



18 Event Best Practices



We all want to be the one that says..... yes, it was successful; let's do it again.

Events are a huge investment of both time and money, whether it's virtual or in-person. You want them to be successful and prove the ROI. I'm right there with you.

These are some top tips for getting the most out of those events you sponsor!

Pre Event	Done
<p>Know the dates and deadlines - Pay attention to the benefits and deadlines you purchased and take advantage of them all.</p>	<input type="checkbox"/>
<p>Have a plan - Treat an event like a campaign, have a plan – create an engagement mechanism before, during, and after the event.</p>	<input type="checkbox"/>
<p>Tracking URLs - Create campaign tracking URLs to assist with measuring ROI.</p>	<input type="checkbox"/>
<p>Email series - Create a series of emails leading up to the event, and give them a reason to visit you at the booth - win a prize, swag, etc.</p>	<input type="checkbox"/>
<p>Schedule meetings - Leverage pre-event meeting schedule options with attendees.</p>	<input type="checkbox"/>
<p>Be prepared - Marketing should prepare sales/onsite staff with the event and logistical details – how are we capturing leads? What are the exhibit hours? Who is our onsite contact in case of questions? What is our action item for attendees?</p>	<input type="checkbox"/>
<p>Set goals - Set specific goals for your sales team, such as each salesperson schedules at least 10 meetings with potential prospects.</p>	<input type="checkbox"/>
<p>Get Social - Create social posts, and utilize polls on LinkedIn and Twitter.</p>	<input type="checkbox"/>

At the Event	Done
Educate, don't sell - Provide educational benefits to customers, don't lead with a sales message.	<input type="checkbox"/>
Booth Etiquette:	
<ul style="list-style-type: none"> ● Get your head out of your devices. 	<input type="checkbox"/>
<ul style="list-style-type: none"> ● Stand up. 	<input type="checkbox"/>
<ul style="list-style-type: none"> ● Offer an engagement activity – doesn't have to be expensive or complicated. 	<input type="checkbox"/>
<ul style="list-style-type: none"> ● People love free stuff – register for a grand prize. 	<input type="checkbox"/>
<ul style="list-style-type: none"> ● Start conversations - ask questions and learn about why they are there. 	<input type="checkbox"/>
Success Stories - This is the perfect time to conduct interviews and get those Customer Success Stories - videos and quotes.	<input type="checkbox"/>
Get all of the information: <ol style="list-style-type: none"> 1. Use a lead retrieval to scan. 2. Customize the questions. 3. Document conversations. 	<input type="checkbox"/>
Post Event	Done
Segmentation - Segment the lists by ERP, by customer, by partner, and by product.	<input type="checkbox"/>
It's all about the follow-up - Distribute opportunities and leads for follow-up.	<input type="checkbox"/>
Customize - Create customized emails for each segment.	<input type="checkbox"/>
Schedule and invite - Schedule a webinar, invite them to a lunch and learn or some educational event.	<input type="checkbox"/>
Drip & nurture - Put them in a drip campaign - provide educational, informational content on a consistent basis.	<input type="checkbox"/>
ALWAYS spellcheck	<input type="checkbox"/>