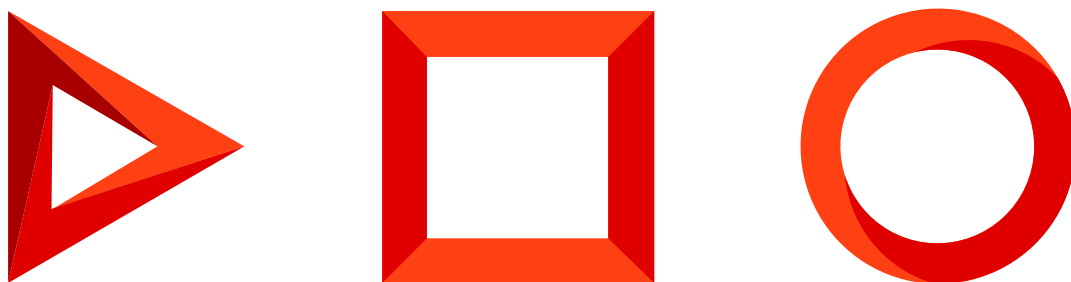


Audience

Manage event audience and responses

Version 8.0



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Manage event audience and responses

PRODUCTS: ALL CREATIO PRODUCTS

An event audience in Creatio is a list of event participants, i. e. contacts connected to the event. Keep track of the event audience responses in marketing campaigns, business processes, dashboards, and on the event page.

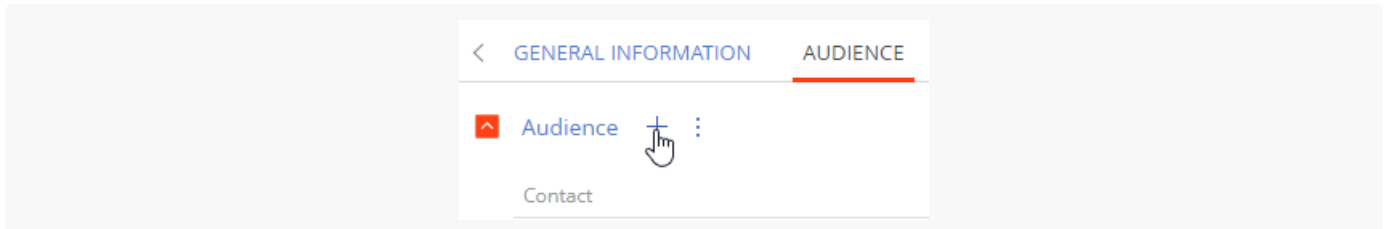
Manage the list of event participants in the [*Audience*] tab:

- add contacts and contact folders
- remove participants
- update the event responses
- set up columns and apply filters.

Add audience

1. Go to the [*Audience*] tab on the relevant event page.
2. Click + (Fig. 1) on the [*Audience*] detail. This will open a contact list.

Fig. 1 Add audience



3. Select the desired records manually or filter them by set conditions in the contact list. After that, click [*Import*] and select the import option from the menu:
 - If you applied the **filter conditions** or selected a **folder** to import, click [*Import by filter*] (Fig. 2).
 - If you selected the desired records **manually**, click [*Import selected*].
4. Click [*Close*].

Fig. 2 Import by filter

The screenshot displays the 'Import audience: Networking Day' interface. On the left, a filter configuration window is open, showing the 'Import by filter' option selected. The filter condition is 'Lead (by column Contact).Predictive score sum > 50'. The right side of the interface shows a list of imported records with the following details:

Record	Job title	Business phone
Alexander Wilson	CEO	+1 212 542 4238
Andrew Z. Barber	Specialist	+1 206 480 3801
Christine Nelson	Specialist	+44 (20) 3488 6553

As a result, Creatio will import the desired records to the event audience and display them on the [*Audience*] tab of the event page.

Alternatively, set up a [marketing campaign](#) to add the event audience automatically. Use a special element to add the campaign audience to the event audience. Learn more: [The \[Add to event \] element](#).

Track event responses

An event response is the status of an event participant, such as whether they planned to participate, participated, canceled their participation, or did not respond. View the responses on the [*Audience*] tab next to each record.

Note. Create a lookup named “Response in events” and add the desired statuses as values to change the list of available response statuses. This lookup is not available by default.

Track the event responses and analyze the financial indicators in the [*Dashboards*] section view.

The [*Dashboards*] view includes the following tabs:

1. The [*Audience*] tab. This tab contains event participant statistics.

Note. Creatio will apply the filters set in the section to all dashboards on the tab.

Audience by response	A diagram with the event audience grouped by their responses.
Event participants with leads	An indicator displaying the number of event participant contacts with leads. The indicator only shows contacts with the “Participation confirmed,” “Participated,” and “Planned” responses.
Event participants without leads	An indicator displaying the number of event participant contacts without leads. The indicator only shows contacts with the “Participation confirmed,” “Participated,” and “Planned” responses.

2. The [*Event totals*] tab. This tab contains event summary statistics.

Note. Creatio will apply the filters set in the section to all dashboards on the tab except for the [*Upcoming events*] block.

Expected budget	An indicator displaying the total expected event budget, in the base currency.
Actual cost	An indicator displaying the total actual event costs, in the base currency.
Expected revenue	An indicator displaying the total expected event revenue, in the base currency.
Actual revenue	An indicator displaying the total actual event revenue, in the base currency.
Upcoming events	A list of 5 events that start today or later. The data is sorted by date in ascending order. The closest event appears at the top of the list.
Events by type	A diagram with the events grouped by their type.