

EVENT STRATEGY:

DELIVERING THE BIGGEST BANG FOR YOUR BUCK

Evaluate options to align with objective(s)

OWNED

Heavier investment in exchange for captive audience and control of content



USER CONFERENCE

Consider if:

- Expansion is a focus
- Retention issues are related to user education
- You have sponsors to help drive attendance and defray costs

VIP EVENTS & FIELD ROADSHOWS

Consider if:

- Key targets are concentrated in single geo
- A major event is running in parallel and target accounts will be in attendance
- You're focused on an ABM strategy
- Your pipeline is sluggish; deals are slow to close

TIP!

Industry events are a great opportunity to network with other providers in your space. Talk with them about their perspective on your shared audience and strategy for event planning

PARTNER

Split the cost while enjoying most of the benefits of an owned event

Consider if:

- You and your partner share ICP, personas and customers with upside potential
- Partnerships are part of your growth plan
- There is synergy of value props and customer value chain
- A referral agreement is in place



SPONSORED

Pay for increased exposure and awareness



Consider if:

- You're in a highly competitive market or new sector
- Brand awareness and thought leadership are the focus
- Speaking opportunities come with the package
- A la carte options for an exhibit booth are not available
- A list of attendees and contact info will be provided

TIP!

Researching a new ICP? Send representatives to attend the event, instead of investing in an exhibit or sponsorship

TIP!

When considering event investment, review the media kit and request details on attendees, exhibitors and sponsorships. Heck, ask to purchase the registration list - everything is negotiable!

EXHIBITS

You'll be one of many, getting your message to the masses

Consider if:

- You're new to the industry
- Your primary objective is brand awareness and lead gen
- Volume and persona of attendees justifies the investment
- Competitors and thought leaders in your space are exhibiting

