

# 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