

Understanding Event Attendees Through Their Values



As event planners and marketers, one of our primary goals is to connect with our audiences on a deeper level. Traditionally, we've relied on demographic data such as age, gender, location, and income to understand attendees and help design experiences tailored to their needs. However, there is a revolutionary new approach called [Valuegraphics](#) that is changing the way we perceive our audiences by focusing on shared values rather than traditional demographics.

What are Value Graphics?

Valuegraphics is a concept designed to shift the focus from surface-level demographics to the varied core values that drive human behavior. This term was coined by researcher [David Allison](#), who has spent years studying how values influence human decisions. His work emphasizes understanding what truly matters to people, what motivates them, and how their values typically shape their choices. By identifying shared values within a target audience, event planners and marketers can create experiences and promote products that resonate with them on a profound level.

Why Focus on Values?

Focusing on an audience's shared values can help build deeper connections. This connection goes beyond just meeting basic needs - it can create a sense of belonging and understanding that encourages long-term loyalty.

Understanding attendees' values also allows planners and event curators to design experiences that align with what they care about most. Whether it's an event, fundraiser, or company culture initiative, focusing on values leads to more impactful and memorable interactions.

It can also lead to increased and more meaningful engagement. When people feel that their values are recognized and respected, they are more likely to engage with the event



Big Deal Company | 970-613-1455 or 303-886-3068 | BigDealCompany.com

*All content produced by My Big Day; DBA Big Deal Company, including websites, are the property of My Big Day LLC and protected by U.S. and international copyright laws. You may not copy, reproduce, distribute, transmit, modify, create derivative works, or in any other way exploit any part of our materials without the prior written permission from My Big Day LLC

or brand. This can lead to higher attendance rates, more enthusiastic participation, and stronger relationships overall.

Values - Implications for Event Planning and Beyond

Valuegraphics offers a transformative approach to event planning and other initiatives by focusing on the values that drive attendees' behavior.

- **Event Planning:** By understanding the values of event attendees, planners can create events that resonate deeply with their target audience. Valuegraphics can influence theme choice, event speakers, and event activities.
- **Nonprofit Fundraisers:** For nonprofits, aligning with donors' values can lead to more successful fundraising campaigns. Donors are more likely to contribute when they believe their support is going to causes they genuinely care about.
- **Company Culture Building:** Focusing on values within a company can help build a culture that attracts and retains employees who also share those values. This can lead to higher job satisfaction and a more cohesive and motivated team.

A Positive Impact for Business and Beyond

By shifting our focus from traditional demographics to values, we can create a positive impact for both businesses and the world at large. When we focus on what truly matters to people, we can foster deeper connections, drive meaningful change, and create experiences that leave a lasting impression.

Utilizing Valuegraphics in event planning and marketing campaigns can raise the bar - creating elevated events and new ways to engage with audiences. It's a simple but transformative shift that can lead to greater success and fulfillment for all involved!

Want to see how Valuegraphics can help elevate your next event? Contact our team of event professionals - we will walk your business through the entire process. Let us help bring joy and lasting success to your job today: www.BigDealCompany.com/



Big Deal Company | 970-613-1455 or 303-886-3068 | BigDealCompany.com

*All content produced by My Big Day; DBA Big Deal Company, including websites, are the property of My Big Day LLC and protected by U.S. and international copyright laws. You may not copy, reproduce, distribute, transmit, modify, create derivative works, or in any other way exploit any part of our materials without the prior written permission from My Big Day LLC