



GUIDE TO EVENT MARKETING

for lead
generation

eBook

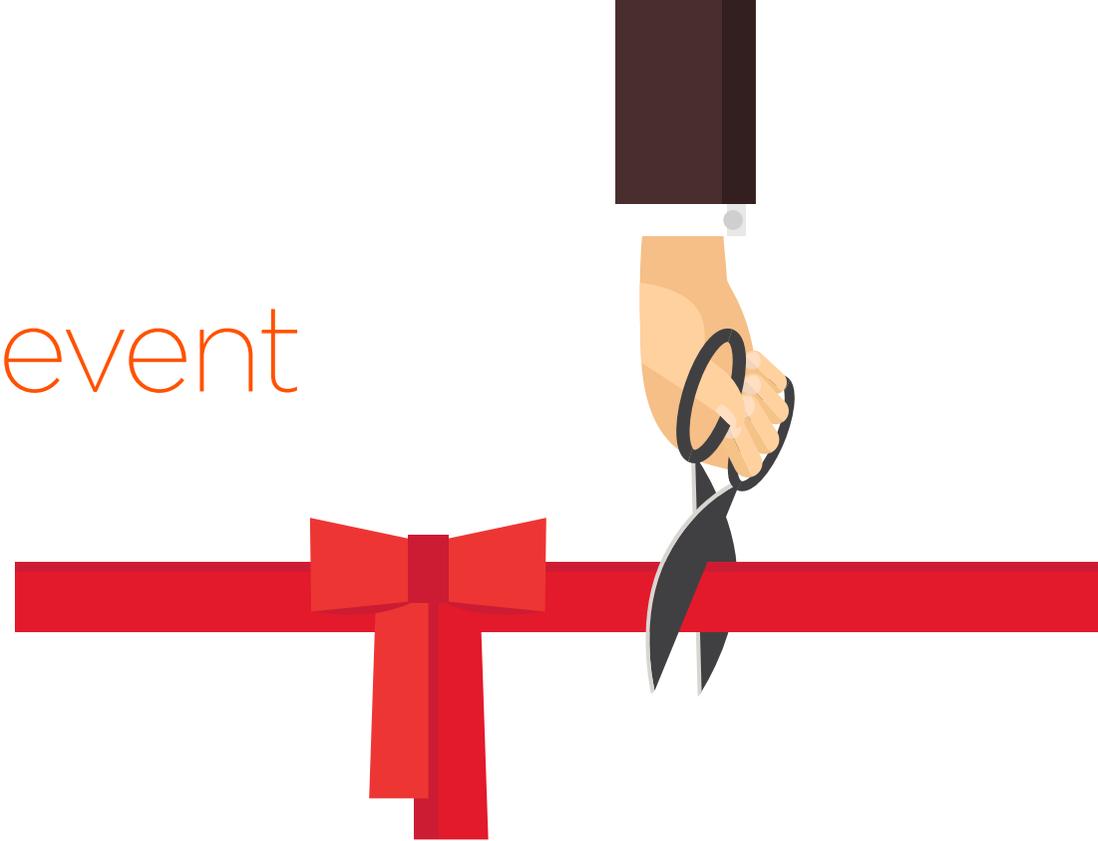


Producing a B2B event builds leads

Skilled marketers are always looking for new ways to generate leads and build brand awareness. Staging a targeted, branded and unique event, seminar or conference can be *very* good for business.

B2B EVENTS ARE HIGH YIELD

As a B2B lead generation agency, we have witnessed the growing popularity of executive events over the last few years. Research indicates that executive events are amongst the highest yield in terms of ROI for marketing activity (IDG Lead Generation Marketing Report). We have extended our service offerings on *purpose* to include all aspects of events and B2B event marketing. Because it works.



BUILD CONNECTION

Hosting an event of your own gives buyers, executives and interested parties the unique opportunity to engage with your brand face-to-face rather than from behind the screen.

It allows your organisation to promote causes that are central to your line of expertise, share insights, industry information and starts a dialogue with your audience. Events also provide attendees with the added bonus to build their professional network.

The majority (80%) of marketers believe live events are critical to their company's success. (Bizzabo, 2017)

Host your event + Build leads

Hosting a B2B event provides a unique opportunity to stretch out from business as usual and offer a point of difference.

The scale and size of your B2B event will vary depending on budget, available resources and your target market. Here are some of the trialled and tested variants.

TYPES OF B2B EVENTS

FULL DAY SEMINAR

full day with speakers, meals and plenty of networking opportunities.

PRODUCT LAUNCH

invite your customers (and the press) to your next launch.

WORKSHOPS

offer a workshop on a particular skill set such as managerial, leadership, or tech up-skill.

CONFERENCE 1+ DAYS

often these program offerings require a fee to attend given the cost, and provide a mixture of speakers, seminars and workshops.

DIGITAL EVENTS

We're seeing a move into online events via online talks. Conferencing tools such **GoTo** and **Webinars OnAir** extend the reach for B2Bs to engage prospects despite their geography. Attendees can sign up online and are given login details to join sessions online.

KEEP LEADS WARM & HOT

It's good sense plan for and maximise all the points of opportunity where you can generate leads. From

initial sign-ups and registration landing pages to breaks and networking opportunities and post event questionnaires/feedback. Capturing this information in a sufficient manner is invaluable. Ensure your communication plan involves the recording of these leads and of course, follow-up!

PRESENTATION/TALK

this can be a short session offered to targeted people and can take place in your own office, or a paid meeting venue.

NETWORK SOCIAL EVENING

topical presentation, followed by an hour or two of social drinks and nibbles.

BREAKFAST SEMINAR

quite popular, features a session followed by coffee and light refreshments for networking.

WEBINAR AND LIVE EVENTS

talks tend to run from 1-2 hours, often with a moderated Q&A session.



Producing a B2B event - build leads

START WITH THE WHY

Well let's just start with the why shall we? That's what your prospective attendees will be thinking. Why should I attend? What's in it for me/my business?

In a study that surveyed 7,000 people (International Association of Exhibitions and Events), the top 3 reasons that people attended events included:

- ➔ **EDUCATION:** What content will attendees be exposed to? Does the event theme align with business, industry or personal interests? Investing in an engaging and 'on-trend' keynote speaker can play a huge role in the success of your event.
- ➔ **NETWORKING OPPORTUNITIES:** Will there be an opportunity to connect with industry relevant people, or business opportunities at the right level?
- ➔ **LOCATION, LOCATION, LOCATION:** Is it accessible? Are there any special and unique features about the location?

From the outset it's fair to say you need to provide an educational opportunity with some great opportunities to network, and hold the event in a unique, accessible and desirable location.

YOUR INVITE LIST

There are a number of things to consider when thinking about who to invite. First of all - what is the desired outcome? Again, this will lead you back to your why. Is it an annual conference to update stakeholders? Is it geared at brand awareness or a chance to demonstrate thought leadership in your industry? Your budget will play into this also. Regardless of whether your event is big or smaller and intimate, success will depend of how much you can align the expectations of attendees with the content and program you deliver.

QUALIFY ATTENDEES

Qualify each attendee, especially if your event is on the smaller and more intimate side. We have seen huge ROI for this small style of intimate event of 7-15 attendees. Despite the high cost-per-person to attend, the right prospect is worth the investment.

DATA IS IMPORTANT

Building your invitation list on data that is robust, clean and up-to-date avoids wasting time and resources targeting the wrong contacts. It also enables you to focus your efforts on the people most likely to attend.



Drawing a crowd to your event

A THEME THAT WOWS

Your event theme and content will form the crux of appeal. While the ‘wow’ factor might not have the same pull as a social or leisure event – you still need to offer a strong ‘value add’ to busy executives to validate their time. Inviting a keynote speaker that is an expert in his/her field is a great way to spark interest. Additionally, exploring an issue that is facing your industry such as changing regulations, a skill shortage or tightening market conditions is also likely to generate interest.

YOUR POINT OF DIFFERENCE

In other words, give people a good reason to come along! For live events, this may involve a free meal/refreshments, or exciting networking opportunities. While for a virtual event such as a webinar, the incentive could be a special offer exclusively for attendees, or the chance to engage in a live Q&A with a notable speaker.

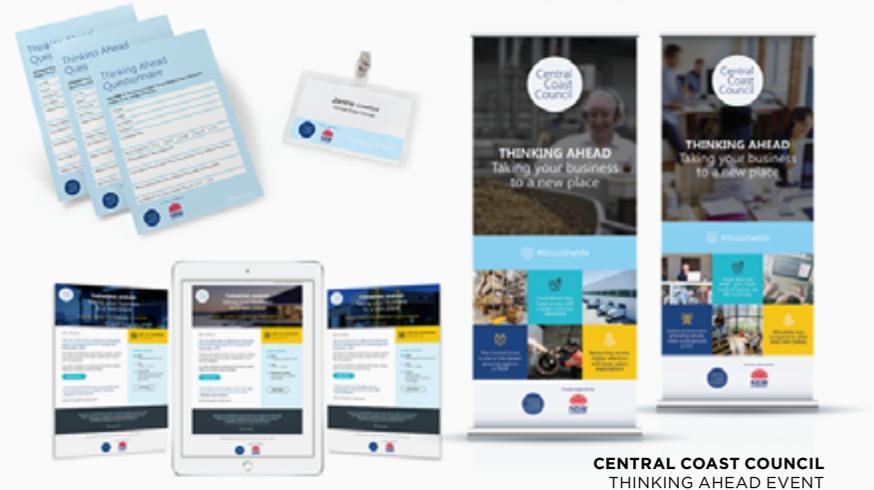
Make it clear what people stand to gain from attending your event, in order to persuade them to take time out of their day or night to show up.

EVENT BRANDING MATTERS

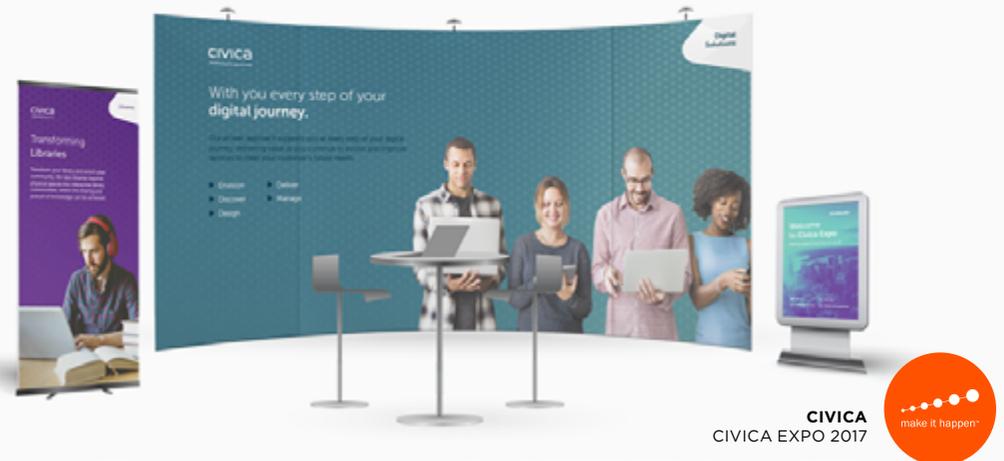
Building a brand identity is a very effective way for your event and event marketing to stand apart from the noise. Expanding on the overall theme, naming your event and creating a tag line that is memorable is also a good idea. One of the most famous examples is TED ‘ideas worth spreading’. Other design elements including a logo, brand colours, event website, graphics, images and typography. These elements combined will make your event a success!



SCHAEFFLER
QUEENSLAND MINING EXHIBITION



CENTRAL COAST COUNCIL
THINKING AHEAD EVENT



CIVICA
CIVICA EXPO 2017



Pricing, bookings & event management tools

You want to create a seamless experience for all event prospects. From the first communication point, often the initial invite you should strive to make booking, ticketing and reservations simple and painless. Luckily there are many automation and booking tools that can facilitate this process.



TICKETING YOUR EVENT

It can be a challenge to determine which automation software suits your business. Using event management software comes in handy to:

- Help sell limited seating – sold as a first come and first served basis
- Assist with ticketing when your team is lean
- Design tickets for co-branding
- Register a large number of tickets
- Process payments and issue invoices

Eventbrite, Eventbee and Bizzaboo are the big three currently making waves. Eventbrite is probably most popular and doesn't charge if your event is free. It also like Bizzaboo allows you to set up your own event landing page. Those who sign up for your event provide details essential for lead generation. They also allow your team to customise the event further and add touches such as planned seating.

BOOKINGS VIA YOUR WEBSITE

There is always the option to install an event management system on your company website using a specified landing page. Depending on which CMS system you use, this process can be relatively simple. WordPress users for example have the option add event booking and registration to your website by installing available plug-ins. It's worth discussing options with your developer.

SHOULD YOU CHARGE?

Deciding to charge for a ticketed event can help ease any potential gaps for ROI. Priced and ticketed events tend to work for larger scale events - particularly if your event is showcasing inspiring and interesting content and your guest speakers are very high quality.

EVENT PROSPECTS ARE LEADS

To maximise the prospects of your B2B lead generation you should also factor in a nurture component – additional touches for prospects that are stuck in the lead funnel. Using automation software and Analytics from email software you will be able to track where they might be stuck. People often respond to people. Consider following up by phone those prospects who might need an extra push, by providing information, answering questions or making a special offer.

You'll need a robust and smart content strategy

MAXIMISING ATTENDANCE

How you communicate the good news will make all the difference. You want to excite, and connect your audience with the speakers and the content of the event - a little publicity will always go a long way too!

→ PLAN EACH TOUCHPOINT

Consider your invite list and the channels best to target each group. Forming the heart of your content strategy, brainstorming together with your wider team is a great way to plan for each communication point.

Think about what 'value-add' each communication piece will include. Video, photographs, exclusive content are some of the useful ways you can build engagement and excitement.



→ STAND OUT ACROSS GRAPHIC, PRINT AND DIGITAL

You've probably noticed that the best campaigns for big events seem to just flow - from the messaging, to visuals and graphics across each touch-point. Each of these elements is intricately connected. You might like to consider branding your event to include a logo, separate landing page or website, unique colours, stylised imagery. It's about differentiation and standing out - how can you entice attendees with a professional look and feel of your event.

→ CUSTOMER EXPERIENCE

You want to create a seamless experience for prospects. From the initial invite you should strive to make booking, ticketing and reservations painless. Luckily there are many automation and booking tools that can facilitate this process. You might like to also consider sending a calendar invite. Ensuring wait lists and cancellations are effectively managed will ensure you maximise the lead potential of your event.

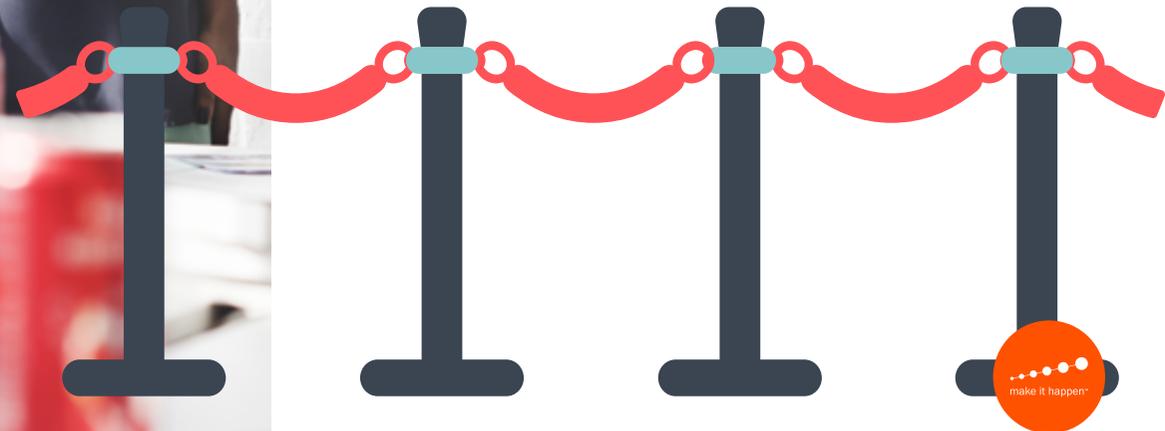


→ **CALL TO ACTION**

Think carefully about the tone and language you use across your promotional material. With each communication it's essential to communicate value. Draw on the expertise and topics of keynote speakers, emphasise the entertainment or educational value. Creativity, persuasion and a sense of urgency via a strong call to action will point readers in the right direction - to register for your event.

→ **FOLLOW UP**

It's good sense to consider throughout your event plan all the opportunities you can create to generate leads. From initial sign-ups and registration landing pages to breaks and networking opportunities and post event questionnaires/feedback. Capturing this information in a sufficient manner is really important. Be sure you have a communication plan that involves follow-up up and keep in regular contact.



Audiovisual presentations that impress

KEY DO'S AND DON'TS

Different event venues are more suited to different types of audiovisual (AV) presentations.

DO'S

- ✓ Select the right display type for the venue and tailor your presentation to the size and nature of the space in which it will be delivered.
- ✓ Less is often more when it comes to the AV experience, so be selective about what you want to convey. Choose the most important points and use creative and colourful slides that include elements such as video, photographs and infographics. Don't overload your audience with

DONT'S

- ✗ information. A presentation that's overcrowded with information can be seriously off-putting.
- ✗ Don't over complicate the animation. Some messages can be made more memorable through the slow build of content onto the slide whilst others can lose all relevance as the audience waits for the bullet points to build.

HARNESS THE POWER OF DIGITAL

Recent advancements in digital technology mean today's audio visual displays offer untold potential for engaging your audience and captivating your crowd. From interactive touch-screen monitors to inspiring visual wonderwalls, utilising cutting-edge digital techniques within your event marketing presentations make you stand out and positions your brand as innovative.

KEEP CUSTOMISATION IN MIND

Aim to make presentations as customisable as possible. Consider how they can be easily modified in order to cover different focus areas and subsequently used in various locations. In this way, your presentation can be used to address a variety of audience needs, while still delivering your core brand messages.

PRESENTATIONS THAT KEEP DELIVERING

How you use your presentation after the event can make a big difference to ROI. Distributing the presentation via a trackable web link or USB can help you reach prospects unable to make the event. Sharing via social media channels or featuring the presentation on your website for customers to experience is also a good idea. With a little creativity, your audio visual presentation will continue to deliver long after the event is over.



Let's talk challenges...

MAKE IT HAPPEN

Level 19, 1 O'Connell Street
Sydney NSW 2000
+61 2 8249 1817
info@mih.com.au
MIH.COM.AU

