



EVENT PSYCHOLOGY CONSULTING

TRANSFORM YOUR EVENTS WITH PSYCHO-LOGICAL SOLUTIONS

Victoria Matey, Matey Events

SOUNDS FAMILIAR?

Poor engagement.

Low retention.

High no-show rates.

Guessing game on pricing.

Increased stakeholder expectations.

Intense competition.

Changing behavior patterns, like last-minute cancellations or registrations.

Inefficient ROI for exhibitors and sponsors.

Networking challenge.

Zoom fatigue online.

Social fatigue in-person.

AAAAHHHHHHHHHHHHHHHHHHHH

- 61% of eventprofs cite engagement as their biggest challenge (Forrester, 2021)
- 46% of organizers found networking to be a challenge for hybrid events (Bizzabo, 2022)
- 35% is the average no-show percentage for virtual events (Markletic, 2020)
- Only 50% of those who sign up for 1-5 virtual events per month, attend all events they sign up for (Vimeo, 2021)

WHY EVENT PSYCHOLOGY?



Everybody has a brain, and experiences take place in people's minds first and foremost.

Looking at yet another market research, or what others are doing, or for more tech tools won't help you stand out, increase revenue or provide stability for your event business.

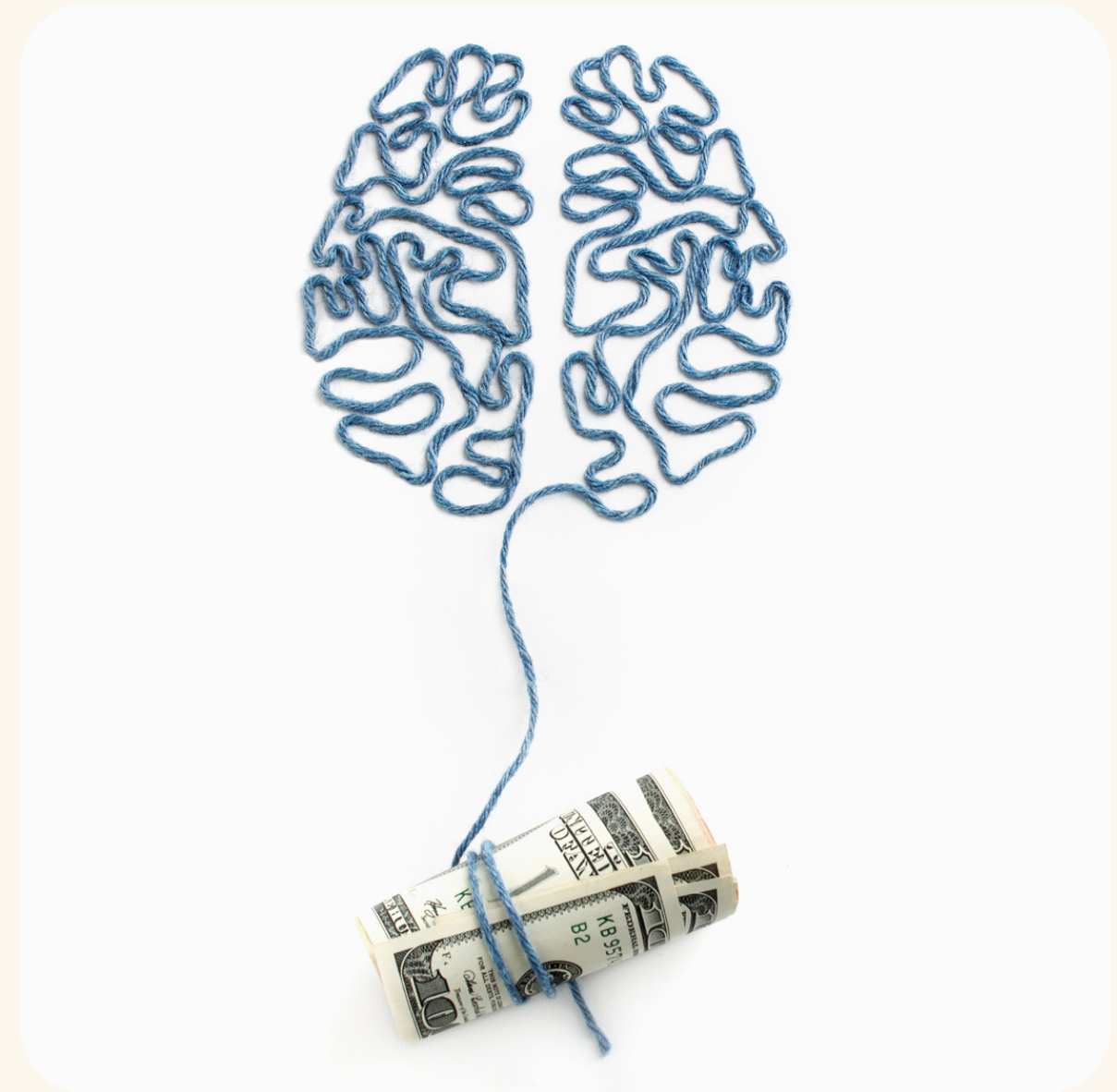
To be able to solve the above challenges, you should first look at human behavior and mind, and design events and services for how people think.

[Book a free coffee and chat call](#)

With an understanding of how people make choices, what drives their decisions, and how they communicate, and tools supported by psychology, behavioral science, and neuroscience, you will be able to transform your events without significant investments.

By providing science-based advice and training, I help you overcome your event challenges, improve, and innovate.

I work with event planners, event owners, and event providers.



[Book a non-binding coffee and chat call](#)

What my clients and partners say



Eric Antoisie, CEO, Micimedia

Victoria Matey is doing groundbreaking work to uncover the true value of Event Psychology.



Adam Fillary, Entrepreneur

if you want to run the best possible event then please consider this. Victoria Matey has an amazing knack of providing pin point advice and many moments that make you think 'why the hell was I not already doing that' such a talent.



Sharon Ashton, Events Director, Eurordis

I'm delighted to have completed Victoria Matey's Event Psychology Lab e-Learning course! Filled with science-backed tools to create remarkable and memorable events, I have lost count of the number of actionable tips and tricks I have learned!



Irina Graf, the MICE Blog

I've been following @MateyEvents for several years now and her insights about event psychology are hands on and easy to apply to events! That's the small things that make a big difference.



Angelina Grigoryeva, Global Partnerships, Teally

I would like to thank Victoria Matey and to recommend her as a super professional event consultant.



John Martinez, Shocklogic

Loved the content, Victoria Matey is amazing. Such unique content.

WHAT I CAN DO FOR YOU



Event Psychology 101 and in-depth training for your team

A customized, original, online or in-person session to upskill your whole event team on topics such as:

- Why behavioral event design is the top future-ready skill for event professionals;
- What behavioral science frameworks to apply to boost event attendance and ROI for your stakeholders;
- How science-backed tools can help you effectively reach your attendees, influence their behavior and stay on their minds in the age of information overload, attention economy, and tough competition.



Event Psychology event or service review

Whether it's a few elements of your event, a specific challenge you face, or a need for a fresh look, I can provide you (or your clients) with an in-depth analysis of your overall event from an event psychology perspective, along with expert recommendations based on years of translating research insights into event best practices.



Event Psychology speakers training

Content remains one of the most important factors in how people choose to attend events, so the quality of speakers is extremely important. The common issues with speakers' presentations remain their inability to gain audience attention, engage participants, and make their message memorable. In addition, in many cases, the speakers are not professional speakers with much experience. It leads to basic mistakes which can, however, be easily corrected if the speakers are properly instructed.

Sadly, speaker preparation is often left to chance, let alone giving them tips on giving presentations that are brain-friendly. The training I offer is not your standard speaker training, but an event psychology speaker training, where all the tips provided are based on neuroscience, psychology, and behavioral science research.

BRING SCIENCE TO EVENT EXPERIENCES. WHERE TO START?



Book a non-binding coffee and chat call

or email me: matey.events@gmail.com



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