

# Event Marketing



The Can't-Miss Keys to a  
Successful Event



# How to Make Sure You **STAND OUT** at Your Next Event

In an industry where everyone is going all out, how can you make sure that what you're doing makes the impact that the team needs to generate leads and create buzz at the event?

No one signs up and pays for an exhibit booth with the intention of being average.

The reason that you signed up for the show is to make an impact for your product or service that makes everyone go back to the office and insist that they need to do business with you!

## **Event-Specific Marketing**

How to create marketing that is designed for your event

**3**

## **The 7 Can't Miss Steps to make Your Event Great**

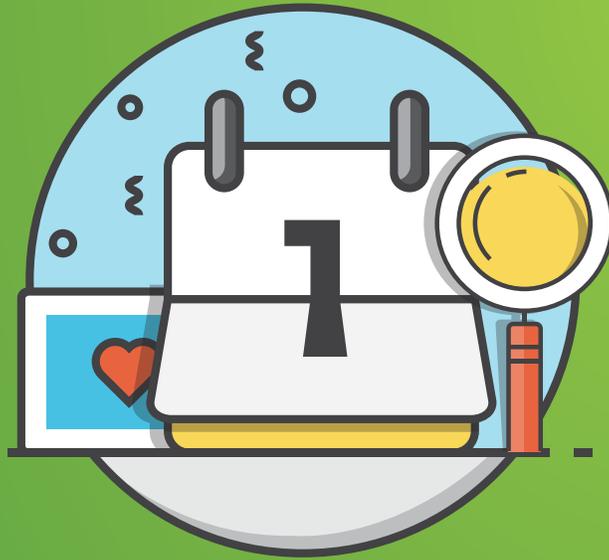
Work with EXPERTS who will turn your next event into an AWESOME success.

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## **Social Media**

What is the best social media platform for your event, and which one should be used for communicating to attendees?

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# Event-Specific Marketing

# Build a Campaign Focused on the Audience of Your Event

The BIGGEST mistake companies make when preparing for a show is reusing an old marketing campaign for the event they are attending. The whole point of spending the money to go to an event is to generate new business or buzz around your company and the products and services you offer. Create a NEW campaign that is focused solely on the people who will be in attendance.

Work with the event organizer to acquire the list of attendees or at the minimum the companies planning on sending representation. Start creating content and collateral that you can use that will prepare the audience for you being there. Then, begin reaching out directly to the people whom you want to connect with, and make plans to meet while you're there together.

The reason that your targets are in attendance is to establish new relationships as well. Make sure that those relationships are YOU, not your competition.

## What Are Your Expectations?

Right from the beginning, sometimes even before you commit to having a booth at a trade show, it is important to set clear goals and expectations for what you want to get done at the event. Knowing exactly your desired outcome from an event is vital to your team's success. Start from the end and work backward. Are you trying to generate new leads, create brand awareness, sell a product, or something else? Start off on the right foot, and identify what you want!

# Be Specific

Events are a great way to expand your network, identify new vendors, and, most commonly, begin the sales funnel for your prospects. The more specific your goals are for participating in an event, and tying them to a specific return on investment, the more successful the event will be for you and the team. Some solid examples of what you may create for goals are:



**Generate Buzz**



**Drive Traffic**



**Generate Leads**



**Give Out Samples**



**Brand Building**

## Here's a Real Event Example:

Let's assume that your company has committed to participating in a two-day, industry-specific conference where 10,000 people are expected to attend. Let's also assume that you have aligned your marketing and sales efforts efficiently, and you have created a sales process that converts 25% of the qualified leads that enter your marketing funnel. If you're following this definitive guide, then when you signed up for the event, you and the team set a goal of selling twenty-five products. To achieve this set goal, that means you will have to generate one hundred qualified leads.

Sure, that may sound like a lot of leads. But if the event you target to be at is full of your qualified prospects, and if you follow the outlined 7 Steps to a Great Event, it is not hard to get to one hundred (or more) qualified leads out of an event that size.

## 3 Simple Steps



**Create a Call to Action**



**Create a Landing Page for the Event**



**Create a Social Media Campaign to Engage with Attendees Before, During, and After the Event**



# The 7 Can't-Miss Steps to Make Your Event Great

# Let's Start with a Question: What Is Your Strategy to Make Your Next Event a Complete Success?

The best place to start is with something that will NOT make an impact whatsoever. Let's start off by making sure we avoid an easy but potentially costly mistake. Using giveaways is a GREAT way to draw attention to the booth, you, and your team. However, giving out a key chain, a pen, or a mouse pad with your company name and logo on it is not the beginning of a dynamite strategy. There are no attendees who walk in and go to your booth to start a conversation about doing business together because you have a great-looking pen with your logo on it.

You are an expert at attending these trade shows and events, so go ahead and think about the last one you attended. You were there to make specific connections or to learn something new. On the one hand, you wanted to make a bunch of new connections. On the other hand, you also wanted to walk the floor to see what the booths were and what the "swag" was. Maybe you got a killer coffee mug. But let's be honest, you don't recall the logo or whom it was for. You had no connection to it. The logo did not have an impact on your next service purchase.

When you are planning the strategy to stand out, you want to give something away that will engage attendees and the traffic. Doing a drawing for a new VR headset or big-screen TV may cost some money. Yet when you compare versus the cost of gaining a new lead, it can be money well spent!

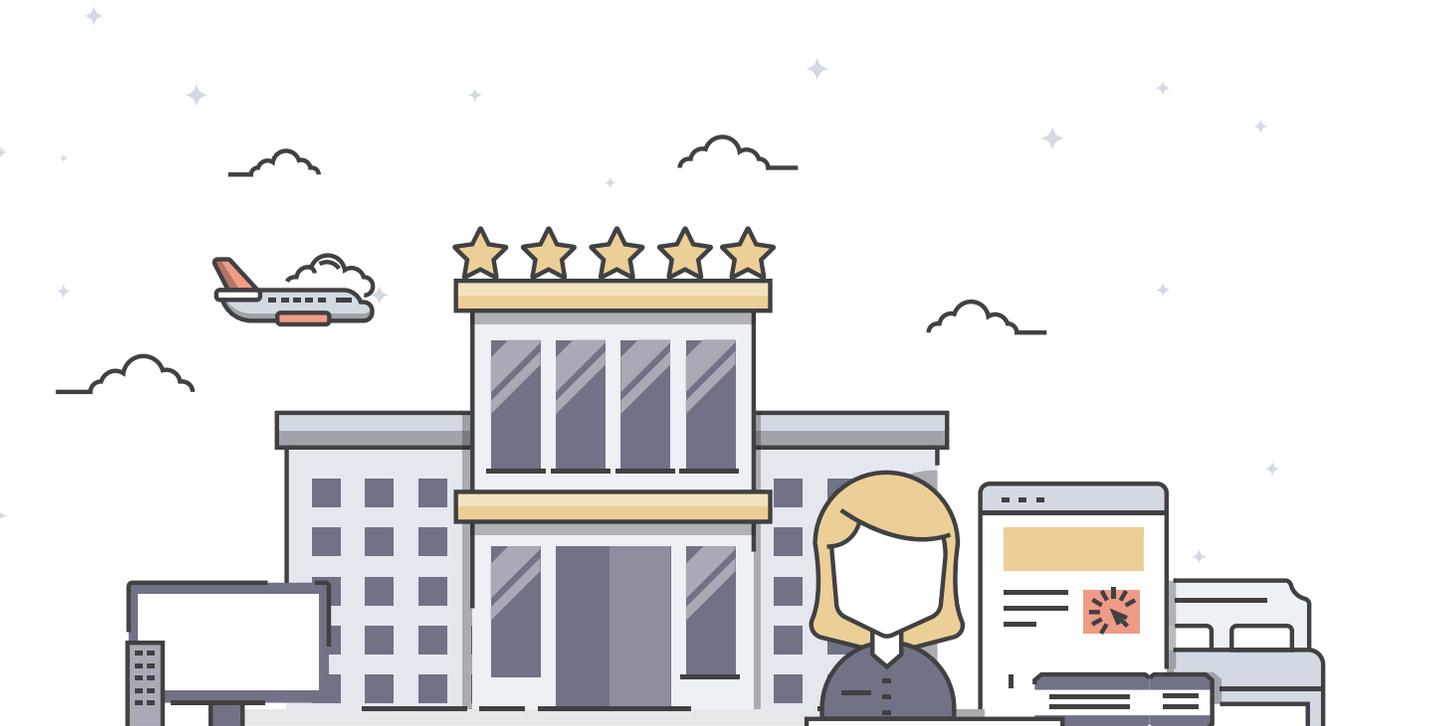


# 1. The Night Before the BIG Event

The key to a great event is to **BE THERE**. If you are fortunate enough to have the events in your home city, then keeping track of staff, product, and logistics is usually easy. More often than not, these events are in places far from the office. This creates different logistical issues because you are representing your company far from your friendly confines.

For your next event, get there early. Most likely, you will need to fly. Be sure to schedule your team to arrive at least one day before the event. With so much going on in our world, it is impossible for airlines to be punctual 100% of the time. Depending on the time of year of your event, weather can also be unpredictable. Often, the weather in your city isn't the issue; rather, it is usually one of the big cities that hit delays that run the rest of the schedule off the rails.

When you do arrive, get right to business. Be sober. This is not a night away from home for fun at the sports bar. You are representing your company, your family, and yourself. This is not a night to go cut loose. Get back to your hotel room early so you can be refreshed and ready to work. Nothing good ever happens after 10:00 p.m. It is OK to have fun, but keep your eye on the prize, and stay focused.



## 2. How Do You Look?

When you walk in to a trade show or a conference, have you noticed that everyone looks as if they just left a Brooks Brothers store? Ask yourself how you can stand out. If the trade show is a bunch of buttoned-up executives, go Hawaiian! Or, you and the team can go ALL OUT and make your theme overly obvious. Use the event to show your prospects that they are throwing away money. Use NEON GREEN jumpsuits that have a logo on them that says Acme Sanitation, and have a few (brand new) trash bins in your booth. The takeaway for your prospects is that they are throwing away money and that your team is here to help them clean up!

The idea behind what you wear is to stick out not just at the booth but around the show floor. If the team shows up in force and all look the same, people start talking. First, they talk about how you look. Then, most importantly, they start asking about what you do. This is your chance to start putting it all together. Lastly, wear comfortable shoes! You're more than likely going to be on your feet all day. Protect yourself and your feet!

## 3. The non Booth, Booth

The reasons that you typically go to a show or an event are because you have a new product or platform or you're trying to generate buzz and excitement around business. These are solid reasons to go, but think about your company. What makes you stand out? What makes your company and product unique? If you're gaining traction because your service and platforms are better than and different from everything else, your booth has to show that. Just because you have a ten-foot-by-ten-foot booth doesn't mean you need to use the table and conform. Make it interactive. Use stand-up tables or the product for the display. Put some couches in so people stop and chat. Create an inviting atmosphere where people want to stop and learn more about YOU!

## 4. Make the Effort Worth It

Don't just push your collateral; try to create an experience for the attendees to stop by. Make your booth memorable and different.

For the average ten-foot booth, you have about 3.5 to 4 seconds to grab people's attention and encourage them to stop. Chances are if you are wearing fluorescent-yellow jumpsuits and your product is on full display, the passersby are going to "get what you are going for." If they need your product or service, they will stop. The hard part now is making it all about the attendee.

People do business with other people they know, like, and trust. It is vital to start building a connection with people at this point and move beyond the great visual effects that got them to stop. This is when you need your collateral to keep the conversation going once they have left your friendly confines.

Start off by having the passersby engage with an app on an iPad or tablet. Ask them to start following you on social media or enter a contest for the big prize. All these elements give you permission to start sending them additional material about your conversation. If you have this built before the event and tie it into the new event-specific marketing campaign that you created, these qualified leads can start selling themselves.

Try to create an event within an event where you can relate to a consumer one on one. You want to create an experience where you can engage directly with your potential clients and have them tell you what it is about your product, service, or company that they really want or need.

One goal you can implement is creating the structure in such a way where it could go viral, where people are telling their friends to go to your booth or watch your video. By going viral, that doesn't mean a million views across the globe (but that would be cool!). Going viral at an event means what you're doing becomes a hit within the community of attendees. Why does it work? People go to these events to experience new things, and you want to give them that. Naturally, when attendees see something awesome, they will want to share it with their friends.

As they say, the devil is in the details, so try not to miss a step.

## 5. BE Available

Be available at the event. That doesn't mean being just physically available. Your company has most likely spent a lot of money to be there, as well as the cost of you and your team's time. Don't sit behind the table and answer e-mails while attendees are walking by and then wonder why you did not get any leads. If your e-mails were really that important, someone would have called you instead.

Take notes during the event so you can have specific action items afterward. Come the following Monday, no one is going to remember who that lady in the blue blouse was or whom she worked for. She may have held the keys to your next big deal. When you have a great conversation, ask the person to take a selfie or a quick action shot. It may sound funny, but you're creating an experience for the person, and you can send the picture to your e-mail with a quick note or recap of your conversation so you don't miss any details.

Lastly, don't let the team congregate in one spot. Divide and conquer the room. It may be easier to eat lunch with your current team or the colleagues whom you used to work with at a different company. That is most likely not going to get you any new leads. Everyone at your team should sit at a different table for lunch. Sit with potential prospects. Talk to them, and get to know them. You would be surprised how much you can learn over a meal.



## 6. Start Lead Generation Before the Event

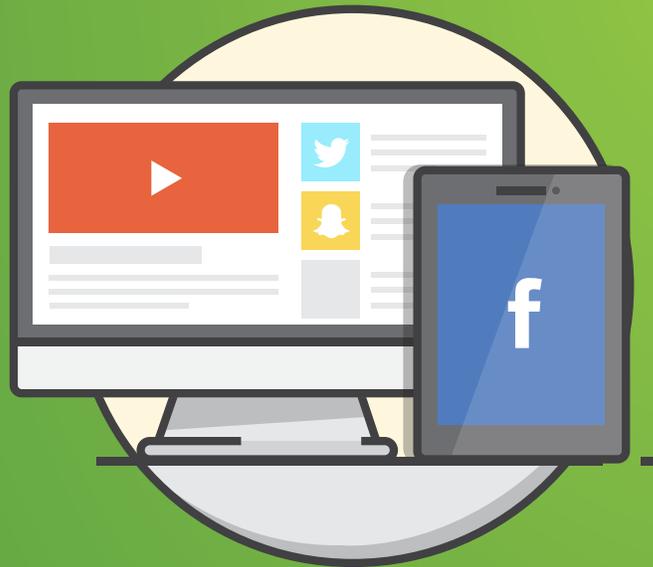
Trade show consultants and experts cite a statistic illustrative of the risk of leaving convention or show traffic to chance: roughly 70% of show attendees plan a list of whom they're going to visit before ever entering the convention center doors. They say that numbers make clear the power and necessity of pre-show communication.

The first lists of people to contact for your event are your regular customers, local contacts, and solid prospects. Then, invite them to meet you. The next list is the registered attendees of the show. If you are buying a booth, most organizers will give you access to the list of scheduled attendees. You should definitely initiate some outreach to this group or a specific segment of attendees who might be interested in you. Three elements work great: direct mail, e-mail, and a pre-event phone call.

While you're at it, make a concerted effort to contact and make appointments with your local clients, suppliers, or anyone you do business with who resides within the geographic area of your show. It's a simple way to get actual face-to-face time with folks you might not otherwise be able to sit down with. If they come to the event as well, it is a great way to make sure your team isn't wasting time standing around in an empty booth.

## 7. Create Physical Collateral to Drive Traffic

Use your opportunity to give out information or collateral as a mechanism to drive traffic back to your website. Have your attendees download an e-book, your newsletter, or some other white paper that continues to drive home the efforts of the event. You want this to be the start of a long conversation that leads to a purchase, not just the chance to see some new faces. The collateral should have the same look and feel as the booth, and the two should complement each other so that the prospects understand what you do, how you do it, and what is in it for them.



# Social Media

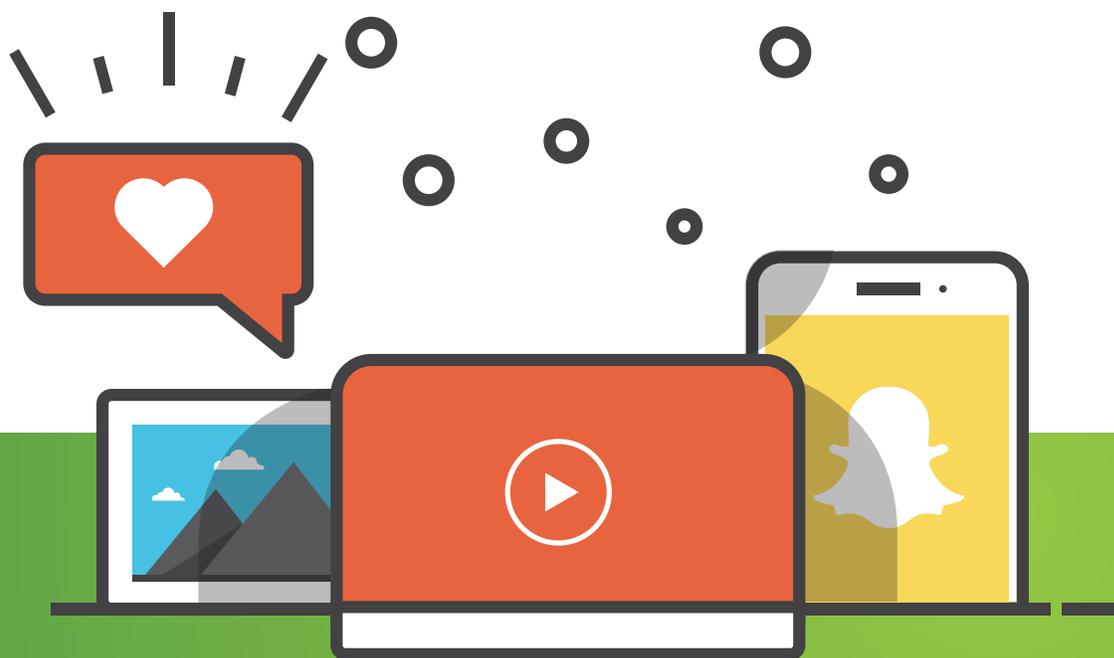
Event Social Media  
Explained

# Social Media Best Practices for Trade Show and Networking Events

Although the event is going on around you and your booth, social media platforms can play a big part in how successful your event is. Once you have identified what the goals of the trade show are, and after you have created specific marketing campaigns that are built around the trade show, it is time to get to work on how social media channels can keep the conversation going while your team is manning the booth.

## How to Use Each Platform

If you have neglected social media in your business, don't worry. Like they say about Rome, it wasn't built in a day. Your social empire can start today, but it is not a finished city.



First, you need to define how you will use each platform. For example, Facebook is the king for running contests, giving away valuable prizes, and getting feedback or reviews. But there are more ways to engage:



- Run event-specific contests and prizes.
- Post pictures of people engaged at your booth. Use #Hashtags to trend topics.
- Set up Facebook Live, and stream parts of the event.



- Create short videos of your team at the booth or time elapse content of setup, and post video clips of keynotes or demonstrations.
- Set up memes and use #Hashtags to drive search traffic.



- Integrate the official #Hashtag of the event, and use it when communicating updates from your team.
- Take cool pictures of things around the venue and at the event.
- Say thank-you to people and companies that have stopped by, and use their official handle.



- Interview attendees, and get real feedback.
- Post recorded user testimonials from the event.



- Use Snapchat to tell your firsthand version of the event and what is going on.
- Create a story, and use custom filters to make your perspective unique to your product and brand.
- Drop useful info or tips about the event.



# ABOUT BROADVIEW NETWORKS

## 100% Cloud Matters

As the demand for mobility and flexibility increases, businesses require a cloud phone system that meets their ever-changing needs. The degree to which solutions are cloud based is key to the level of mobility and security a provider can deliver. OfficeSuite UC™ is the only 100% cloud-based unified communications solution on the market, offering unmatched security, mobility, and control.

More than a decade ago, Broadview built our own unique platform to improve how users access and utilize their critical communication services. By securing the entire intelligence of the system—servers, user profiles, and call history—in the cloud, we have been able to develop the most secure and flexible communications solution available.

# How We Accomplish This

Unlike other cloud phone systems, we utilize a unique technology platform and SilNet instead of SIP or open-source technologies. Most providers rely on SIP, where the intelligence of the system lives in the phone, supporting the equipment rather than the user and severely limiting its security, functionality, mobility, and accessibility.

## Secure, User-Centric Technology

Because we exclusively leverage cloud technology for storage and computing power, our services are more secure and accessible than any other cloud phone system.

- **Calls are encrypted from the handset into our secure network, and data is secured exclusively in the cloud, never on a device.**
- **We own the code and maintain complete control over the delivery, design, and functionality of our system, ensuring it's incredibly easy to use.**
- **We empower all users with control and access to all the system's features, drastically improving productivity company wide.**
- **We continuously apply the latest technologies to deliver rapid, ongoing enhancements to the user experience.**

# The Heart of it All: MyOfficeSuite

Through our unique technology, we have developed the most intuitive, online customer portal in the industry, MyOfficeSuite. It centralizes all your communications services into a single, secure website that is accessible from anywhere.

With MyOfficeSuite, administrators can maintain complete control and increase productivity by creating user profiles that allow employees to self-manage the features they want.

## More Flexible, Efficient Ways to Work

When everything critical for your cloud phone system is secured in the cloud, new and more efficient and secure ways to work are enabled. Your employees remain connected and productive from any device, anywhere, ensuring business takes place when and where you need it to.



For more information on becoming a Broadview Networks Agent visit [www.broadviewnet.com/agent](http://www.broadviewnet.com/agent) or call 866-271-8666.