WEBINAR RECAP · CSAE PARTNER WEBINAR · NOV 24, 2026

Where events lose people and attention

What the Event Data Lab shows about registration, attendance and ROI, presented by Mitch Malinsky, VP of Revenue at PheedLoop.



20,000+
events powered on PheedLoop since 2015, the pool behind every report

236 to 4,222
events behind each finding, depending on what could be measured

Medians
not averages, so the numbers describe the event you'll actually run

Five places events leak, and what you control

Aggregated and anonymized data

The form — **91%**

Nine in ten association registrations get finished

Ticket choice is what costs you. Completion drops from 93% with one ticket type to 83% with 11 or more, while forms with 21+ questions finish at least as well as short ones.

What to do: group tickets into categories (completion rises from about 81% to 90%), and keep the questions you need.

The promise — **1 in 5**

One in five expected attendees never shows up

The median no-show rate is 28% at free events and 17% at paid ones. Easy registration only looks linked to no-shows because free events are easier to sign up for.

What to do: plan catering, seating and staff for 80% of expected attendance at paid events and 70% at free ones. Don't add friction to cut no-shows.

The door — **51%**

Half of opening-day check-ins land in one hour

At the median event, the busiest hour starts two minutes after the published start time. Bigger events still face a heavier peak: 287 check-ins in one hour above 1,200 attendees.

What to do: staff for that hour, and consider opening check-in the day before. Only about a third of events do.

The room — **5.5**

Session-goers attend 5.5 sessions each

Three in four attendees check into at least one session, but one in four checks in at the door and never enters a session room.

What to do: plan around about 5.5 sessions per attendee rather than total room capacity, and build in flexibility instead of sizing rooms from agenda bookmarks alone.

The second visit — **2×**

Second-time attendees return at twice the rate

51% of second-time attendees come back, against 23% of first-timers. About seven in ten attendees weren't at the previous edition.

What to do: aim your follow-up at first-timers, and track how many come back next year.

Before you act on a benchmark, ask whether it compares different events or compares inside one. Late registrants look unreliable when you pool events (42% no-show versus 18%), but inside the same event the gap is just 0.6 points. Free events simply register later.

The fine print: data comes from events run on PheedLoop, mostly in North America. Event types are inferred from names and metadata. These are associations, not proof of cause. Return rates are floors, since returners are matched by email. Treat the benchmarks as reference points for your own events.

Full reports and methodology
pheedloop.com/blog
Questions about your own data?
mitch@pheedloop.com