

# Event Marketing Group Discussion: Event Marketing Exposed - Strategies for Exhibiting, Sponsoring, and Attending That Truly Work

**Moderated by:**

**Susan Powell**

[spowell@blueridgenetworks.com](mailto:spowell@blueridgenetworks.com)

Marketing Director

Blue Ridge Networks

<https://www.linkedin.com/in/susanmpowell/>

**Lisa M. Sherwin Wulf**

Founder and Marketing Consultant

LSW Marketing, LLC

[lisa@lswmarketing.com](mailto:lisa@lswmarketing.com)

703-350-3150

<https://www.linkedin.com/in/lisa-m-sherwin-wulf/>

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**Who's our  
target  
audience?**



**What's our  
expected  
ROI?**



**What's our  
total  
event  
budget?**



**How many  
new leads  
are we  
hoping to  
get?**



**Should we  
co-sponsor  
with a  
channel  
partner?**



**Should we have a  
booth or sponsor  
something or  
submit a paper or  
find meeting  
space or host a  
special  
reception?**



# Events: Art or Science (or Both)

- You've done discovery and know your goals, budget, now what?
- The devil is in the details - plan, then double check, then plan again
- Every touchpoint/interaction matters
- It take a village (or a really good cross-functional approach) to ensure success: Marketing - Sales- BD- SDRs - Partners - Vendors
- It's not the budget that make for a good event outcome
- It's about what the attendees what to experience/hear - not how you want to say it, but how they want to hear it
- The event is over - now what?



# Group Discussion