

Marketing & Sales Research Report

Product: Event Management Services

Deliverable: Best countries & cities for outbound email campaigns

Focus: Global market segmentation + ideal lead personas

1) Event Management Market Overview

Event management services are hired by businesses and individuals to plan, organize, and execute events such as conferences, corporate events, product launches, trade shows, weddings, private celebrations, cultural festivals, and large-scale functions.

Demand drivers include:

- Growth in corporate events and business networking
- Increase in experiential marketing and brand experiences
- Rising travel and tourism activity
- Growth in disposable income in emerging markets

2) Top Target Countries

Countries were selected based on strong corporate environments, high event and tourism demand, high concentration of decision-makers, and strong economic activity.

Country	Why It's a Good Market
United States	Huge corporate sector, many events & conventions
United Kingdom	Strong financial & tech sectors; high event volume
Germany	Europe's largest economy, global trade shows and exhibitions
United Arab Emirates	Global hub for conferences, expos, and luxury events
Singapore	Asia-Pacific business hub with frequent global conferences
Nigeria	Fast-growing corporate and entertainment events market

3) Best Cities by Country

United States

- New York City – Corporate HQs, finance, media
- Los Angeles – Entertainment, lifestyle events
- Chicago – Major conferences & business expos
- Austin – Tech and startup events boom

United Kingdom

- London – International business and corporate events
- Manchester – Growing tech and business event scene
- Birmingham – Trade shows and regional conferences

Germany

- Berlin – Startups, creative events, business networking

- Frankfurt – Financial hub and global expos
- Munich – Corporate events and cultural festivals

United Arab Emirates

- Dubai – Global events hub, exhibitions, luxury events
- Abu Dhabi – Government and business conferences

Singapore

- Singapore – Asia-Pacific conferences and corporate summits

Nigeria

- Lagos – Business launches, entertainment events, media
- Abuja – Government and institutional conferences

4) Target Personas (Lead Profiles)

Persona Group A — Corporate Event Planners

- Industry: Tech, Finance, Consulting
- Company size: 100–5,000+ employees
- Job titles: Head of Marketing, Events Manager, COO, VP of Sales & Marketing
- Why target them: They plan product launches, partner events, and corporate conferences
- Education/Experience: Bachelor's degree or higher, 3+ years in marketing/events, outsourcing-friendly

Persona Group B — HR & Internal Engagement Leads

- Industry: Large enterprises, tech firms, multinational companies
- Job titles: HR Director, Head of Employee Experience, Internal Communications Lead
- Why target them: They plan staff retreats, year-end parties, training events
- Social class: Middle to upper class, high disposable income, value stress-free delivery

Persona Group C — C-Level Decision Makers

- Industry: SME Owners, Entrepreneurs
- Job titles: CEO, Founder, Managing Director, Business Owner
- Why target them: They need event services for launches, branding, VIP occasions
- Education/Background: Degree holders (often business-related), high budget authority

5) Segmentation Rationale

Factor	Segment Type
Geography	Tier-1 cities with high business event activity
Firmographics	Company size, industry potential, event budgets
Demographics	Educated professionals with decision authority
Behavioral	Outsourcing mindset, quality-focused, premium service buyers

6) Outbound Strategy (Sample Email Sequence)

Target: Head of Marketing / Corporate Events Lead

Email 1 — Intro & Pain Point

Subject: Simplify Your Next Corporate Event in [City]

Hi [Name],

Organizing large events takes time away from strategic marketing. We help teams like yours plan flawless corporate events — so you can focus on impact.

Can we schedule a quick call?

Best regards,
[Your Name]

Email 2 — Social Proof

Subject: Successful [Industry] Events We've Delivered

Hi [Name],

We've supported events for companies like [similar company]. From logistics to guest experience, we handle it all.

Here's a 30-second look: [link]

Best regards,
[Your Name]

Email 3 — Offer

Subject: Complimentary Event Needs Assessment

Hi [Name],

We'd love to offer a **free event brief consultation** to help shape your next program.

Are you available this week for a quick call?

Best regards,
[Your Name]

7) Integration with Pipedrive

Recommended setup in Pipedrive:

- Import leads by city and persona tags
- Create custom fields: City, Persona, Event Type
- Build email sequences based on persona segments
- Track engagement using opens/clicks
- Track deals through pipeline stages: Campaign → Qualified → Booked

8) Conclusion (Best Cities for Outreach)

- USA: New York City, Los Angeles, Chicago, Austin
- UK: London, Manchester, Birmingham
- Germany: Berlin, Frankfurt, Munich

- UAE: Dubai, Abu Dhabi
- Singapore: Singapore
- Nigeria: Lagos, Abuja

This research identifies strong markets with measurable demand, clearly defined target personas, and a practical outbound strategy that can be implemented using sales tools like Pipedrive.