

From CRM to the Room: A Fully Managed Private Event

6SENSE INSPIRE LONDON 2026
GTM LEADERS HAPPY HOUR

Venue, guest identification, outreach, RSVP conversion and on-site execution - handled end to end.

23

Executive attendees

115%

Attendance goal hit

29

Qualified RSVPs

79%

RSVP-to-show rate

Zero

Ops lift for RevSure

THE FIELD MARKETING CHALLENGE

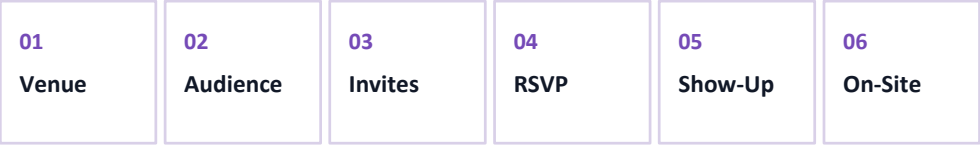
The goal was to bring the *right executives* for a private party & build pipeline

RevSure wanted a curated GTM leaders happy hour at 6Sense Inspire London - without venue search, follow-ups, RSVP tracking or day-of ops landing on its internal team.

*RevSure showed up as the host.
Conferra ran the engine behind the room.*

View Event Page → revsure.ai/event/6sense-inspire-london-2026/gtm-conversation

CONFERRA'S PRIVATE EVENT ENGINE



WHAT CONFERRA MANAGED:

LOGISTICS

Venue & experience

Space sourcing, menu, guest flow and on-ground readiness.

DATA

Audience build

CRM contacts, 6Sense attendees and net-new London ICP.

OUTREACH

Guest acquisition

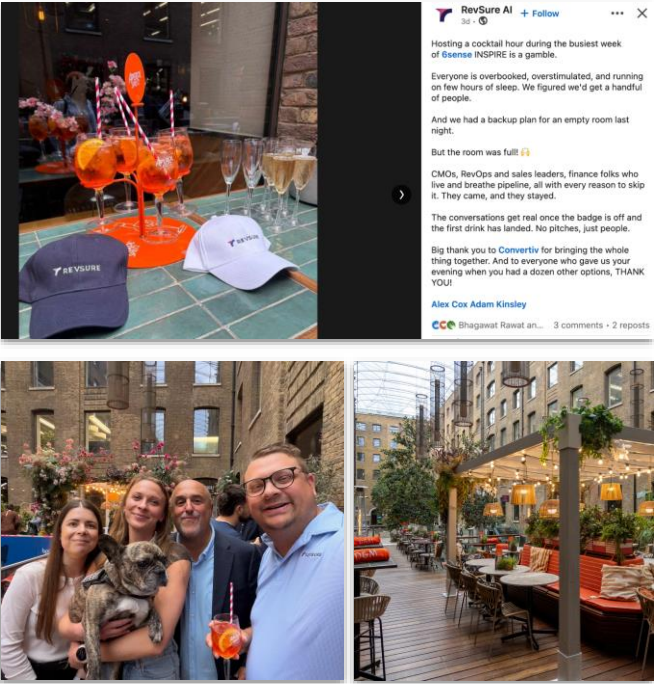
Email, LinkedIn and calls converting targets into RSVPs.

CONVERSION

RSVP + show-up

Event page, confirmations, reminders and attendance nudges.

ON THE GROUND



FIELD MARKETER TAKEAWAY

Private events as fully managed field programs - from venue to verified attendance.

BEST-FIT USE CASES

Executive dinners · Happy hours · Conference takeovers · VIP meetups · Field activations