

# Events: In Person

Convert demand at every stage

## PREPARATION

- Promote events on website or event landing page **(Chat)**
- Promote events in-app with CTA or invite specific cohorts to attend exclusive event **(Concierge)**
- Upload attendee lists to Salesforce, qualify, distribute and add attendees to sales outreach cadence **(Distro)**
- Pre-schedule meetings during the event via Marketing outreach campaign **(Handoff) (Concierge)**
- Pre-schedule meetings during the event via sales outbound campaign CTA **(Handoff) (Concierge)**
- Create simple sign up process on event landing page (option to not show calendar but still route) **(Concierge) (Distro)**
- Create event-specific scheduling links for reps/speakers **(ChiliCal)**
- Embed Suggested Times in Cold Outreach to attendees **(ChiliCal)**
- Custom schedules so only event specific meeting types can be booked during the event (and the timezone) **(ChiliCal)**
- LinkedIn with scheduling link + include in bio for speakers/reps attending the event to help with networking events **(ChiliCal)**
- Event-specific scheduling link behind QR codes for speakers' presentations, printed on badges/lanyards or added to mobile screensavers **(ChiliCal) (Concierge)**
- Trigger campaign based journeys using UTMs or event ad sources **(Chat)**
- Collect emails from event landing page and use for nurture campaigns to keep engaged **(Chat)**

## EXECUTION

- Book meetings immediately with the right rep (no chasing post event) **(Concierge)**
- Use data fields to update Salesforce and auto-enrol into follow up campaigns **(Concierge) (Distro)**

## POST EVENT

- Rep custom outreach with router links **(ChiliCal) (Handoff)**
- AM/CSM follow up for expansion or cross sell **(ChiliCal) (Distro)**
- Upload lead lists and/or badge scans and route to right reps immediately **(Distro)**
- Auto enrol in campaigns based on trigger object e.g. event status = attended **(Distro)**
- Notify AMs/CSMs on Slack or email based on trigger object for expansion playbook **(Distro)**
- One-click meetings. **(ChiliCal)**

## ANALYSIS

- Reporting for no-show rate, conversion to meeting. **(ChiliCal)**
- Event campaign attribution support **(ChiliCal)**

Smart prep and swift follow up, so the boots on the ground can stay mission-focused.

