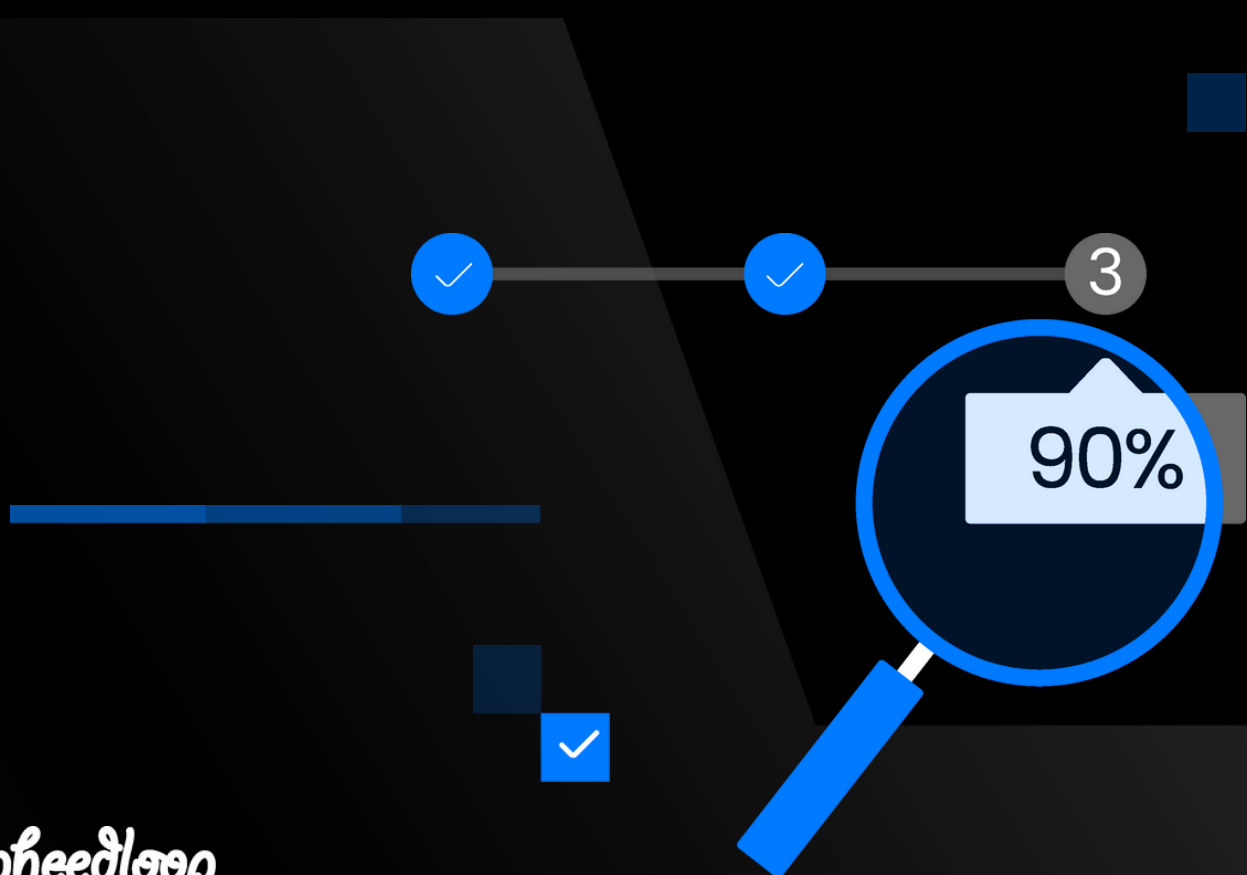


How Registration Completion Rates Vary by Event Type



Executive Summary



This report examines how registration completion rates vary across different event formats, based on aggregated data from live events hosted on PheedLoop over the past year.

KEY FINDINGS INCLUDE:

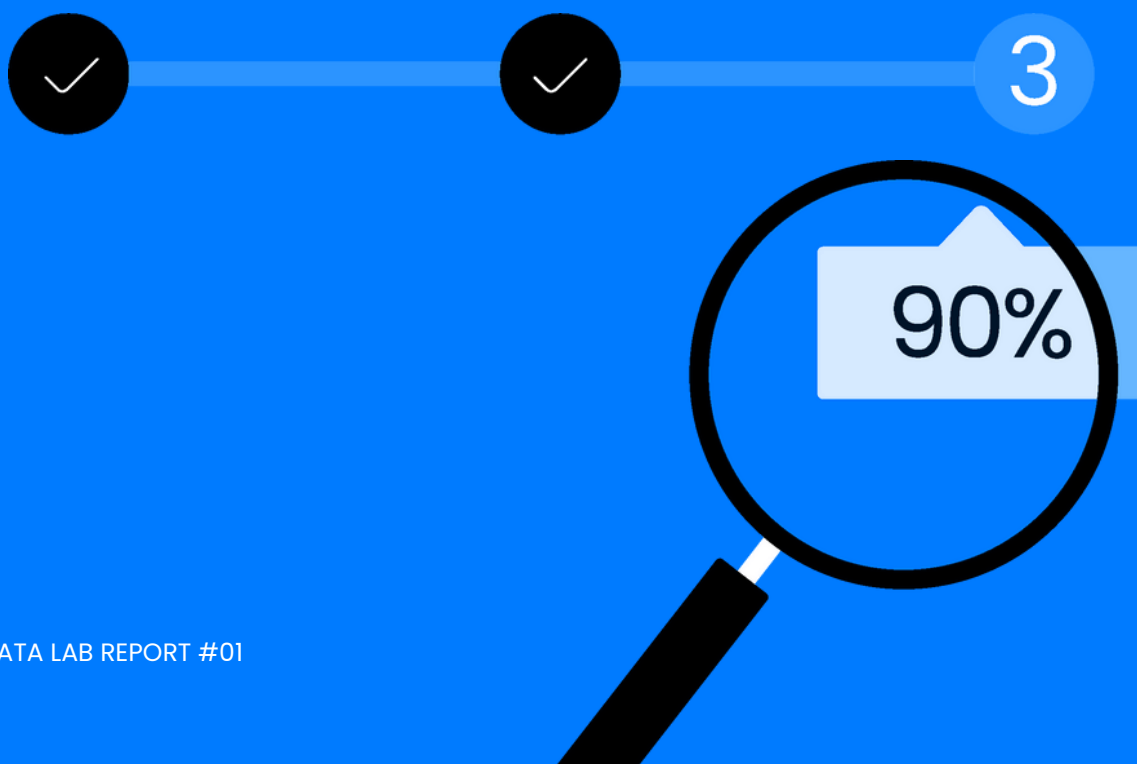
- Registration completion rates are consistently high across conference-style events, with median rates exceeding 90% for both association conferences and professional conferences.
- Differences between event types are modest relative to the wide range of performance observed within each category, indicating that registration flow design and execution have a greater impact on completion rates than event type alone.
- Trade shows and exhibitions exhibit lower median completion rates and greater variability, reflecting differences in audience intent and event structure.

These benchmarks are intended to help event teams evaluate the effectiveness of their registration experience and identify when performance deviates meaningfully from typical patterns.



About the Event Data Lab

The **Event Data Lab** is an ongoing research initiative focused on analyzing real-world event performance using aggregated and anonymized data. Reports published under the Event Data Lab aim to surface empirical benchmarks and operational insights across registration, onsite operations, engagement, and ROI.



Dataset Overview



Scope

6,000+ live events hosted within the past year

Events categorized using inference-based classification rules applied to event names and organizational metadata

Event formats analyzed:

- Association Conferences
- Professional / Industry Conferences
- Trade Shows / Exhibitions (directional)

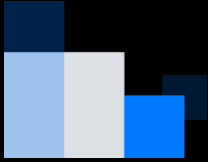
Exclusions

To ensure statistical stability and reduce noise:

- Test, sandbox, and internal events were excluded
- Events with very low registration volume were excluded

Anonymization

All data was aggregated and anonymized prior to analysis. No individual event, organization, or attendee can be identified from this report.



Metric Definition

Registration completion rate is defined as the percentage of users who completed registration out of all users who initiated the registration process.

**Registration
Completion
Rate**

=

Completed Registrations

Completed Registrations + Incomplete Registrations

This metric measures conversion **within the registration flow**. It does not account for website traffic, marketing impressions, or users who viewed event pages without beginning registration.

Event Classification Methodology



Events were categorized into high-level event types using inference rules applied to observable indicators in event names and organizational metadata.

CATEGORIES INCLUDE:

- Association Conference
- Professional / Industry Conference
- Trade Show / Exhibition

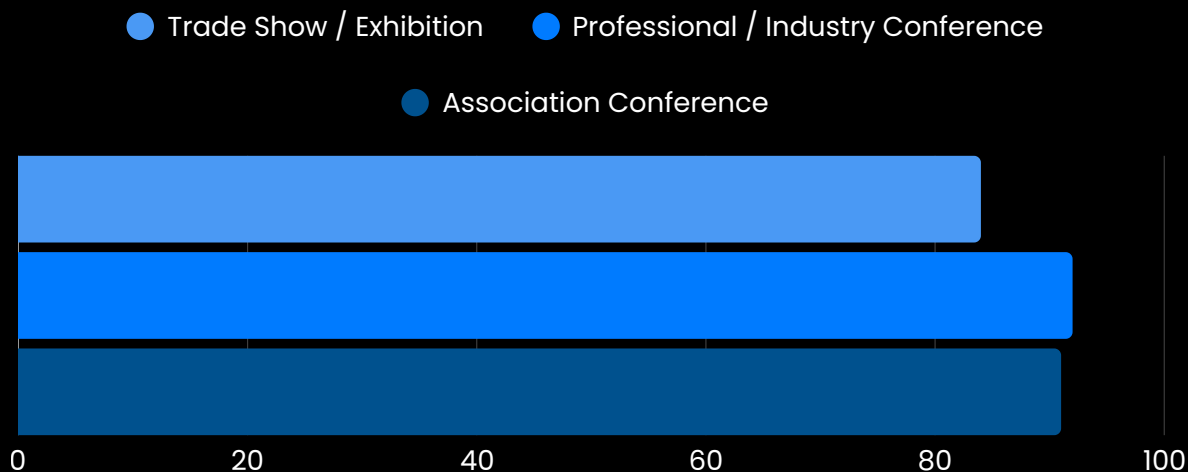
Each event was assigned both an event type and a confidence level (high, medium, or low). Events that could not be confidently categorized as conferences or trade shows were excluded from benchmark calculations.

Trade show benchmarks are included as a **directional comparison only**, due to a smaller sample size and conservative classification criteria.

Benchmark Results



Registration Completion Rate by Event Type



Across conference-style events, registration completion rates cluster tightly at the high end of the distribution.

- **Professional / Industry Conferences:** Median completion rate ~92% (Sample size 2,407 events)
- **Association Conferences:** Median completion rate ~91% (Sample size 1,604 events)

While professional conferences show a slightly higher median, differences between conference formats are modest. Both categories exhibit long tails of lower-performing events.

Trade shows exhibit a different pattern:

- **Trade Shows / Exhibitions (directional):** Median completion rate ~84% (Sample size 211 events)
- Greater variability across events

This pattern suggests more heterogeneous registration behavior across trade show audiences, though results should be interpreted directionally due to sample size.

Distribution and Variability



Based on internal analysis, median completion rates are materially higher than mean completion rates across all event types. This indicates that:

- Most events achieve very high registration completion
- A subset of events experience significant friction that disproportionately affects averages

This pattern suggests that underperformance is typically driven by event-specific execution issues rather than structural differences between event types.

Practical Implications for Event Teams



Event teams should benchmark registration performance against comparable event formats, rather than generic industry averages.



Lower-than-expected completion rates are more likely to indicate issues with registration flow design than with event category.



Trade show teams should anticipate greater variability and plan for additional friction management within the registration experience.

In practice, the largest improvements in registration performance come from addressing **outlier behavior**, not incremental optimization around category medians.



How to Use These Benchmarks

These benchmarks are most useful as:

- Diagnostic reference points
-
- Context for identifying abnormal performance
-
- Inputs into registration flow design decisions

They should not be interpreted as performance targets or guarantees.



Limitations

- Benchmarks are based on aggregated event data and reflect observed behavior within this dataset
- Trade show benchmarks are directional due to smaller sample size
- Results may vary based on audience, industry, and registration configuration

Closing



Event Data Lab benchmarks are designed to help event teams move beyond anecdote and evaluate performance using empirical evidence. Future reports will explore specific drivers of registration friction, including form length, required fields, and controlled experiments within the registration experience.

