

1 / Why your guest list is your real ROI (not the event itself)



In Web3, fintech, gaming, and B2B tech, **side events aren't built to turn a profit, they are investments for future benefits.**

They are built to **put the right people in a room** so you can create:

- Revenue
- Distribution deals
- Integrations
- Partnerships
- Fundraising opportunities
- Media exposure
- Sales pipeline
- Influence & brand equity

Most teams fail not because their event is bad, but because their **guest list is random.**

They chase: "Let's fill the room."

Instead of: "**Let's fill the pipeline.**"

This guide shows how to engineer guest lists for outcomes—not attendance.



/ Conversions

The data every event marketer ignores.

Across 30+ INPUT Global side events, our internal metrics show:

- **12–18%** of all *qualified* attendees turn into warm deal-flow within 30 days
- **1 partnership / integration per 40–50 targeted guests**
- Media exposure **increases 3x** with the right attendees seated near journalists
- **Event ROI is largely determined before the event (~70%),** through a combination of format design, audience targeting, and registration flow mechanics, not list size alone.

/How to build a guest list that generates revenue

Step 1: Define your “revenue personas” (not marketing personas)

Your guest list must match the outcome you want.

Examples of side events for crypto, fintech, or iGaming — see below:

Partnerships → invite:

- Exchanges
- Wallets
- Payment gateways
- Security firms
- Analytics tools
- DeFi infra teams
- Layer-2s attempting expansion
- Market makers
- Compliance tech

Revenue → invite:

- BD leads
- Integration managers
- Product heads
- C-level for decision makers
- Angel investors
- Web3 ecosystems with grant programs
- Gaming studios or casinos with budget

Reach → invite:

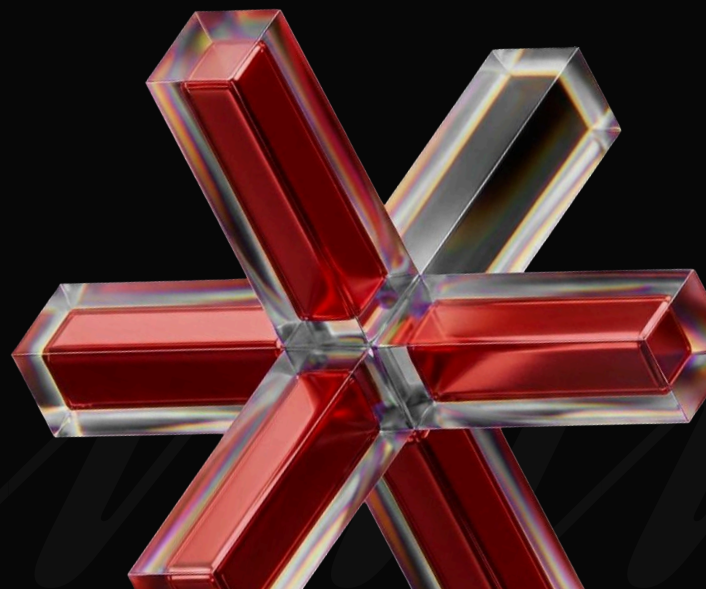
- Tier-1 journalists
- Influencers
- Founders with distribution power
- Key opinion leaders
- Media partners

Fundraising → invite:

- Funds
- VCs
- Angels
- Ecosystem grant managers

The guest list must reflect your intended outcome.

Most event failures come from inviting “everyone,” which equals inviting “no one relevant.”



/The 6M guest list architecture

We adapt your event's "Event DNA" into a guest list structure:

Mission: What must this event achieve in business outcomes?

Examples:

- "Secure 10 leads for Q1"
- "Land 2 Tier-1 media articles"
- "Launch product to ecosystem heads"
- "Start partnerships with iGaming operators"

Without a well defined, desired outcome, it's unclear what the event is working towards

Mood: The vibe determines who will come

Is it:

- CEO-only?
- Maximum networking?
- Crypto-degen energy?
- Executive dinner?
- Product showcase?
- VIP closed-circle?

Guests join events that match their **status, energy, and expectations.**

Mechanics: What needs to exist so high-value guests say 'yes'?

- Limited capacity (scarcity = magnet)
- Clear value (journalists attend when you promise access, not drinks)
- Structured networking (founders attend when intros are pre-designed)
- "Signal of quality": your partners, sponsors, venue

There are limited target prospects for every company – even more so at a particular physical location at a specific time – these mechanics increase your attendee conversion rate.

Modules: Smart segmentation of your guest list

Split your list into:

- **Core Guests**
(prospects that match ideal customer profiles to sell into)
- **Amplifiers**
(media, influencers, ecosystems)
- **Density Builders**
(target or adjacent founders & operators to build brand)
- **VIP Magnets**
(people others want selfies with)
- **Future Pipeline**
(promising but early-stage, for long-term value)
- **Ecosystem**
(active clients & partners, relationship building & loyalty = sustained revenue)

With this framework of segmentation you can target near & future revenues while achieving strategic brand distribution

/The 6M guest list architecture

Mechanics of Invitation (Conversion Layer)

The invite funnel is:

- Identify

- Qualify

- Approach

- Confirm

- Reconfirm

- Attend

- Engage

- Follow-up

- Close deal

High-value people don't say yes to mass invites. **They say yes to relevance.**

Metrics: How to measure guest list ROI

- % of "must-have" individuals who attended

- Number of founder-level conversations

- Number of meetings after the event

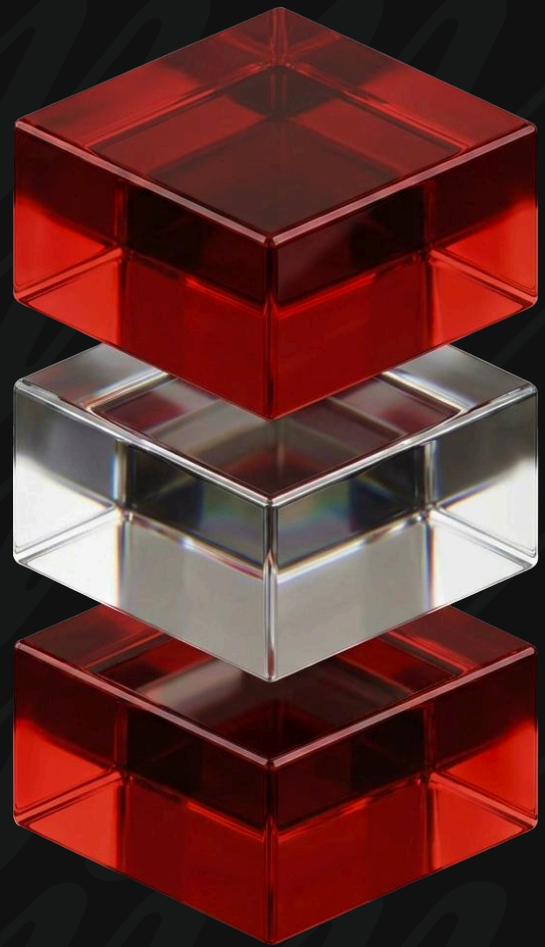
- Warm intros delivered

- Deals in pipeline 30 days later

- Media outcomes (articles, posts)

- Organic shares from guests

These measurements help validate your event approach and inform you of any tweaks you need to make for future ones.



Tips & tactics: how to get the right people into the room

Tactic 1:

Build a magnet, not an event

High-value guests attend for one of these reasons:

- Access
- Status
- Exclusivity
- Information
- Introductions
- Leverage

Make your event provide at least **two** of these.

Tactic 2:

Media Partners = Growth hack

Media partners bring:

- Their audience
- Their network
- Their speakers
- Their VIP clients
- Their distribution channels
- Their founders

This is **zero cost** and often adds:

- 10+ qualified guests
- 2–3 journalists
- Exposure that increases your next guest list conversions

Crypto media (Cointelegraph, CoinDesk, U.Today, DailyCoin, BeInCrypto, etc.) love access.

So give them:

- Branded zone
- VIP guest passes
- Pre-event interview
- Event name placement
- Access to your founder

And they will bring warm leads.



/Tips & tactics: how to get the right people into the room

Tactic 3:

Use “social graph stacking”

Invite people whose presence attracts others.

For example, if you invite:

- L2 founders

- Ecosystem leads

- Tier-1 journalists

- Famous crypto traders

Their social graph will bring:

- Alt-L1 teams

- Investors

- Wallets

- Projects seeking exposure

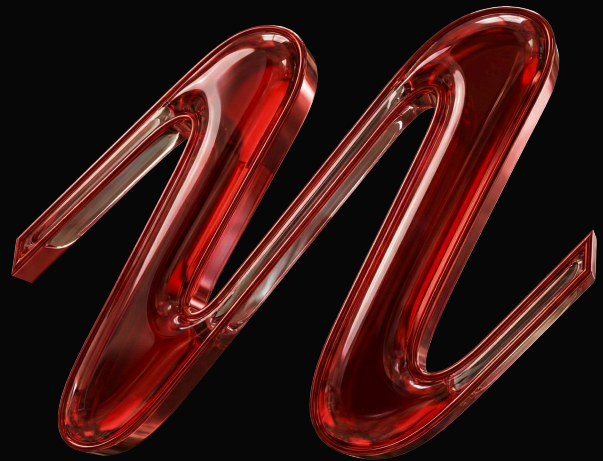
Each VIP = 10–20 additional inbound requests.

Tactic 4:

Anchoring with familiar brands

If you invite a BD manager from Binance...
You will attract BD from OKX, Bybit, Bitget.
Competitors follow each other.

If you invite a gaming operator from SBC...
Others follow because they assume:
“Someone important is going.”



/The event format is the magnet (not the venue, not the food, not the budget)

The reason INPUT Global events consistently achieve full rooms — even without booths, even without huge budgets — is because they aren’t “parties” or “side events.”

They are formats.
Recognizable. Sharpened. Positioned.
They carry an identity.

This creates a psychological effect:

When a format becomes predictable in its quality, unpredictable in its content, and rare in its availability: the guest list self-assembles.

People fight to enter rooms where:

- they anticipate exclusivity,

- they anticipate real access,

- they anticipate unusual conversations,

- and they anticipate that others will anticipate the same.

Your guest list is simply a reflection of how powerful your format is.

/Designing your format

Step 1 Define your “Magnetic Center”

Write one sentence that answers:

What does this event know that no other event knows?

Step 2 Define the Transformation

What will the attendee gain intellectually, socially, or strategically by being there?

Step 3 Define the Contradiction

Every irresistible format contains tension.

What is the friction or paradox your event exposes?

Step 4 Identify the 6 “Archetypal Guests”

Instead of thinking in terms of venue capacity, define the 6 types of guests whose presence would automatically attract the rest.

Step 5 Define the Room Composition Ritual

How do guests enter?

How do they flow into conversations?

What is the first moment they experience?

What is the final moment they take away?
