

# From Gen Z to Baby Boomers: Targeted Approaches for Live Events Venues to Engage Each Generation

3 MIN READ



Live events have the remarkable ability to unite audiences of various ages. To effectively engage with each generation and enhance their appeal (and thus, sell more tickets), venues can leverage specific strategies tailored to each generation's unique preferences and shopping habits. Let's explore these strategies and how they can be utilized to target different generations.

## Generation Z (born 1997-2012)

Socially conscious and digitally savvy, Gen Zers respect brands that prioritize sustainability and social responsibility. To target this generation, live events venues can:

- Embrace sustainability: Incorporate eco-friendly practices into venue operations, such as reducing waste, using renewable energy sources, and offering sustainable food and beverage options. Read our latest list of green practices at events [here](#).
- Leverage social media: Engage with Gen Z through social media platforms (no, not Facebook) to promote events, share behind-the-scenes content, and encourage user-generated content. The more videos, the better!
- Collaborate with influencers: Partner with influencers who resonate with Gen Z values to amplify the venue's message and increase brand awareness.

## Millennials (born 1981-1996)

Value-driven and research-oriented, Millennials seek experiences that provide value for their money. To attract Millennials, live events venues can:

- Offer package deals: Create bundled ticket options that include perks such as discounts, merchandise, or exclusive access, providing a sense of value and a complete experience. Read more about leveraging subscriptions and packages [here](#).
- Facilitate online research: Provide comprehensive event information on websites, including customer reviews, ratings, and FAQs, to help Millennials make informed decisions.

- Leverage user-generated content: Encourage attendees to share their experiences on social media and incorporate user-generated content into marketing campaigns to build trust and authenticity.

## **Generation X (born 1965-1980)**

As a generation with higher incomes and diverse interests, Gen Xers value convenience and quality. To appeal to Gen X, live events venues can:

- Enhance convenience: Offer seamless online ticket purchasing experiences, mobile ticket options, and hassle-free entry processes to accommodate their busy lifestyles. Read more about real-time marketing at events [here](#).
- Curate diverse events: Provide a wide range of events that cater to various interests, such as music concerts, comedy shows, sporting events, and cultural exhibitions.
- Highlight premium experiences: Create VIP packages or upgraded seating options that offer added benefits, such as exclusive access, backstage tours, or meet-and-greet opportunities.

## **Baby Boomers (born 1946-1964)**

Loyal and community-minded, Boomers prioritize personalized service and supporting local businesses. To capture their interest, live events venues can:

- Emphasize customer service: Train staff to provide exceptional customer service, including personalized assistance and support throughout the event.
- Showcase local talent: Feature local artists, musicians, and performers to appeal to Boomers' desire to support their community.
- Foster a sense of community: Create opportunities for Boomers to connect with others who share similar interests, such as networking events or pre- and post-event gatherings. Read more about hosting donor engagement events [here](#).

By implementing these strategies, live events venues can effectively target and appeal to different generations. Understanding the unique preferences and values of each generation allows venues to create memorable experiences, build customer loyalty, and expand their reach across diverse audience segments.

Want to learn more about buying behaviors? Click [here](#) to read our latest consumer report.