

Let's compare!

Crappy Event vs Great Event

Send big titles with egos



Send the hungry. SDRs, ISRs and Founders

Think "If you build it, they will come."



As much pre-event outreach as possible

Rely on boring, branded marketing drips



Multi-medium follow up by sales, and lots of it

Wait for things to "calm down" before follow up



Follow up same day

Go back to the hotel to rest up



Swim in pools, not rivers. Deals are done in side events

Measure success on scan volume



Success = Revenue

Assume people aren't buy-ready



Remove every possible road block to get deals done in person