

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

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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