Register Now](#) [Register Now](#)



Name:   
Event Type:  None selected

[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
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Events in March 2026:

- 11a The Clicks and Conversions Virtual Summit
- 1p Visual Storytelling Studio
- 3p Mix & Metrics: A Marketplace
- 11a Measuring What Matters

# 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.

# 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.