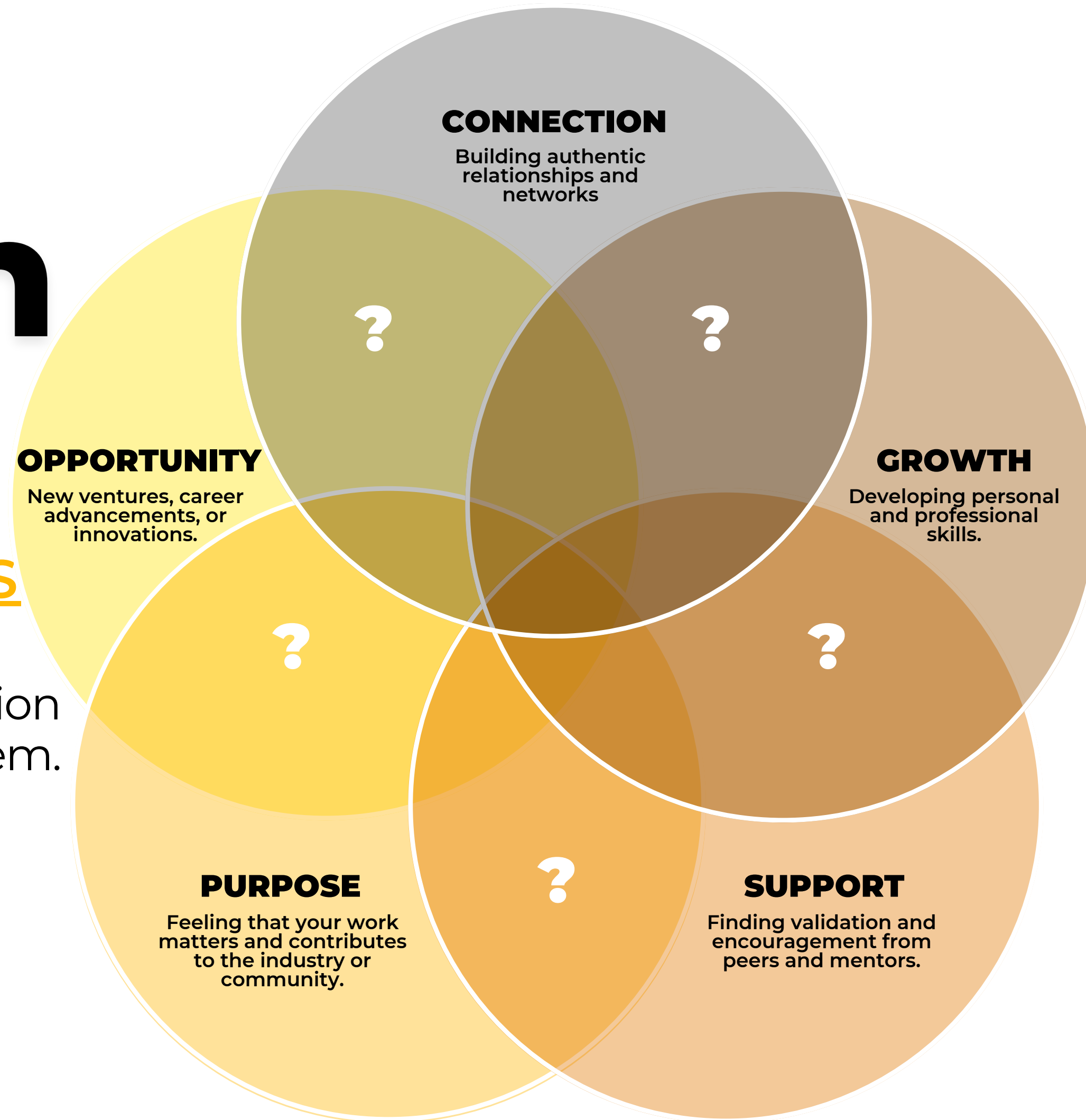


EVENT Motivation Matrix

WHY PEOPLE ATTEND EVENTS

5 key motivators that drive event participation and the powerful connections between them.





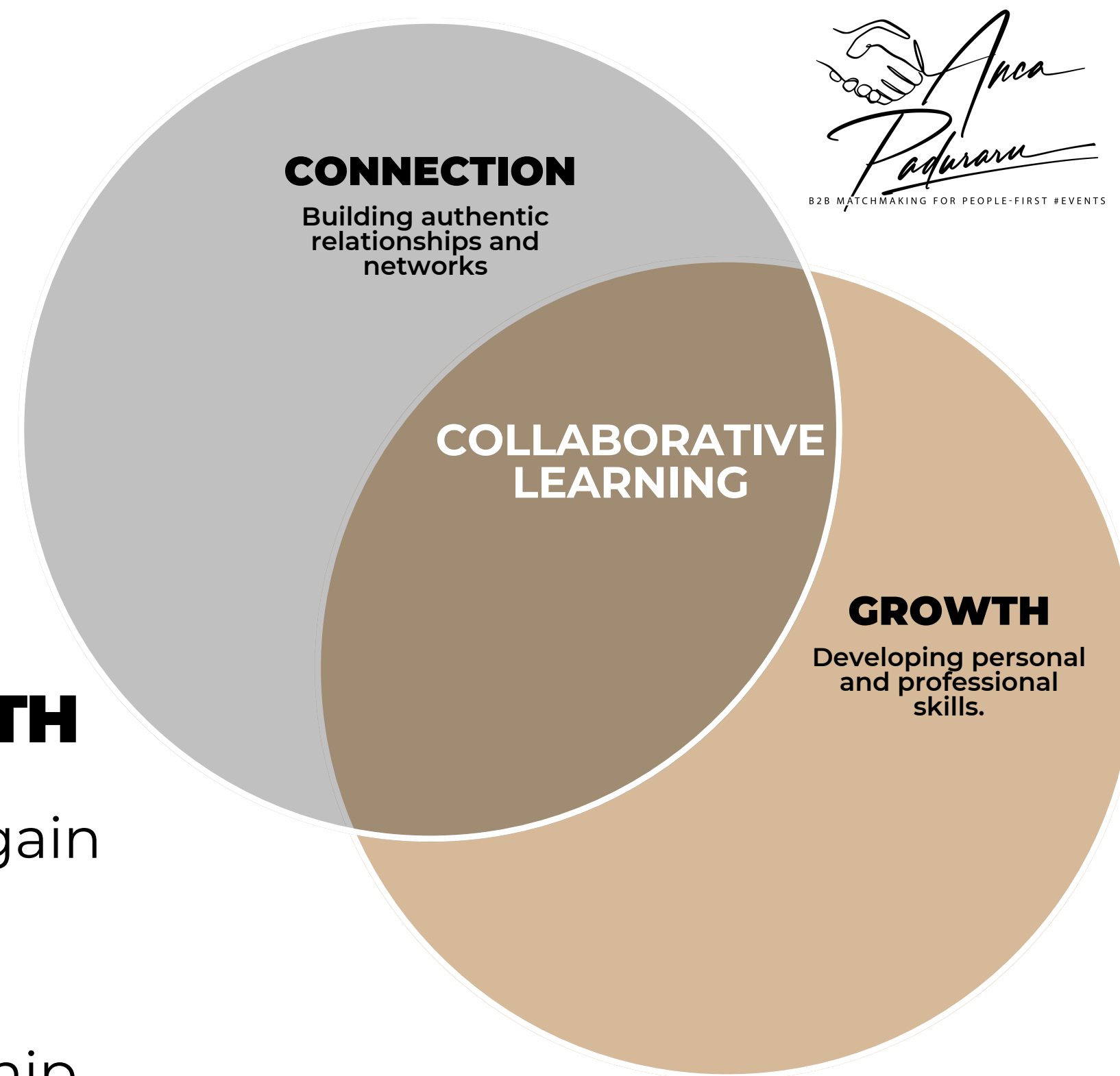
- **The core 5 needs of people attending events:**
 - + **Connection:** People attend events to make real, lasting connections.
 - + **Growth:** Attendees look for insights, and new knowledge that can help them grow in their careers.
 - + **Support:** Attendees seek support from peers, mentors, and industry leaders - recognizing and overcoming challenges.
 - + **Purpose:** Attendees look for a sense of meaning and purpose at events – that their work and efforts contribute to something larger than themselves.
 - + **Opportunities:** New opportunities drive people to attend events. Whether it's career advancements, collaborations, or innovative ideas, attendees want tangible takeaways that will push them forward.



02

INTERSECTIONS: **CONNECTION + GROWTH**

- ✓ When Connection meets Growth, attendees gain from learning through relationships.
- ✓ Networking with a purpose leads to career development, knowledge sharing, and mentorship.



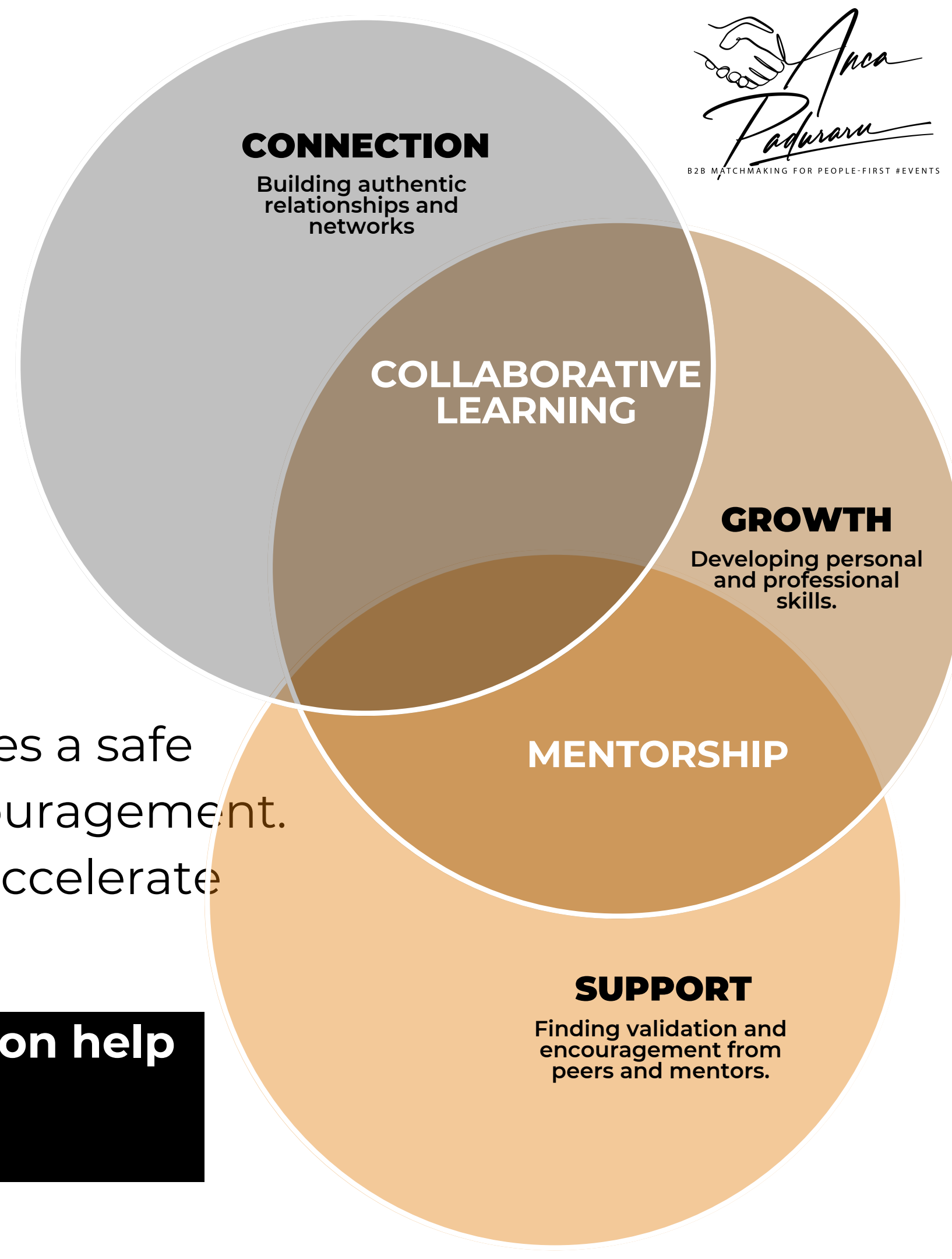
Events that foster relationships and provide education help people grow together, creating valuable knowledge-sharing networks.

03

INTERSECTIONS: **GROWTH + SUPPORT**

- ✓ The intersection of Growth and Support creates a safe space for attendees to learn and grow with encouragement.
- ✓ Mentorships are formed, helping individuals accelerate professionally.

Events that provide both knowledge and validation help attendees overcome challenges and grow with confidence.

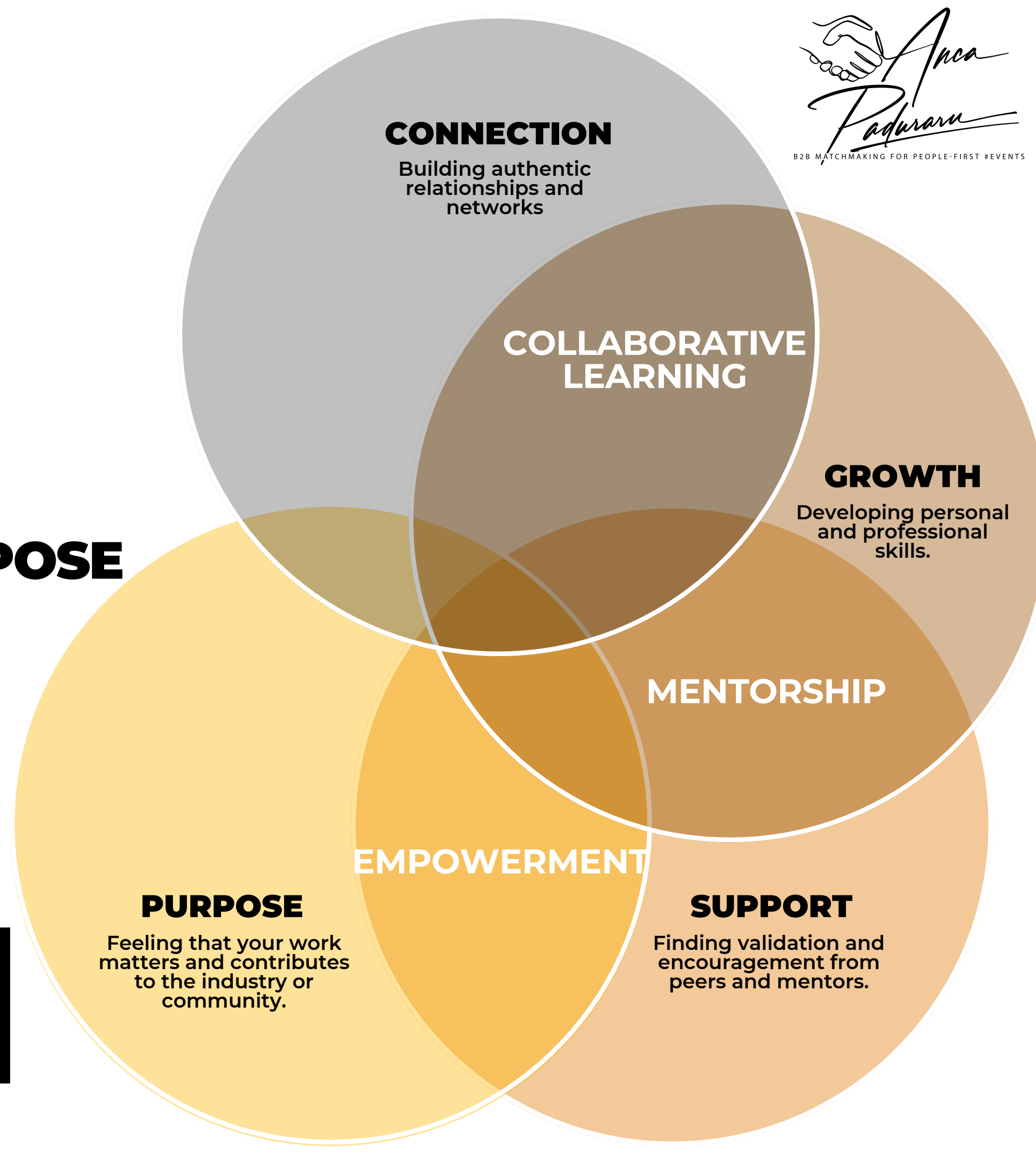


04

INTERSECTIONS: **SUPPORT + PURPOSE**

✓ When Support aligns with Purpose, attendees feel empowered in their roles and responsibilities. They leave knowing that their contributions are valued.

When people feel supported and aligned with a purpose, they're empowered to make bold decisions and feel confident.

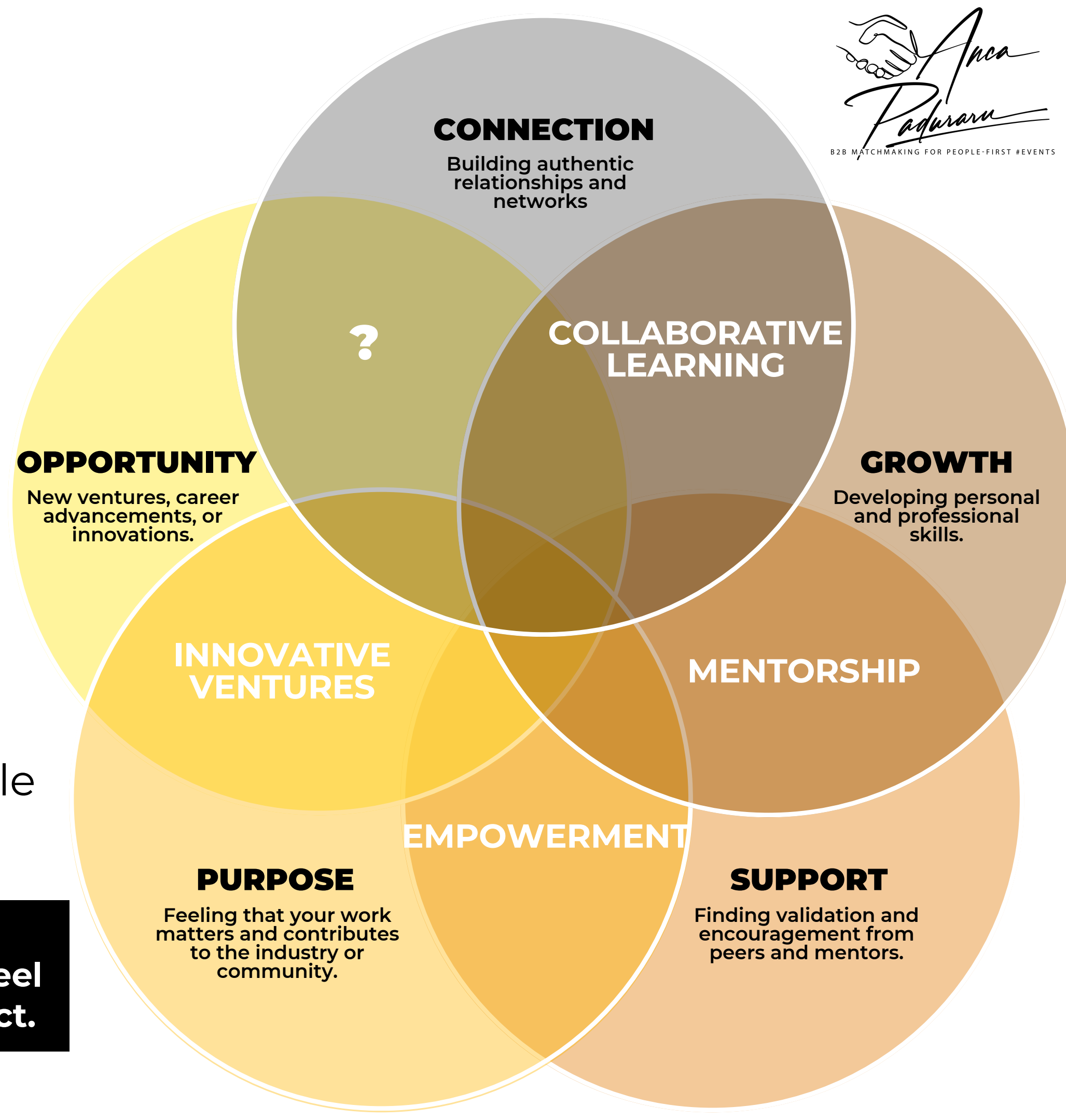


05

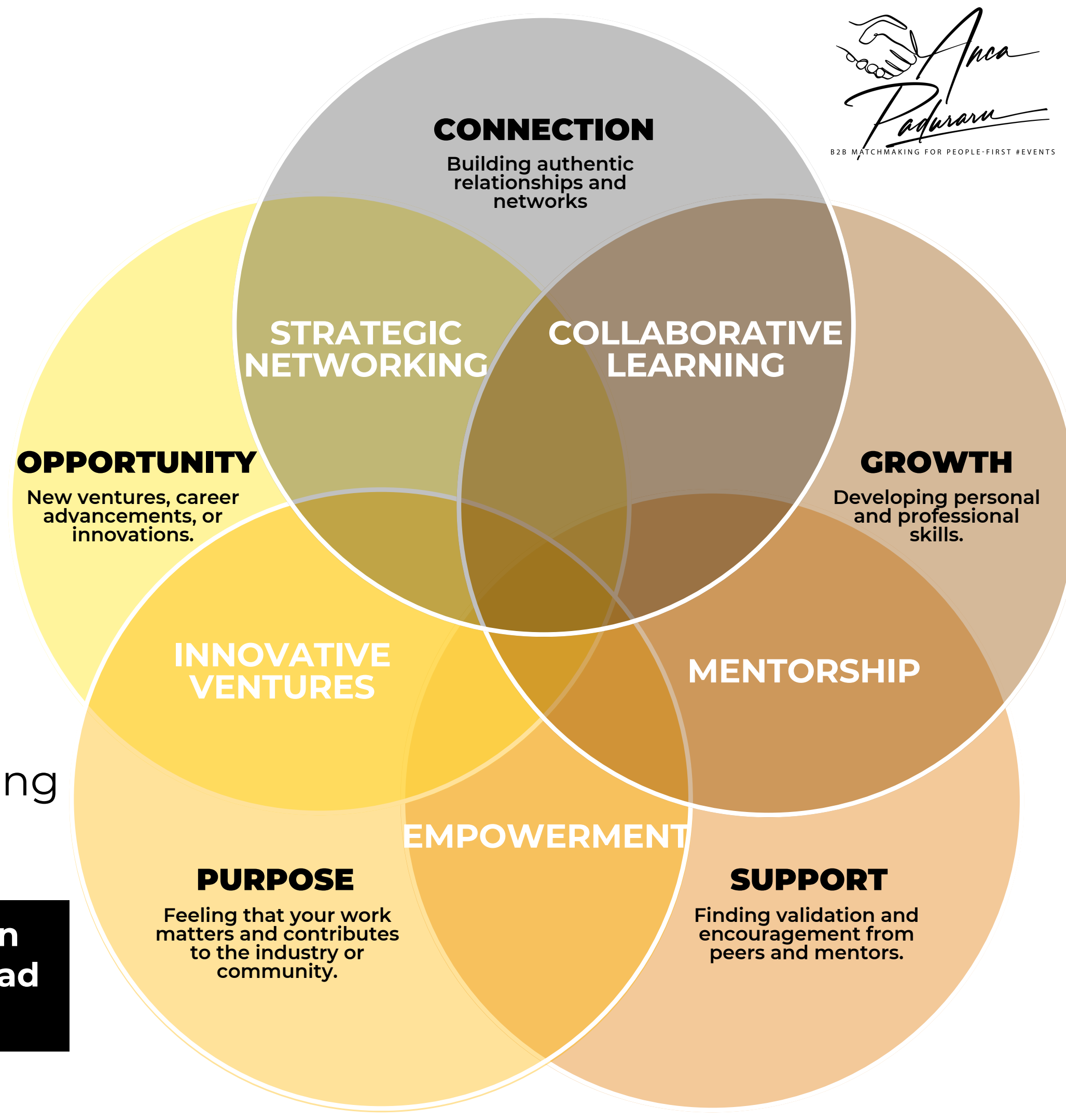
INTERSECTIONS: **OPPORTUNITY + PURPOSE**

✓ When Opportunities align with Purpose, attendees feel like they're contributing to something bigger while also advancing their own careers.

Events that tie personal opportunities to a meaningful cause or purpose help attendees feel fulfilled and motivated to make a lasting impact.



06



INTERSECTIONS: **OPPORTUNITY + CONNECTION**

✓ When Connection intersects with Opportunities, it ensures that every connection can open new doors, making event attendance worthwhile.

Networking turns into tangible outcomes when attendees build authentic relationships that lead to real-world opportunities.

#EventFreelancers

@ **POWER-PITCH**
EVENT FREELANCING
FORUM



#HiringInnovators

on **5-7**
November

#PowerPitchEvent hits every point in the Event Motivation Matrix:

CONNECTION

Builds authentic,
meaningful
relationships.

GROWTH

Webinars focused
on professional
development.

SUPPORT

Creates a
supportive
environment for
freelancers and
businesses to
thrive.

PURPOSE

Facilitates
targeted business
partnerships; and
improved quality
and impact of our
events.

OPPORTUNITY

Every interaction
drives purposeful,
valuable
outcomes.

This event is designed to maximize the attendee experience by addressing all core motivators.

www.power-pitch.events

By understanding the intersections of Connection, Growth, Support, Purpose, and Opportunities, **we can create events that truly matter.**

 **Sharing this with your network could make a huge difference!**

Let's Work Together



Let's talk: +32.489.63.82.20 | anca@data-driven.consulting

Let's meet: www.next.events

