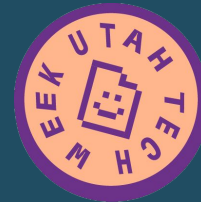


Master Class: Trade Shows & Conferences

LUNCH & LEARN



7 Common Mistakes
to Avoid In your Events Strategy

Zach Barney, CEO
Mobly



16 Strategies
to Slay at Events

Chad Jardine, CEO
CMO Zen






Thank You



Thank You

11 AM TUESDAYS




The Middy Connect
@themiddyconnect7321
40 subscribers

Subscribe


HOMEVIDEOSPLAYLISTSCOMMUNITYCHANNELSABOUT

Videos ▶ Play all




Building a Biotech in Salt Lake City by Michael Burr
31:23

Building a Biotech in Salt Lake City by Michael Burr |...
2 views · 6 days ago
CC




How to Choose the Best Software Architecture for Your MVP by Dale Strickland
34:11

How to Choose the Best Software Architecture for...
43 views · 13 days ago
CC




How Paid Social Can Turbo-Charge Your Growing Marketing Machine by Marc Miller
31:46

How Paid Social Can Turbo-Charge Your Growing...
17 views · 1 month ago
CC




How to Create, Improve, & Deliver Your Elevator Pitch by Jeff Brown
33:19

How to Create, Improve, and Deliver Your Elevator Pitch ...
13 views · 1 month ago
CC



How to Build a Personal Community through LinkedIn by Craig Whittle
31:02

How to Build a Personal Community through Linkedi...
134 views · 1 month ago
CC



How to Achieve Product-Market Fit by Jared Fishbein
31:43

How to Achieve Product-Market Fit by Jared...
29 views · 1 month ago
CC

Thank You

TheMiddyConnect.com



Chad Jardine, BFA, MBA
Founder & CEO of **CMO Zen**

16 Strategies to Slay at Events

chad@cmozen.com

chadscalendar.com



Chad Jardine, BFA, MBA
Founder & CEO of **CMO Zen**

chad@cmozen.com

20+ years in marketing



15 years teaching marketing & VC



chadscalendar.com



An event isn't just an “event.”





Pre-Event Strategies

1. Pick Right: Rank Order By Potential ROI

- ICP/Persona Match
- Cost:No. of Attendees
- Total Cost. Cost of Any Exhibit Materials
- Proximity to HQ — Travel & Personnel Costs

Ccmozen										
Event Calendar Template										
2024										
Commit	Start	End	Event Name	Location	City	State	Attend	Exhibit	Attend	Price
<input checked="" type="checkbox"/>	Jan-9	Jan-12	Consumer Electronics Show (CES)	Palazzo Wynn—Wynn Encore	Las Vegas	NV	<input checked="" type="checkbox"/>	<input type="checkbox"/>		\$1,700
<input type="checkbox"/>	Feb-13	Feb-14	Product-Led Summit	Sheraton Austin Hotel	Austin	TX	<input type="checkbox"/>	<input checked="" type="checkbox"/>		\$500
<input checked="" type="checkbox"/>	Feb-21	Feb-23	Developer Week	Oakland Convention Center	Oakland	CA	<input type="checkbox"/>	<input checked="" type="checkbox"/>		\$100
<input type="checkbox"/>	Feb-26	Feb-27	Gartner CIO Leadership Forum	JW Marriott Desert Ridge	Phoenix	AZ	<input checked="" type="checkbox"/>	<input type="checkbox"/>		\$4,500
<input type="checkbox"/>	Mar-8	Mar-16	South by Southwest (SXSW)	Various	Austin	TX	<input checked="" type="checkbox"/>	<input type="checkbox"/>		\$1,835



2. Plan Right

- Kick Off Meeting
- RACI
- Communication Plan
- Cross-promotions
- Review previous years

Pre-Event Planning

If possible Events Coordinator, Marketing Lead, and those attending should be there for this meeting.

Expectations

Review notes from previous participation (if any).

What do we expect to gain from this event?

Do we have a customer or confederate who is presenting?

Are we presenting?

Logistics

Attend/Exhibit?

Booth Selection (what is the traffic pattern, entrances, exits, food, etc.)

Coordination with Event Organizers

Is there a passport or giveaway enticing attendees to visit vendors?

Lead capture? Electronic/Manual

Do we have a way to capture notes from conversations on the floor?

SWAG

Booth attractions (drawing, basketball, chickens, games, candy)

List Strategies: Will we get the list? If not, are there other ways to exploit the event to grow our target audience list for subsequent marketing?

Supplementary Activities: Dinner, Meetings, Off-site activities

Communication

Pre-event communication (email, calls, etc.)



3. Do Your Homework

- Floor layout & traffic patterns
- Speakers, trends, and topics
- Social channels, hashtags, etc.
- Program breaks (surges)



4. The Event Behind the Event

- Host or attend invite-only dinners
- After parties and networking
- One on one meetings
- Independent co-located gatherings

5. Leverage Key People

- Organizers
- Speakers
- Influencers
- Customers





Back on otion

no emails
event hashtags (coach
team to snap pics &
)
wings & Raffles (these
ations are cheaper
n sponsorships)
tests
ndee passports



7. Repeat After Me: It's All About the LIST!

- Targeted event. List = leads.
- ALWAYS ask about the list (some do, some don't)
- Use data enrichment on partial lists
- Get opt-in responses
- Keep tagged lists in your CRM year over year

If you are at [#OLCInnovate](#) come stop by the GoReact booth, launch a flying chicken, and win a prize!

8. Plan to Stand Out

- Booth games
- Memorable themes
- Foghorns
- Carnival Barkers
- Candy/Food/Snacks
- Cirque du Soleil



9. Logistics: Don't Leave It To Chance

- Travel details
- Tracking numbers
- Goals and instructions
- Coordination
- (Print them on paper)



Event Brief

Give a copy to each representative attending

Consumer Electronics Show (CES)

<https://www.ces.tech/>

Jan 9-12, 2024, Las Vegas, NV

1. Event Address (Include our booth# if applicable)
2. Event summary (description from website or prospectus)
3. Times:
 - a. Setup date/time
 - b. Exhibit hours
 - c. Customer presentation time/location
 - d. Tear down date/time
4. Attire: Company policy regarding event reps
5. Plan: Reps should be prepared to demo product, make sales on the floor, capture leads, etc.
6. Special Events/Opportunities
 - a. Badges ribbons flair
 - b. Ad placements
 - c. Guerrilla marketing: Floor arrows, urinal clings, stickers, etc.
 - d. Digital Ads





On the Floor

10. Validate Like A Boss

- Right customer?
- Right message?
- Problem/Solution Fit
- Alternatives/Competition
- Other Events



11. Ask for the Lead... and the Referral

- Practice your on-floor approach (ADDS)
- Qualify the event more than contacts on the floor
- Ask for referrals (don't forget)



12. Don't Take Lame SWAG

- Be cool and not suck
- Memorable
- Persistent
- High perceived value
- Relates to your company



13. Guerilla Marketing

Be interesting, clever & fun—not annoying, rude, or harmful





Post-Event Strategies

14. Follow Up & Nurture

- Do it



15. Mine the Program (and the Apps)

- Find prospects
- Influencers
- Partners
- Target customer language
- Personalizations for cold outreach
- YouTube Playlists

ASU
GSV SUMMIT

India
Feb 12-14

AIR Show
Apr 13-15

Summit
Apr 14-17

2024 Keynote Speakers

			
Jamie Candee	Kate Eberle Walker	Aria Finger	Lisa Gevelber
			
Christina Grant	Marjorie Hass	Isabelle Hau	Reid Hoffman

16. Postmortems

- Capture while it's fresh
- What did we do this event
? & bad
What should we do next



Event Postmortem

Use one doc for all events. Add most recent to the top.

Consumer Electronics Show (CES)

Jan 9-12, 2024, Las Vegas, NV

Event Stats:

What was the event cost?

What was the full cost including personnel, materials, shipping, and logistical costs?

How many leads?

CPL?

Did we make any sales from the floor?

What was our CPS?

Did we get the event attendee list?

Key Questions

Was the audience right?

In hindsight, would we do this event again?

Logistics

Did we send the right materials?



17. Digital Drop-In

Custom audiences

Create new

Lookalike

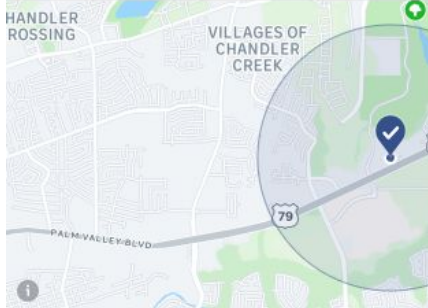
Lookalike - HubSpot - All Marketing Contacts (1%, US,CA)

Q Search existing audiences

United States

✓ Kalahari Resorts Round Rock, TX Place

✓ Include ▾ Q Search locations



Placements

flashlight_360
Sponsored

**AT
2023 TAC?**

Visit **Flashlight Learning**
at **booth #202** and say the
codeword **"Unicorn"** to get
a free **Starbucks** gift card.



LEARN MORE



[View media requirement](#)

18. Go... But Don't Go



Download resources at:
cmozen.com/utw-events-2024



16 Event Strategies

Pre-Event Strategies

1. Pick Right: Rank Order by Potential ROI

ICP/Persona Match, Cost:No. of Attendees, Total Cost, Cost of Exhibit Materials, Proximity to HQ (Travel & Personnel Cost)

2. Plan Right

Kick Off Meeting, RACI, Communication Plan, Cross-Promotions, Review Previous Years

3. Do Your Homework

Floor Layout & Traffic Patterns, Speakers, Trends & Topics, Social Channels, Hashtags, Program Breaks (Surges)

4. The Event Behind the Event

Host or Attend Invite-Only Dinners, After Parties & Networking, One on One Meetings, Independent Co-Located Gatherings

5. Leverage Key People

Organizers, Speakers, Influencers, Customers

6. Piggy Back on Promotion

Promo Emails, Event Hashtags (Coach Your Team To Take & Post Pics), Drawings & Raffles, Contests, Attendee Passports

7. Repeat After Me: It's All About the LIST

Targeted Event. List = Leads, ALWAYS ask about the list. Use data enrichment on partial lists. Get opt-in responses. Keep tagged lists in your CRM year over year

8. Plan to Stand Out

Booth games, memorable themes, foghorns, carnival barkers, candy/food/snacks, Cirque de Soleil, etc.

9. Logistics: Don't Leave It To Chance

Travel details, tracking numbers, goals and instructions, coordination, (printed out)

On the Floor

10. Validate Like A Boss

Right customer? Right message? Problem/solution fit, alternatives/competition, other events

11. Ask for the Lead, and Referral

Practice your on-floor approach (ADDs), qualify the event more than contacts on the floor, ask for referrals (don't forget)

12. Don't Take Lame SWAG

Be cool and not suck, memorable, persistent, high perceived value, relates to your company

13. Guerilla Marketing

Be interesting, clever, and fun—not annoying, rude, or harmful

Post-Event Strategies

14. Follow Up & Nurture

Do it.

15. Mine the Program

Find prospects, influencers, partners, target customer language, personalization for cold outreach

16. Postmortems

Capture while it's fresh, good & bad, ideas for next year, should we do this event again?

Bonus Strategies

- Digital Drop-In
- Go, But Don't Go





Chad Jardine, BFA, MBA
Founder & CEO of **CMO Zen**

16 Strategies to Slay at Events

chad@cmozen.com

chadscalendar.com



Zach Barney, CoFounder & CEO
Mobly

7 Common Mistakes to Avoid In Your Events Strategy

zach@getmobly.com



7 Mistakes To Avoid at Events

January 23, 2024



Who is Zach?

Mobly



Who is Zach?

- *Husband to Erika*



Who is Zach?

- ***Husband to Erika***
- ***Father to Lucy, Harper, Mariah, Anders and Hayes***



Who is Zach?

- ***Husband to Erika***
- ***Father to Lucy, Harper, Mariah, Anders and Hayes***
- ***Perennially injured. (Nickname is Zaccident)***

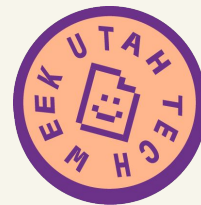


Who is Zach?

- **Husband to Erika**
- **Father to Lucy, Harper, Mariah, Anders and Hayes**
- **Perennially injured. (Nickname is Zaccident)**
- **Co-Founder/CEO @ Mobly (Badge scanners suck. Mobly doesn't.)**



mobly



Are you an event marketer?



**98% of
field/event/experiential
marketers think they're
“crushing it.”**



What would your CEO say?







**Only 6% of Execs report
CONFIDENCE in their
current field/event
strategy**



Mistake 1

Sending the wrong people



Fine...

- **Product experts**
- **Sr. Salespeople**
- **VPs**



Fine...

- **Product experts**
- **Sr. Salespeople**
- **VPs**

GREAT!

- **Hungry SDRs**
- **High volume AEs**
- **Founders**



Mistake 2

Not doing pre-event outreach



**If your team hasn't
chatted with 10 people
and pinged 100 before
event-week, you've lost an
opportunity.**



Mistake 3

Relying on drips for follow-up





THE BEST COGNITIVE TOOLS FOR PROMOTING INDEPENDENCE

Thank you for Visiting the BCAT Booth at AOTA

Thank you for stopping by our booth at AOTA. It was good to talk with you about how the BCAT is an ideal solution for you. As you now know, the BCAT Cognitive Approach gives you the best available cognitive assessment and intervention tools for your patients. We hope you join the more than 20,000 rehab therapists that currently use the BCAT.

By now, you should have received the first of our semi-monthly educational emails. The BCAT faculty addresses a wide range of topics in geriatrics most of which are directly relevant to patient care and cognition. Feel free to forward these posts to your colleagues and friends. An important part of our mission is to help healthcare providers, their patients, and families by providing free education. Please visit our website and review previous posts. You will find them on the News for Professionals page.

Please contact me by phone or email so we can talk more specifically about how the BCAT can contribute to making your rehabilitation services the best that they can be.

I look forward to talking with you,

Kristen

Kristen Clark, C-SWCH
Sr. Vice President
Manabach Health Tools, LLC
PO Box 101
Baltimore, MD 21150
C: 201-704-9611
e: Fax: 855-855-8561
www.thebcat.com
kclark@thebcat.com



Thank You For Visiting the SUNIX Booth at Computex Taipei



Thank you for visiting our booth and making time to stop by our booth at Computex Taipei. It was our pleasure to meet with you and present our world-class products.

If you're interested in any of the products or services we can offer, please contact us via email or phone. We'll be happy to provide you with more information.

We are excited to see you again at the future Computex Taipei. We'll be happy to see you again.

We are excited to see you again at the future Computex Taipei. We'll be happy to see you again.

SUNIX Co., Ltd.

Since our founding in 1988, and after receiving numerous awards and recognition, SUNIX has become a leading manufacturer in the computer peripherals industry. Thanks to our high-quality products and outstanding customer service, we have built a strong reputation.

Plug into a brand-new world



Thank You For Visiting Jet One at Embedded World 2020

It was our great pleasure to meet with you at Embedded World 2020. We would like to thank you for attending the exhibition and visiting our booth. It was our pleasure to meet you.

Your inquiries are very important to us, and will be processed as soon as possible. If you have urgent project requirements or need additional information, please do not hesitate to contact us.

Once again, thank you for your visit and participation. We look forward to cooperating with you in the future.

Sincerely,

Jet One Technology Co., Ltd.



One Stop Source On-Demand Service

THANK YOU FOR VISITING OUR BOOTH

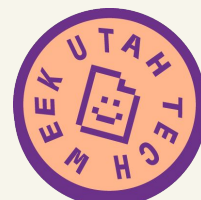
Innovation Line is now **RANKED** as a **TOP 40 SUPPLIER** in 2018 and winner of **for the 4th consecutive year in a row** the **COUNSELOR'S Fastest Growing Supplier Award**. Innovation Line continues to perform at the top of the industry & earn the highest accolades in the industry with **A+** and **5 Star** ratings each year.

COUNSELOR TOP 40 SUPPLIER

- Quality products. Unbeatable prices
- Immediate stock check on the website
- Extensive line of USA Made Awards & Desk Items
- Immediate freight estimate on the website
- Free virtual samples available through the website
- Exclusive, patented products with 25+ patents so far!
- 4-color process imprinting is available on most products
- Fast 24-hour turnaround of sample requests at no charge
- Award-winning customer service & sales team
- Large Sourcing Department with over 30 years importing experience
- One of ASR's Fastest Growing Suppliers 4 years in a row



Mobly



You just spent \$100k on exhibitor space, booth properties, team travel and swag... all in order to have a F2F conversation with your ICP.



You just spent \$100k on exhibitor space, booth properties, team travel and swag... all in order to have a F2F conversation with your ICP.

Do you really think following up 2 weeks later w a generic marketing email leaves the right impression?



Mistake 4

Assuming prospects need time to decompress before you reach back out.



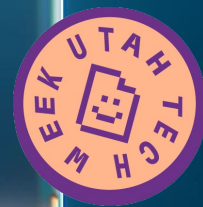
“Best practice is to wait a week for the prospect to decompress and catch up on things they missed while they were at the show.”


~An actual marketing exec I used to work with~





Mobly



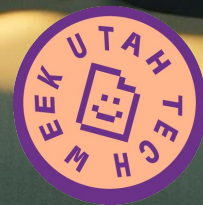
A vibrant orange and red goldfish with a large, bulbous head is swimming in a clear blue tank. Bubbles are rising from the bottom and floating near the surface. The fish's scales are detailed with a scale-like pattern, and its fins are flowing.

12.5 —> 8.25

Mistake 5

**Going back to the hotel
to rest up after the trade
show closes for the day**

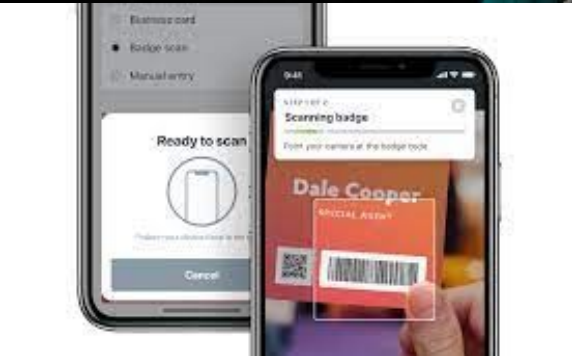




Mistake 6

Measuring success in scans



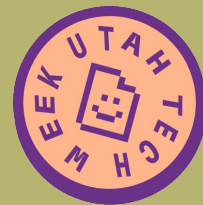


Mistake 7

**Not making it easy to
buy on the spot**



7 < 125



Do this...



Do this...

- **Send hungry, outgoing people who's livelihood depends on good conversations. (Founders, SDRs, high-volume closers)**



Do this...

- **Send hungry, outgoing people who's livelihood depends on good conversations. (Founders, SDRs, high-volume closers)**
- **Pay for attendee lists, do social listening, reach out to last year's scans etc... and set up as many meet-ups as possible.**



Do this...

- **Send hungry, outgoing people who's livelihood depends on good conversations. (Founders, SDRs, high-volume closers)**
- **Pay for attendee lists, do social listening, reach out to last year's scans etc... and set up as many meet-ups as possible.**
- **Phone, text, social AND email follow up.**



Do this...

- **Send hungry, outgoing people who's livelihood depends on good conversations. (Founders, SDRs, high-volume closers)**
- **Pay for attendee lists, do social listening, reach out to last year's scans etc... and set up as many meet-ups as possible.**
- **Phone, text, social AND email follow up.**
- **Follow up IMMEDIATELY, PERSONALLY and OFTEN.**



Do this...

- **Send hungry, outgoing people who's livelihood depends on good conversations. (Founders, SDRs, high-volume closers)**
- **Pay for attendee lists, do social listening, reach out to last year's scans etc... and set up as many meet-ups as possible.**
- **Phone, text, social AND email follow up.**
- **Follow up IMMEDIATELY, PERSONALLY and OFTEN.**
- **Swim in pools, not rivers. Afterparties, dinners etc... are where deals are made.**



Do this...

- **Send hungry, outgoing people who's livelihood depends on good conversations. (Founders, SDRs, high-volume closers)**
- **Pay for attendee lists, do social listening, reach out to last year's scans etc... and set up as many meet-ups as possible.**
- **Phone, text, social AND email follow up.**
- **Follow up IMMEDIATELY, PERSONALLY and OFTEN.**
- **Swim in pools, not rivers. Afterparties, dinners etc... are where deals are made.**
- **Success is REVENUE, not scans.**



Do this...

- **Send hungry, outgoing people who's livelihood depends on good conversations. (Founders, SDRs, high-volume closers)**
- **Pay for attendee lists, do social listening, reach out to last year's scans etc... and set up as many meet-ups as possible.**
- **Phone, text, social AND email follow up.**
- **Follow up IMMEDIATELY, PERSONALLY and OFTEN.**
- **Swim in pools, not rivers. Afterparties, dinners etc... are where deals are made.**
- **Success is REVENUE, not scans.**
- **Be prepared to sign “trade show specials” and remove every ounce of red tape possible to do it.**

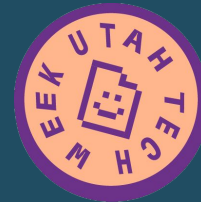


Questions?



Master Class: Trade Shows & Conferences

LUNCH & LEARN



7 Common Mistakes
to Avoid In your Events Strategy

Zach Barney, CEO
Mobly



16 Strategies
to Slay at Events

Chad Jardine, CEO
CMO Zen

