



EVENT PLANNER'S POWER KIT

Five guides and checklists to take
your next event to new heights



attendease

Event Leads

Volume of trade



Whitepaper

Top Proven Techniques to Drive Sales Qualified Event Leads



With \$565 billion spent on meetings and events around the world annually, event marketers are under pressure to generate positive event ROI, typically measured by the success of lead generation initiatives. Consequently, in order to justify the marketing spend to the C-suite, event marketers are tasked with driving lead generation strategies that deliver sales-qualified leads (SQLs).

Lead quality remains a key priority, according to a 2016 survey of B2B marketers, with 83% prioritizing lead quality over quantity in 2016—an increase of 10% from the previous year. Similarly, it's no surprise that 57% of B2B companies identify “converting qualified leads into paying customers” as a funnel priority.

While event marketers likely agree that lead generation should top the list of their event objectives, translating this goal into an executable strategy can be a challenge for even the most seasoned event planner.





THE CHALLENGES

Attention Deficit

Since Herbert Simon first articulated the concept of attention economics—the wealth of information creating a poverty of attention amongst consumers—back in the early 1970s, information overload has only worsened. Scarcity of attention is a serious hurdle for event marketers as they attempt to generate actionable leads from their events. Indeed, according to HubSpot’s 2015 Demand Generation Benchmark Report, 79% of all marketing leads never convert into sales, due primarily to a lack of lead nurturing.

Understanding the Buyer’s Journey

The sales funnel below illustrates the consecutive phases of the buyer’s journey. Understanding how to motivate prospects at each stage is fundamental to tailoring actionable lead generation strategies to your event audience.





Lead generation efforts often focus on the top of the funnel but grabbing prospects' attention is only part of the puzzle. Event marketers need to implement middle-of-the-pipeline nurturing strategies in order to generate SQLs that ultimately boost revenue.

Nurturing leads involves building trust by developing relationships with prospects at every phase of the buyer's journey. By providing prospects with personalized information and useful content through multiple touchpoints, marketers can nudge the prospect towards a purchasing decision. Indeed, Forrester Research found that companies that excel at lead nurturing generate 50% more sales-ready leads at 33% lower cost.

Strategies that target prospects prior to, during, and after an event have their own unique benefits and are part of a comprehensive lead generation strategy to drive revenue and generate positive event ROI.



PRE-EVENT LEAD GENERATION: HOW TO INCREASE SQLs

Attendees should be engaged with your event and your brand before they walk through the doors of the exhibit hall or conference center. By engaging with attendees before the event, event planners can lay the groundwork for generating SQLs that drive revenue.

But before planning your lead gen strategy, it is important to have a dialogue with your sales team to precisely define SQLs for your unique organization. Some questions to ask:

How would your sales team identify a quality lead?

Are they proponents of the BANT lead qualification model (Budget, Authority, Need, Timeline)?

Do they value other criteria, such as specific pain points?

Are the sales personas and marketing personas in alignment?

When everyone is on the same page, event marketers can design pre-event campaigns, promotions, and survey questions most likely to generate warmer leads and increase the ROI of pre-event email marketing.

Of the numerous tools and tactics at your disposal, here are five SQL-generating pre-event tactics:



1. Pre-Event Campaign

Go beyond the bland *‘We look forward to seeing you’* message and grab the attention of attendees with a buzz-worthy campaign before the event. Contests and other interactive activities can engage attendees and steer them toward your event website.

For example, compensation software company PayScale—along with its trademark purple squirrel mascot—invited prospects to take an interactive personality assessment to ‘Find Their Inner Purple Squirrel’ prior to a human resources conference. The email campaign, followed up by an invitation to the event, resulted in 600 leads prior to the conference.⁵

Spread the word and build hype through your social media channels (e.g., Facebook, LinkedIn, Twitter, Instagram), company blog, and a targeted email campaign. By driving traffic to your event landing page with a pre-event campaign, you can generate leads and boost registration conversions.

2. Surveys

[Creating and disseminating a short survey for attendees](#) to complete prior to the event serves three purposes:

1. Uncover valuable information about your prospects to help the Sales & Marketing team target its message during the event.
2. Interact directly with the prospects, creating a dialogue and fostering engagement—which ultimately helps move them through the pipeline
3. Ask questions specifically related to attendees’ wants and needs with respect to the event so you can:
 - i) tailor the event to better meet their expectation
 - ii) create an engaging attendee experience

Targeting past attendees with a survey is a good place to start for gathering valuable information and generating early awareness of the upcoming event.



3. Powerful Registration Forms

[Intelligent online registration forms](#) are much more than a tool for signing up attendees for your event. Customizable registration forms enable you to create unlimited fields to collect attendee data.

By understanding attendee interests, preferences, and buying motivation, event planners can tailor the attendee experience and massage the marketing message to maximize lead generation and ROI. Valuable information and generating early awareness of the upcoming event.



4. Event Website

[Creating a compelling, easy-to-navigate event website](#) is an important piece of the pre-event lead generation strategy. A well-designed, branded website that creates a sense of urgency in support of your event marketing campaign can both build awareness of the event and increase conversion.

In addition to providing basic details about the event (location, date, agenda, speakers, etc.), the event website is a valuable lead generation tool. By highlighting the unique value proposition of your event, in conjunction with a registration call-to-action (CTA) and social proof (e.g., testimonials from previous attendees, images from previous events), event marketers can pique interest and convert prospects into paying attendees.



5. Email Marketing

Targeted email blasts are key tools in generating leads prior to an event. In addition to save-the-date messages, email marketing can be used to transition marketing-qualified leads (MQLs) to SQLs. Using nurturing techniques such as promoting your pre-event campaign, disseminating surveys, and dripping relevant content to your target audience, event planners can maximize engagement and move the prospect through the pipeline.

The Attendease event management and automation platform can help you meet your pre-event lead generation objectives with powerful registration, integrated marketing tools, and an advanced publishing engine to build engaging event websites.

Learn more at
www.attendease.com.

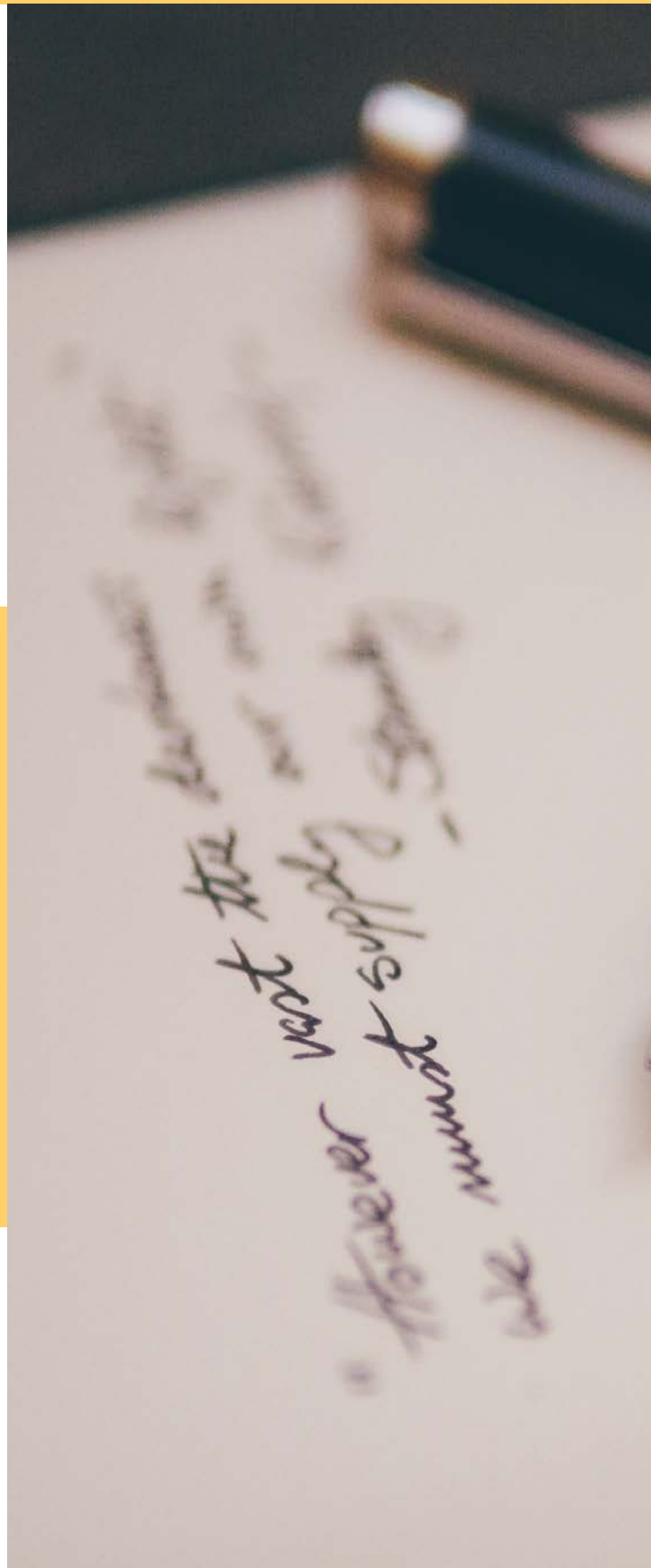
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Checklist

Event Management Platforms As An Empowerment Tool

Organizations choose to implement event management platforms (EMP) for many reasons. Some are attracted to the unique features of a particular solution like repeatable processes for creating and managing events or the ability to instantly publish new events to a corporate event portal.

Others are swayed by the overall benefits of EMP

- Task automation
 - Error reduction
 - Increased efficiency
-

Sometimes, event management software finds its way into a company as part of the normal evolution of business processes. Many event marketers start automating tasks with Microsoft Outlook, Word, or Excel, but eventually “graduate” to more

sophisticated event-specific software. In other cases, an event management platform is required to achieve scale. As more events are added to the marketing mix, it becomes unrealistic to execute them using human resources alone.



There is another area of consideration for companies contemplating the adoption of EMP—the potential for the organization to reach objectives and milestones beyond event planning and management. When you accept that empowerment—what’s possible above and beyond accomplishing tasks better and faster—is a legitimate criterion for embracing event management software, you can evaluate specific solutions through an entirely new and powerful lens.



☐ Empower your workforce

A modern software interface that is easy to learn makes training and staff adoption less cumbersome. Plus, a solution that accommodates collaboration, different levels of security and permission allows event marketers to delegate some of the workload to other departments, contractors, freelancers, virtual assistants or interns

☐ Empower decision-making

The data which leads to actionable insights that comes from an ecosystem—one platform that offers registration, conference session scheduling, website content management, analytics, surveys, collaboration, and a mobile app—is richer than data and reporting from any single system alone.



☐ Empower sales & marketing

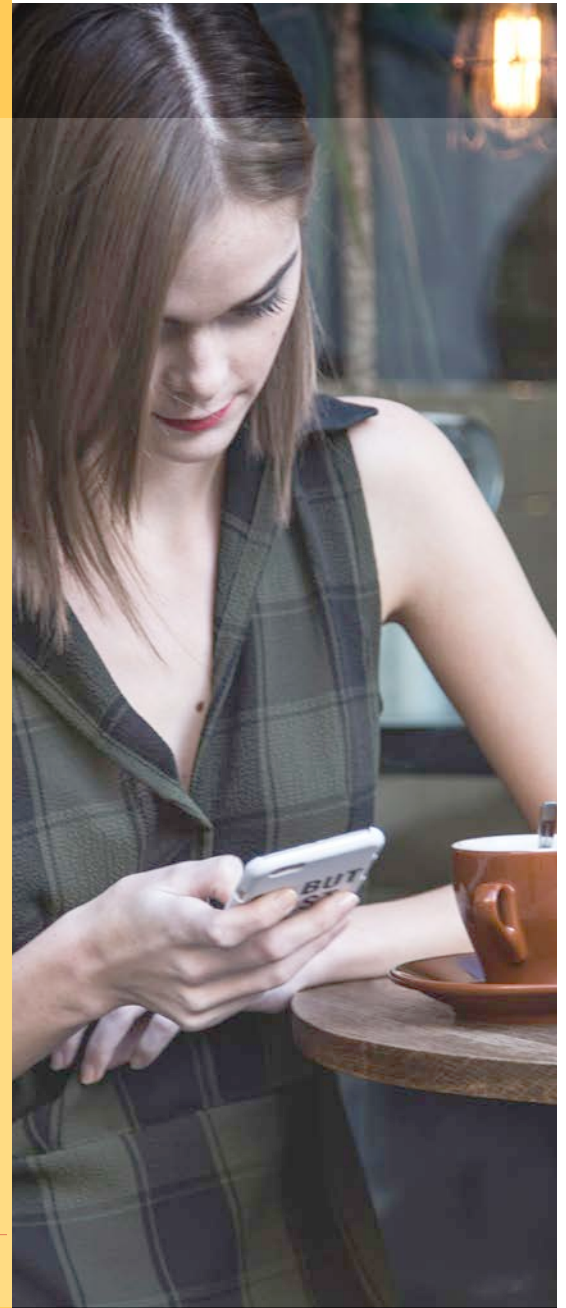
The ability for the EMP to integrate easily through standard, open application-programming interfaces (API) with marketing automation and customer relationship management (CRM) systems adds new potential for the company’s lead generation and account based marketing initiatives.



☐ Empower brand recognition

Branded-event templates, locked-down website components and themes (for a common layout), and easy template cloning for all types and sizes of events, including webinars, product breakfasts, product launches, internal events, partner seminars, and user conferences, enables event marketers to quickly and easily spread the look and feel of the company's brand across its event portfolio.

In the same way that marketing and sales processes matured with the introduction of marketing automation and CRM platforms, it's easy to imagine that EMP will provide the same lift to event marketing. Such newfound visibility will draw even more EMP solutions into the market. To avoid the analysis paralysis that often comes with a flood of offerings, it's important for companies to expand the criteria for evaluating solutions to include ways that they can be used to empower the company and not just manage events.



To learn more about the power of the
Attendease Event Management Platform,
[get in touch with us here.](#)





Strategy guide

A strategic guide to multiple event management

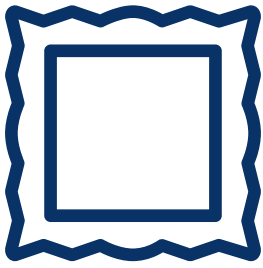


What a wonderful world it would be if you only managed one meeting per year. The organization's goals could be expressed through the objectives of that meeting and programming and planning would be more like assembling the pieces of a single puzzle.

What if the world was still wonderful, but much more complicated than that? What if you had to plan multiple meetings or event types, each with objectives reflecting a particular subset of the organization's goals? It would be like assembling multiple small puzzles inside of a bigger puzzle.

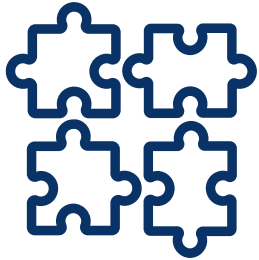
If you do plan multiple events, there is a strategy for placing the small puzzles inside the larger puzzle. When you do that, you can save money, minimize overlapping objectives, meet your audience persona's needs more effectively, and plan resources more efficiently. Here's how.





Create the big picture

Start by listing the organization's goals—bearing in mind that they can differ for product lines, business units, and geographies—and determining the minimum number of individual events that will be required to meet them.



Individualize every meeting

Design your meetings (the small puzzles within the larger puzzle) by identifying the unique elements for each event:

Organizational Goals

Which of the organization's goals will be met by this meeting?

Meeting Objectives

How will this meeting reflect specific organizational goals?

Attendee Personas

Who are the optimal attendees for this meeting?

Event Type

What type of event will this be?

Programming

What are the topics of interest to the customer personas of this meeting?

How will the individual sessions address each topic?

Resources

Which employees, contractors, and technologies will be required for this meeting?

Logistics

What is the optimal location, venue, and date for this event?

Success Metrics

How will this meeting be evaluated?





Create your strategy on digital paper

Using the information assembled during the design process, build out each meeting in an event management platform by entering data, such as event types, topics, sessions, dates, locations, etc. Use the platform as a living, breathing, adjustable “container” for your event planning process.

Tip: Cloning (copying the basic setup of one event to other events) can reduce the amount of time it takes to build the portfolio.



Distribute your event-technology costs

Reduce the per-event costs of event technology (registration, website development, and meeting and conference logistics software) by spreading the total cost of a multiple event management platform across all of the events in your portfolio.

Look at your portfolio holistically

Review all of the information in the event management platform from a global perspective, searching for gaps, overlaps, scheduling conflicts (The CEO can't be in two places at once), and ways to produce economies of scale (from contractor discounts on multiple events to keynote speakers who can speak at more than one event and adjust their topics for different personas).

Managing a multiple event portfolio in a way that streamlines the planning process and optimizes resources is difficult to do with spreadsheets or a collection of unintegrated technology.





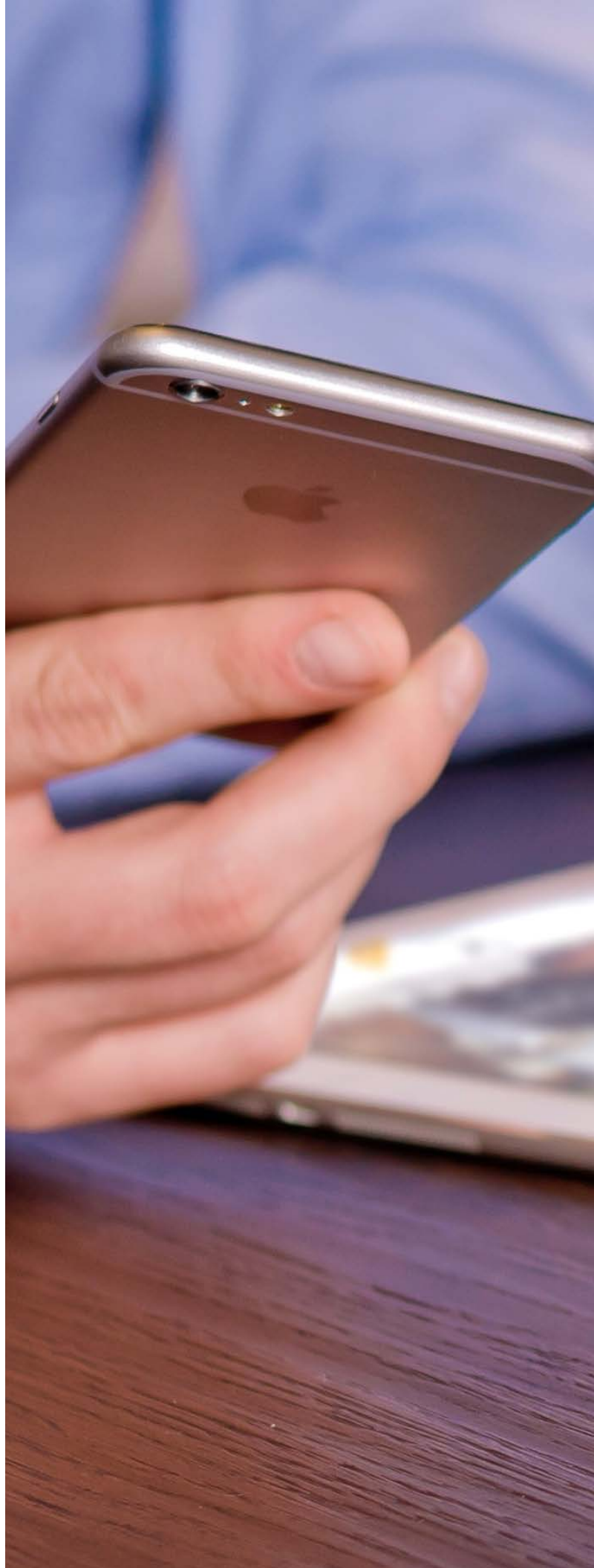
Checklist

5 Tactics For Building Deeper Corporate Event Attendee Profiles



Why do we create and host corporate events? Managing and maintaining customer relationships, creating a forum to expose existing or prospective customers to our products and developing lead generation from events - these are all great benefits!

But there is another hidden, and often poorly executed outcome of corporate events, and that is capturing useful information from our customers or new prospects to assist us in creating future marketing and sales opportunities. In order to do this more effectively, we need to be more strategic about the information we are gathering.



Here are 5 tactics for building deeper customer and prospect profiles from your events



☐ Creating More Thoughtful Registration Forms

Registration forms are your first opportunity to gather the kind of information that is most useful to your future marketing efforts. Think about the kinds of events you want to produce going forward, the different kinds of marketing or buyer personas you are looking to attract, and ultimately, the types of customers with whom you want to engage. What sort of things do you need to know about them to make your efforts most effective?

In addition to the basic minimum contact information, it's a good idea to find out what your registrants do for a living - the name of their company and their position within that company. This helps you determine whether or not they are decision makers. Depending on the nature of your product or service, you may want to dig deeper to find out some of their tech preferences, their favorite online publications, or the top five industry topics that interest them. Choose the questions that will be core to painting a solid picture of your customer demographics. Something else that may help ensure that you are meeting the objectives of your attendees is determining their priorities. For example, if networking is a key feature at your event, find out what sort of people they are interested in meeting.



❑ Capturing Session Tracks and Session Attendance

It's important to understand what parts of your event are drawing the most attention. Not only will this help you plan future events, but it gives great insight as to what products or services are most interesting to your attendees.

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If you accurately track session attendance or session check-ins via your event app or registration software, you will have valuable metrics about your attendees' preferences and needs that translate into future actionable marketing or sales strategies.



❑ Creating Triggers for Key Data Capture in Your Mobile Event App

The analytics your event's mobile app provides are extremely valuable. It has the capability of providing you with information about who your attendees are interacting with, how they respond to live polls and event surveys, and the questions they are most curious about during different sessions. It can even help track the way your attendees are socializing your event online. This kind of information is key in helping you understand the nuances of your event attendees' preferences and behaviors.

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Analyzing this data will help you craft not only your a tighter event schedule next year, but will also be helpful for the way you deliver information and support your sales and marketing efforts through your events.





☐ Using Surveys to Garner Feedback on Your Event

Surveys are invaluable tools to get the most specific feedback possible on every aspect of your event. You'll be able to gauge the success of your speakers, the value of your exhibitors, the appropriateness of your sponsors, and the value of all of your sessions. You'll also be able to rate the level of satisfaction regarding your choice of venue, the technical and production values of your presentations, your staffing, catering and all other amenities.

But the usefulness of survey data goes well beyond your event, itself to support your overall branding and marketing objectives.

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Using the right survey tool, such as the NPS, can provide an effective benchmark for understanding your event's promoters and detractors, to help you build more robust and customized marketing strategies past your event's lifecycle.





☐ Initiating Lead Scoring at Your Event, as Opposed to Later, in Your Marketing Automation Solution

Lead scoring is a methodology of ranking your sales leads by the potential value they have to your organization, so you can understand how to allocate your marketing resources more strategically in following up with them. Typically, this process is begun after an event is completed, but with the type of data gathering capability afforded by current event management technology, this process can begin before your event even starts.

Getting A Head Start Before Your Event



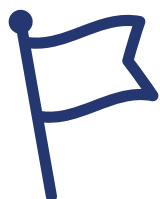
You can gather actionable data before and during your event to help you determine which attendees are most interested and capable of interacting with your overall brand. By initiating your lead scoring process early, you can get a jump on post-event marketing as well as sales follow ups well in advance. Information gathered during registration, such as company role, industry, and decision making status within their organization will all help you identify potential sales contacts among your registrants.

Keep The Momentum Going At Your Event



During the event you'll want to track what type of registrant they are, which pass they bought the sessions they attended and how long they stayed at the event. This information will further refine your understanding of your target audience to help you to send customized marketing post event. An additional value add insight to keep track of is monitoring which employees your attendees connect with and the conversations they had; this can be achieved by effective note taking from your sales team which then should be deposited into your CRM. Having visibility on this data will further shape your event ROI with an eye towards opportunities generated from the event.

Finalize The Data With After The Event Statistics



After your event, you can add survey responses and other feedback to your collected data to advance the lead scoring process with the most complete information possible.

The entire process of gathering event related data to fuel a robust marketing and sales strategy is based on a focused, in-depth examination of your attendee profiles, buyer persona's and the overall attendee journey. This kind of information provides you with the ammunition to support production of engaging, industry leading events

For more information on how Attendease can help you manage and optimize your attendee profiles, contact us [here](#).





Checklist

Use This Checklist
To Boost Your Event
Registration



Most event planners spend more time on the scheduling, program design, and logistics of a meeting than they do on event registration. They forget that the customer's first real introduction to the event—that moment when she says to herself, “so this is what I’m getting into”—happens as soon as she clicks on the Register Here button. If you design an experience that creates interest, highlights value, delivers real-time customer service, and exposes the unique personality of your brand, you can actually increase sales. Here’s a checklist you can use to design a registration strategy that drives customers to buy.

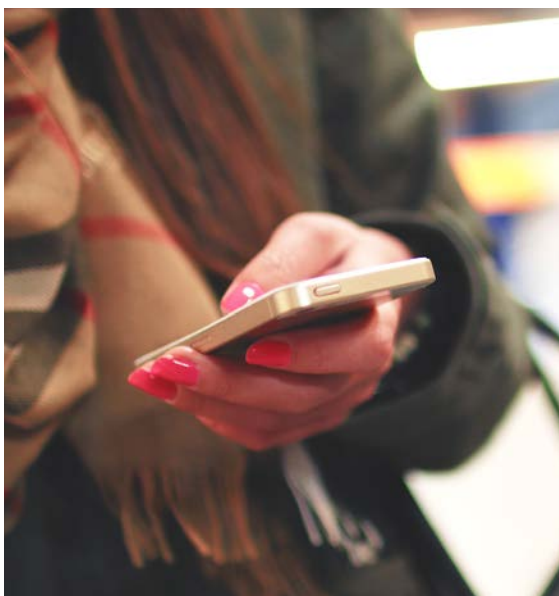


☐ Label your customers

No, really. Think about who they are (their buyer persona), what they want, and who is going to pay for their registration. Come up with at least five categories of buyers, for example: solo practitioner, teams, CEO, returning customer, first-timer. Labeling ideas can come from past events, focus groups, individuals who complete requests for information forms online or simply knowing your customers really well.

☐ Develop pricing for each customer category

Consider a value pass (with some restrictions) for the solo practitioner who is paying out of pocket. Provide a group discount for teams of three or more individuals who sign up together. Create a VIP pass with some value-added perks (airport pickup, express check in, etc.) for the CEO. Returning customers are perfect candidates for early bird discounts. First-timers may want a special offer or two before they commit.



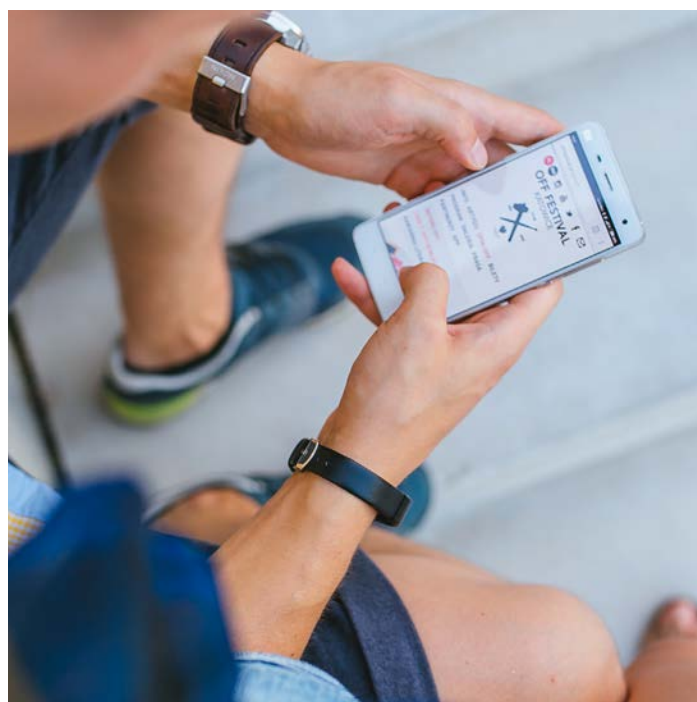
☐ Provide buying guidance

Even though you've created really accurate customer labels and pricing, some buyers will need help deciding on which pass is right for them. Provide them with the math, logic, best scenario, and/or ways to decide which of the passes is the best fit. Use ratings like "best value," "most popular," "trending," or "almost sold out" to add a little context and urgency to the decision-making process.



☐ Line up your incentives

Discounts aren't the only motivation that buyers need. Many are equally attracted to keynote speakers, education tracks, personalization, pre-scheduled meetings, or other attendees. Think of ways to match incentives to buyer types when designing pre-show marketing and mid-registration boosts to the finish line. Maybe hold back a couple of free passes to invitation-only events as part of an early, early bird discount.



☐ Design your rescue procedure

Not every buyer is convinced that they want to attend your event or a whiz at using an online registration software. Sometimes they're just looking around. Other times they get stuck and abandon the registration process mid-stream. Prepare for this inevitability by monitoring and analyzing the pass types, recognizing registrants who are on the fence or having technical difficulties, and executing a real-time email marketing or sales campaign to motivate them to keep going or come back to finish the process.



☐ List the little things

Creating a simple, intuitive registration process is one thing. But thinking of little ways to make registration thoughtful like providing links to airline schedules from within the registration page so they can sign up for sessions and programming at times when they'll actually be there or being able to make dinner reservations at local restaurants on the nights they know they're free shows you care.

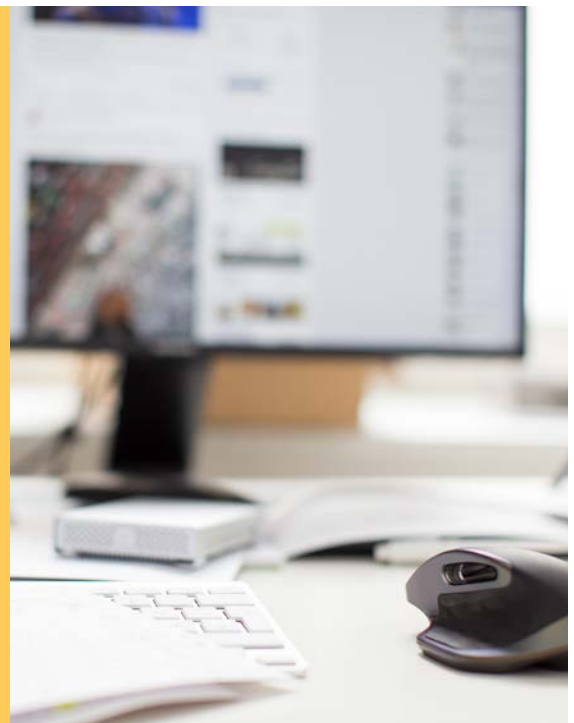
“When you’ve got people and live events, you have to stay flexible. Our event tech has to be able to keep up with that.”

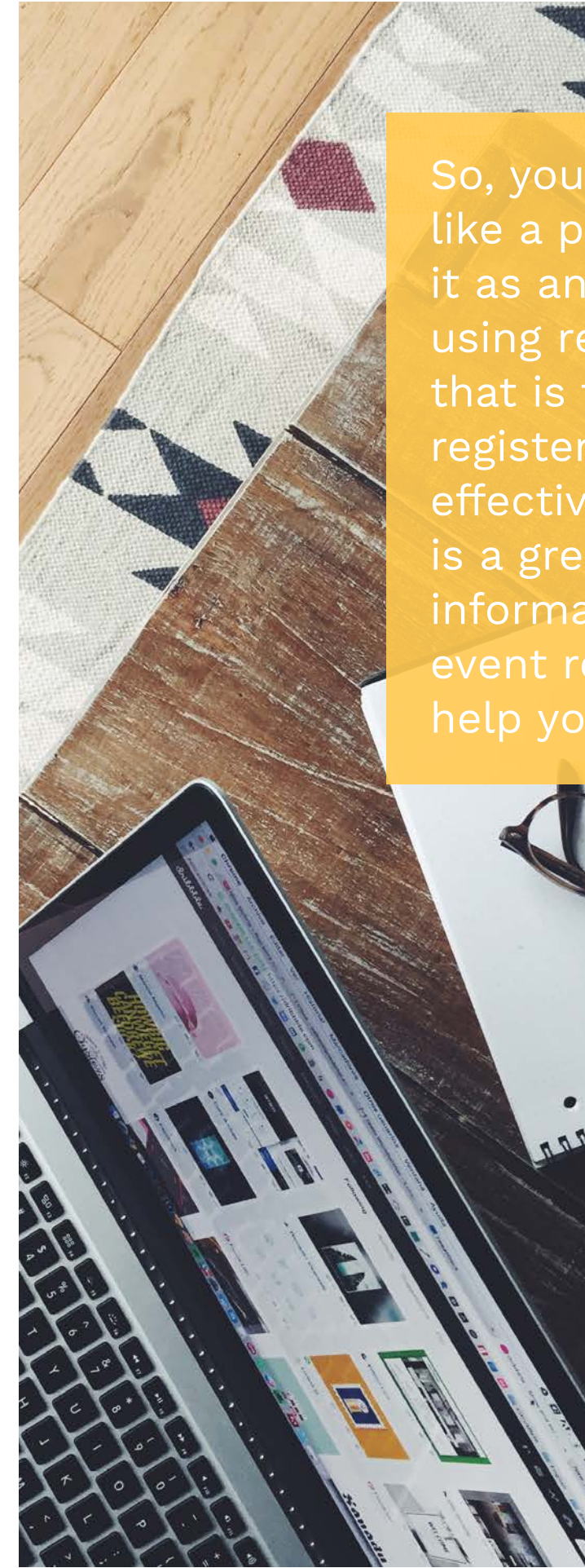
Mike Fox, Director of Field Marketing

BRIGHTEDGE

☐ Deliver your personality

The way your event website looks, your registration instructions are worded, the copy on the attendee's confirmation email (sure they're already sold, but if you're clever, they'll tell others), even the error messages can be a reflection of your brand. Think about all of the ways you can add a little humor or acknowledge that your customers are looking to save a buck (solo practitioner), team players (teams), pressed for time (CEO), coming back for more (returning customers), or need some hand holding (first-timer).



A photograph of a workspace. In the foreground, a silver laptop is open on a dark wooden desk, displaying a website with various colorful cards and images. To the right of the laptop, a pair of glasses rests on the desk. In the background, a light-colored rug with a geometric pattern is visible on a wooden floor.

So, you can treat registration like a process or you can look at it as an opportunity. Of course, using registration software that is flexible enough to make registering for an event more effective and dare we say it, fun, is a great place to start. For more information on how Attendease event registration software can help you drive sales, [take a look](#)

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