GATORCON 2020
4TH – 6TH FEBRUARY.

OLD THORNS MANOR HOTEL

INS AND OUTS OF RUNNING A B2B EVENT
ELLIOTT PALMER

Live Q&A at **sli.do** event name **GatorCon2020**

CommuniGator

Agenda.

- Why Run Events
- Planning The Big Idea!
- Planning Aids.
- Execution
- Completion/Success

WHY RUN EVENTS?

LEAD GENERATION

Great opportunity to win new business or win back old

CROSS SELL / UP SELL

NEW PRODUCTS | SOFTWARE | SERVICES | TRAINING

BRAND AWARENESS (FLYING THE FLAG)

PRODUCT BRANDS

SOFTWARE BRANDS

SERVICES BRANDS

TRAINING BRANDS

SHARING KNOWLEDGE/ RAISING

AWARENESS

WHY RUN EVENTS?

EDUCATING YOUR AUDIENCE

Training...
Workshops...
Company updates...
Product updates...
Software updates...
Service updates...
Market place...
Sharing knowledge/ raising awareness...

Types:
TRAINING FEEDBACK
WORKSHOP SESSION FEEDBACK
CONFERENCE FEEDBACK
PRODUCTS, SERVICES, SOFTWARE

METHODS:
FACE TO FACE, EMAIL, PHONE, SURVEYS
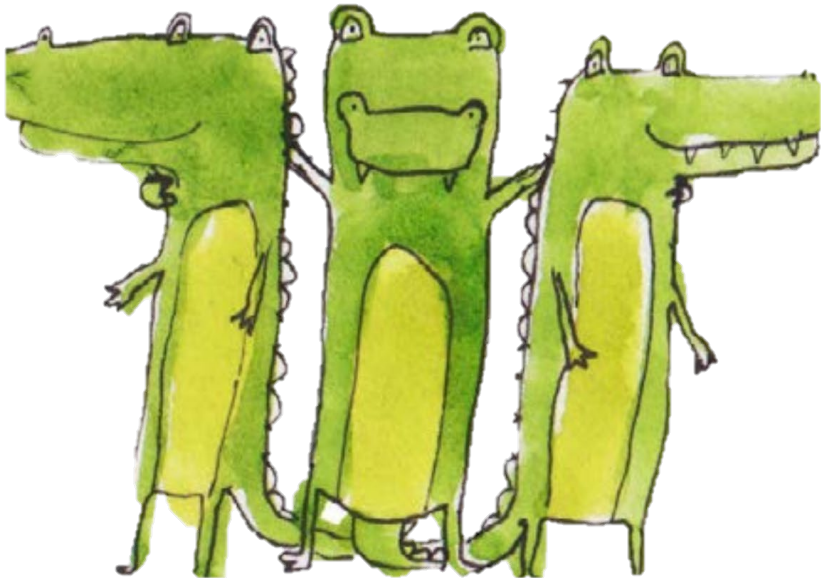
WHY RUN EVENTS?

CUSTOMER RETENTION

- BUILDING RELATIONSHIPS

- BUILDING CONFIDENCE

- SHARING KNOWLEDGE/ RAISING AWARENESS

WHY RUN EVENTS?

BUILDING RELATIONSHIPS

- **CLIENT TO CUSTOMER – CUSTOMER TO CUSTOMER**

- **PRE EVENT/ POST EVENT**

- **OPPORTUNITY FOR CUSTOMERS TO SPEAK TO OTHER CUSTOMERS & OTHER MEMBERS OF THE ORGANISATION**

- **SHARING EXPERIENCES**

WHY RUN EVENTS?

SUMMARY OF OBJECTIVES AND AREAS

LEAD GENERATION

CROSS-SELLING / UP SELLING

BRAND AWARENESS

EDUCATING YOUR AUDIENCE

COLLECTING FEEDBACK

CUSTOMER RETENTION

BUILDING RELATIONSHIPS

TRAINING / NEW PRODUCTS

SOFTWARE & SERVICES

SHARING KNOWLEDGE/ RAISING AWARENESS

WORKSHOPS

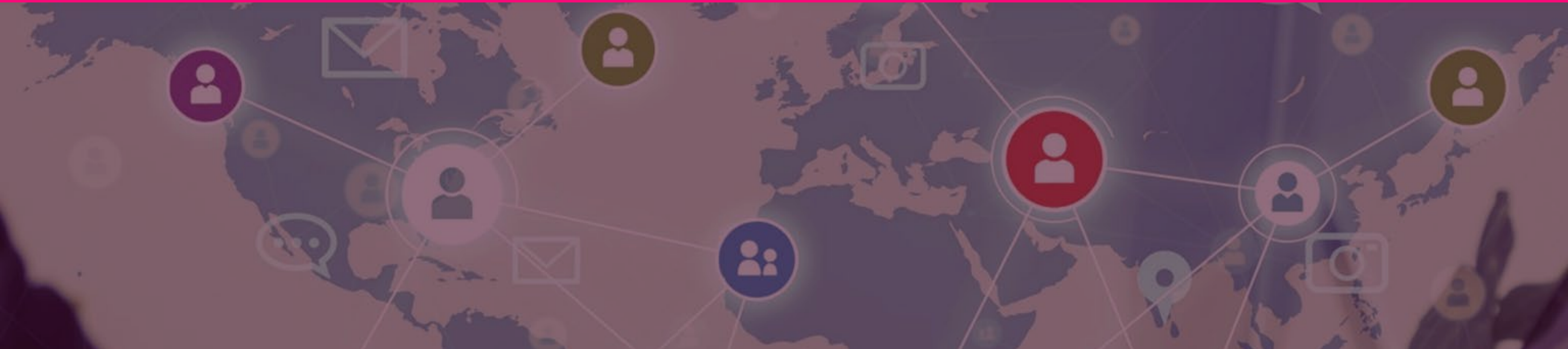**AND OF COURSE THAT GOOD OLD CONFERENCE!**

Agenda.

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PLANNING THE BIG IDEA

THE LOCATION

Where can I host my event and achieve my objective?
Face to face or on the web?

PLANNING THE BIG IDEA

ON THE WEB

www.gotowebinar.com

- Training
- Lead Gen
- Product Launches
- Go To Webinar Integration

PLANNING THE BIG IDEA

FACE TO FACE

Where should I host my event & make the right impression?

Who should I invite?

Stuck for a venue?

Try one of these:
www.absolutevenues.co.uk
www.rockitfish.co.uk
www.event-venues.com

PLANNING THE BIG IDEA

COMMUNICATION CHANNELS

Social Channels
Phone
Website
Popups
Face to Face
Email
Direct Mail
Other Events

Agenda.

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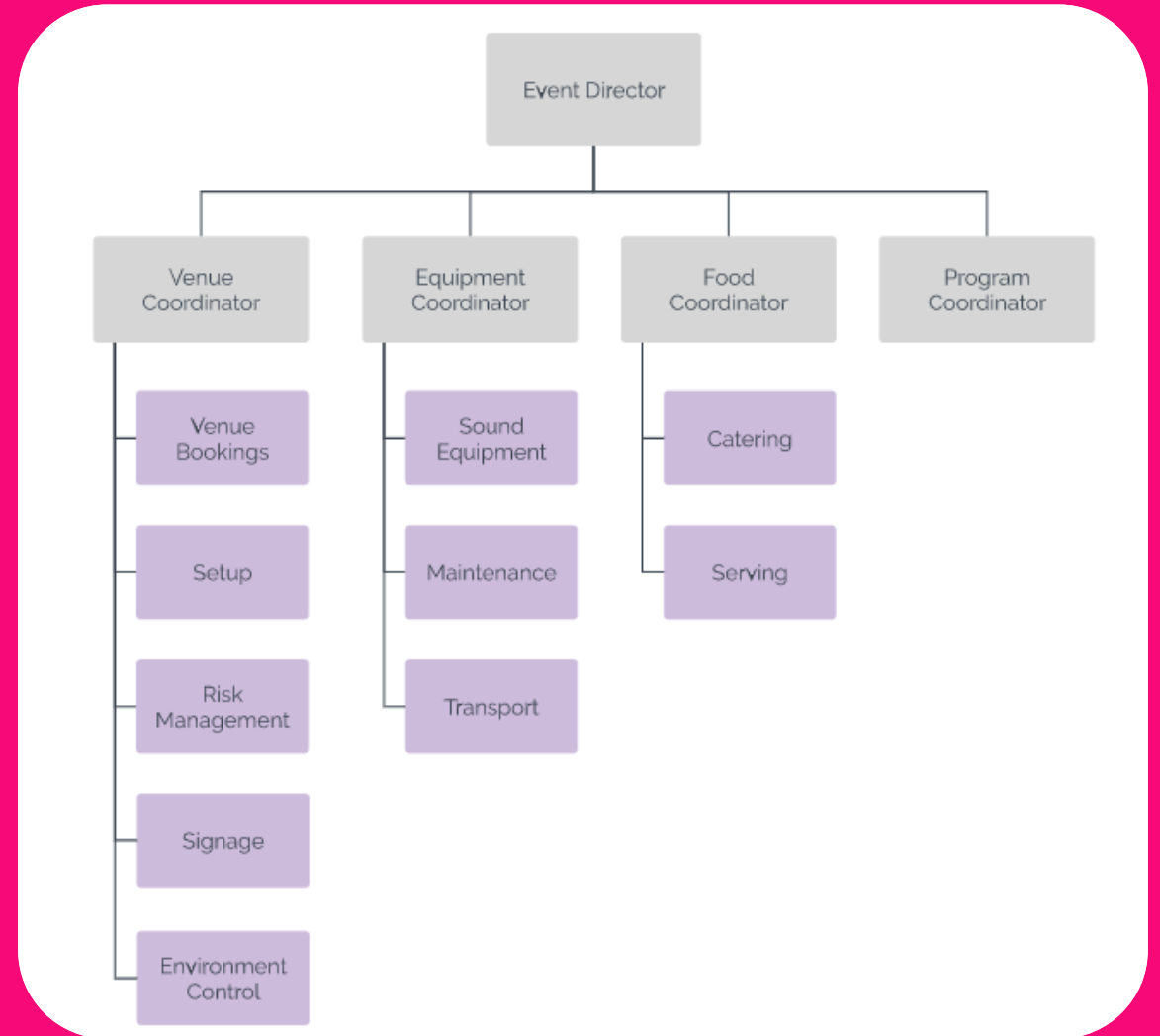# Planning.

- You could use a Gantt chart
- Excel
- Trello

Try one of these:

www.ganttpro.com

www.lucidchart.com

www.creately.com

www.Monday.com

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EXECUTION.

BASIC EVENT PLAN UTILISING GATORMAIL…

Step One
Save the date;
Email: Refresh non-recurring campaign + Social Post + AM's

Step Two
Invite email & Publish event on the website:
Refresh non-recurring campaign, group excluding booked members, via other booking methods, i.e. AM's phone bookings, web, Popups etc…
+
Publish event iframe or event form

Step Three
Confirmation email Sent via events system:
Booking complete, send confirmation email include agenda, location etc…

Step Four
Reminders Sent via events system:
Multiple Internal reminder with delegate list
Multiple delegate reminders, location parking etc…

Step Five
Event Feedback survey:
Refresh non-recurring campaign, group based on attended, survey sent, survey complete, slides sent…

Step Six
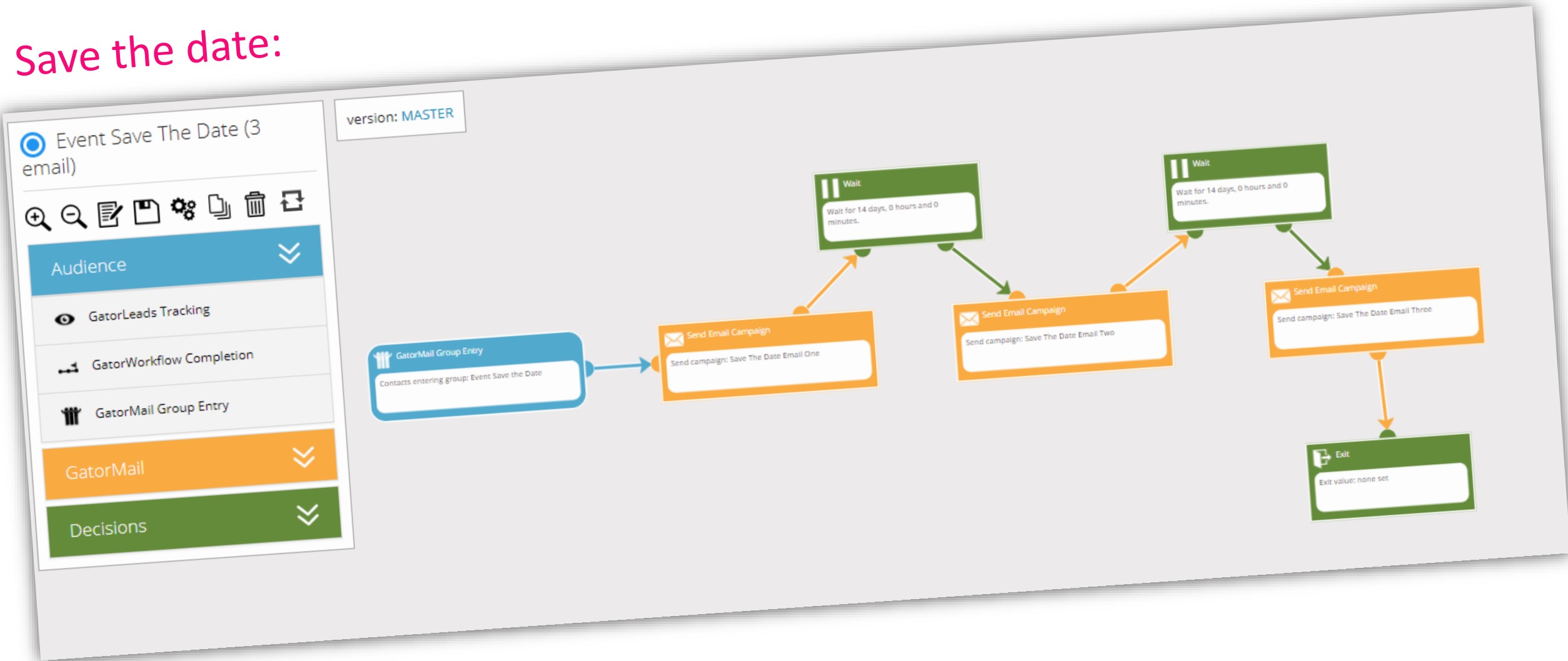**Not able to make it, follow up email:**
Refresh non-recurring campaign, cancelled booking & not attended, "Not able to make it! Here's the slides or check us out at the next event, click here to book!"
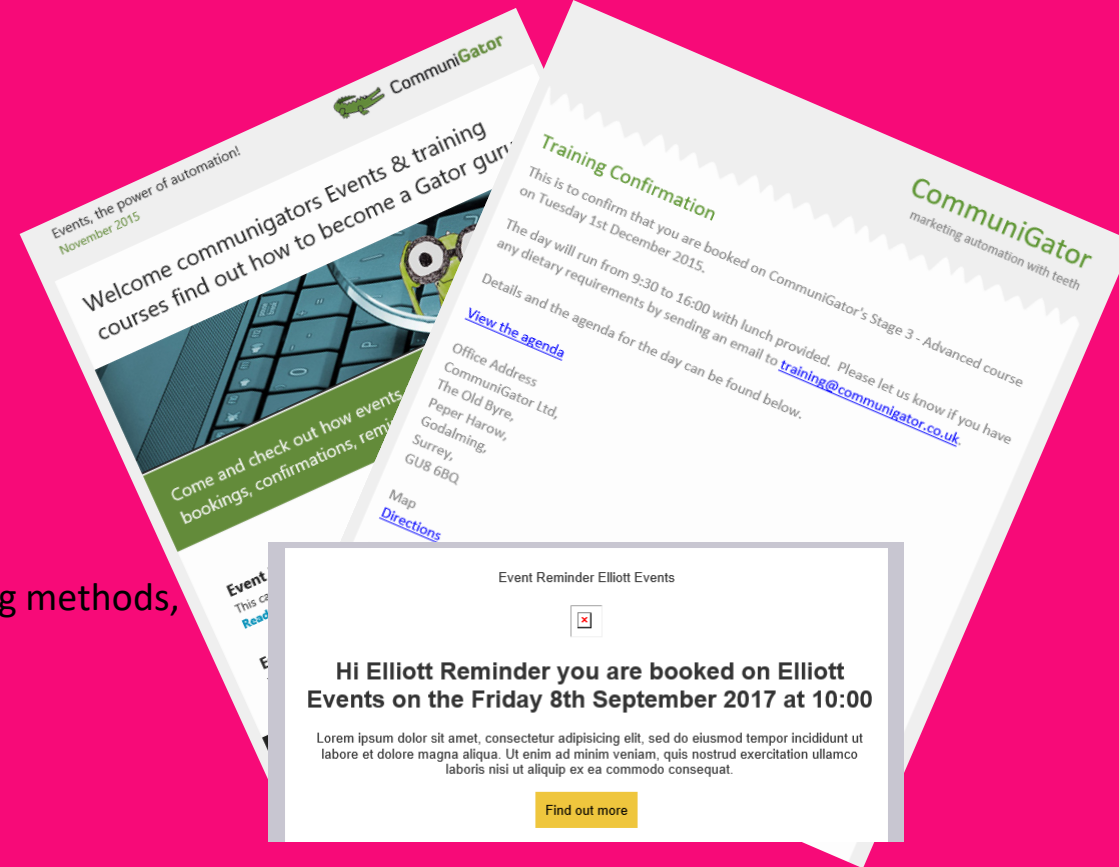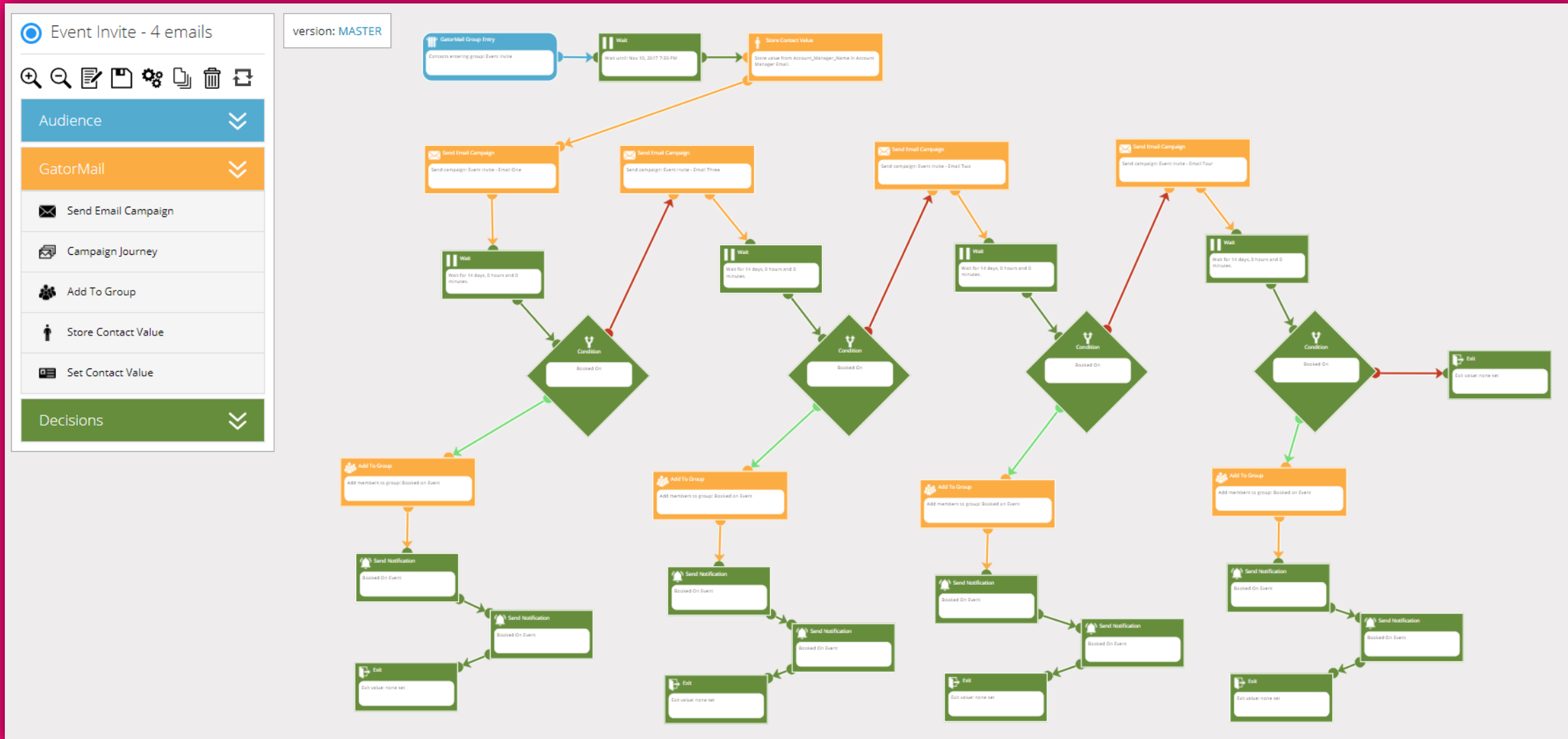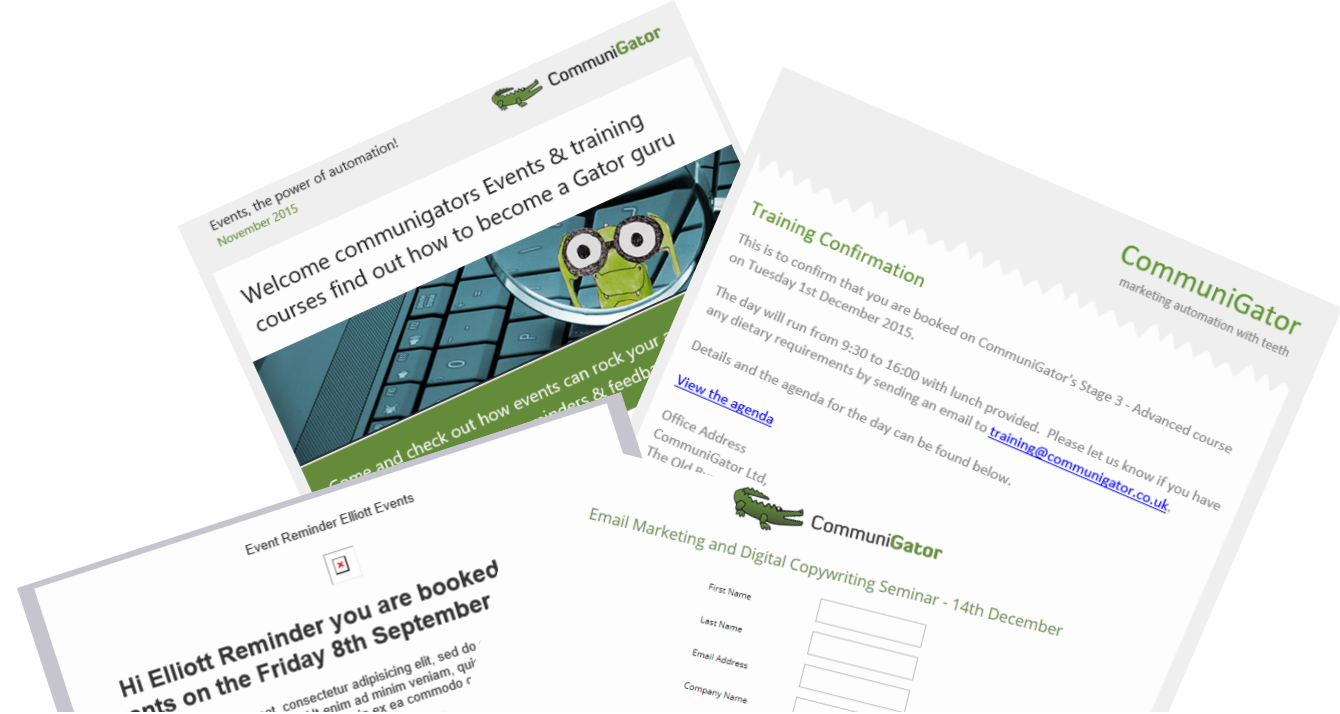
Save the date:

EXECUTION.

EXECUTION.

THE MASTER PLAN! – PHASE THREE

Confirmation & Reminder emails sent:

Workflow takes a back seat...
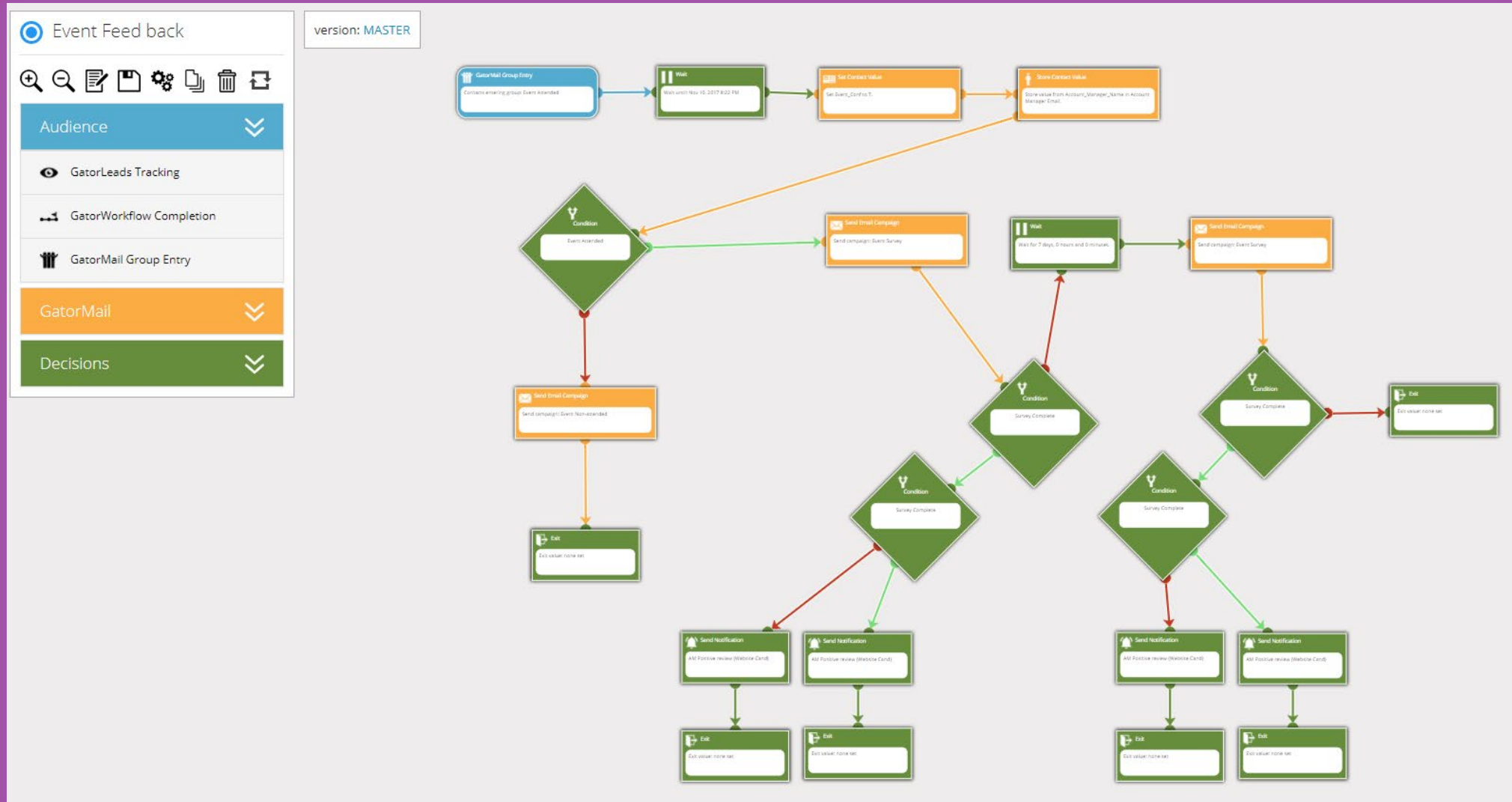
Events

View and manage all Events here.

CREATE NEW | Complete

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z *

|	Name	Description	Start Date	Delegates ❓	Bookings	Paid ❓	Attended	Status	Actions			
☐	SEO Seminar - 23.09.2019	Session Media	23 Sep 2019 09:30 AM	23	23	N/A	11	● Active	✚	📝	📈	🗑
☐	Generate ROI 10.09.2019	Iconic Digital	10 Sep 2019 09:30 AM	15	15	N/A	11	● Active	✚	📝	📈	🗑
☐	Code & Design Alex Ilhan - 23.07.19 a/b test	SMOSS Dont Touch	23 Jul 2019 09:30 AM	9	9	N/A	5	● Active	✚	📝	📈	🗑
☐	Code & Design Alex Ilhan - 23.07.19	Code & Design	23 Jul 2019 09:30 AM	12	12	N/A	8	● Active	✚	📝	📈	🗑
☐	EM - 17.09.19 AB Split test	S Moss DONT TOUCH	17 Sep 2019 09:00 AM	0	0	N/A	0	● Inactive	✚	📝	📈	🗑
☐	MA - 25.06.19 A/B Test	SMoss Dont Touch	25 Jun 2019 09:00 AM	0	0	N/A	0	● Active	✚	📝	📈	🗑

EXECUTION.

THE MASTER PLAN! – THE FINAL VERSION

ONE STOP SHOP:
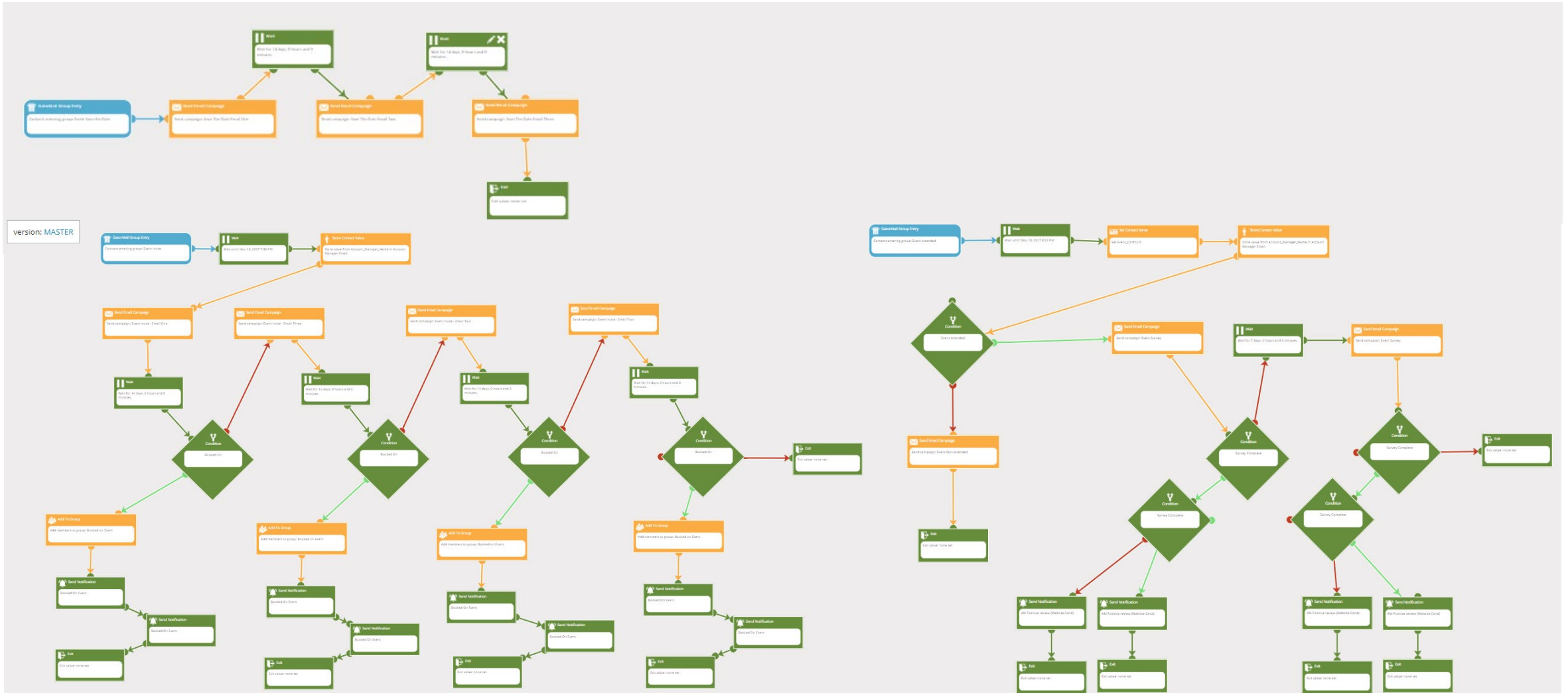
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COMPLETION/SUCCESS.

MEASURE   FOLLOW UP:

QUESTIONS & ANSWERS

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