

GATORCON 2020 4TH – 6TH FEBRUARY.

OLD THORNS MANOR HOTEL

#GatorCon2020

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



INS AND OUTS OF RUNNING A B2B EVENT

ELLIOTT PALMER

#GatorCon2020

Live Q&A at [sli.do](#) event name **GatorCon2020**



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



WHY RUN EVENTS?

CROSS SELL / UP SELL

NEW PRODUCTS | SOFTWARE | SERVICES | TRAINING



WHY RUN EVENTS?

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...

WHY RUN EVENTS?

COLLECTING FEEDBACK



CommuniGator
We value your views

Training Evaluation

Thank you for attending our recent training session. We'd like to hear your feedback of the various aspects of the training, so that we can continually improve the experience for all attendees.

Overall how would you rate the training class?

- Excellent
- Good
- Satisfactory
- Poor
- Very Poor

Please rate the following aspects of the trainer

- Did your trainer have a thorough grasp of the subject
- Did your trainer actively invite questions
- Did your trainer answer the question
- How would you rate the overall skills of the trainer

Please rate the following aspects of the training class

- Did this training session meet your expectations
- Was the length appropriate
- Did the training session begin on time

Based on your experience on this training session, how likely are you to attend future training session with us?

- Very likely
- Somewhat likely
- Not likely

Any other suggestions or comments to help us improve future training classes?

Please select your preferred method of learning the system

- Online Webinar
- Group Webinar
- Onsite Training
- Online videos
- Help Articles

Submit

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

METHODS:
FACE TO FACE, EMAIL, PHONE, SURVEYS

WHY RUN EVENTS?

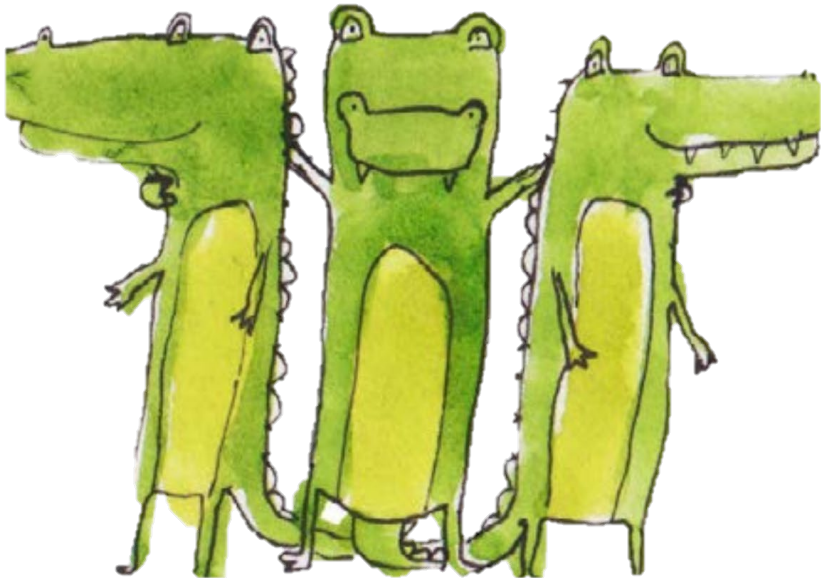
CUSTOMER RETENTION



- 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.

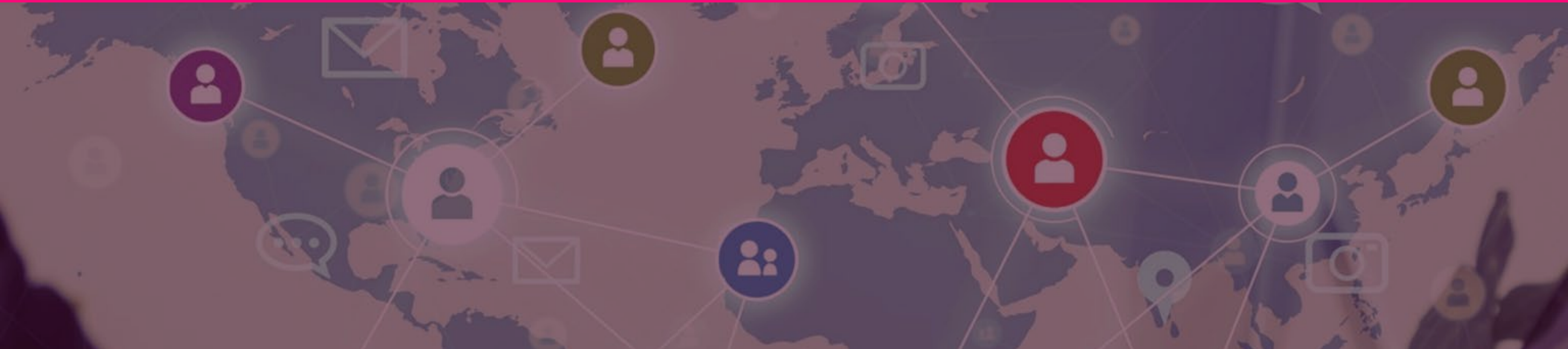
- ~~Why Run Events.~~
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PLANNING THE BIG IDEA

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.

- ~~Why Run Events.~~
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Planning.

TOOLS OF THE TRADE

- You could use a Gantt chart
- Excel
- Trello

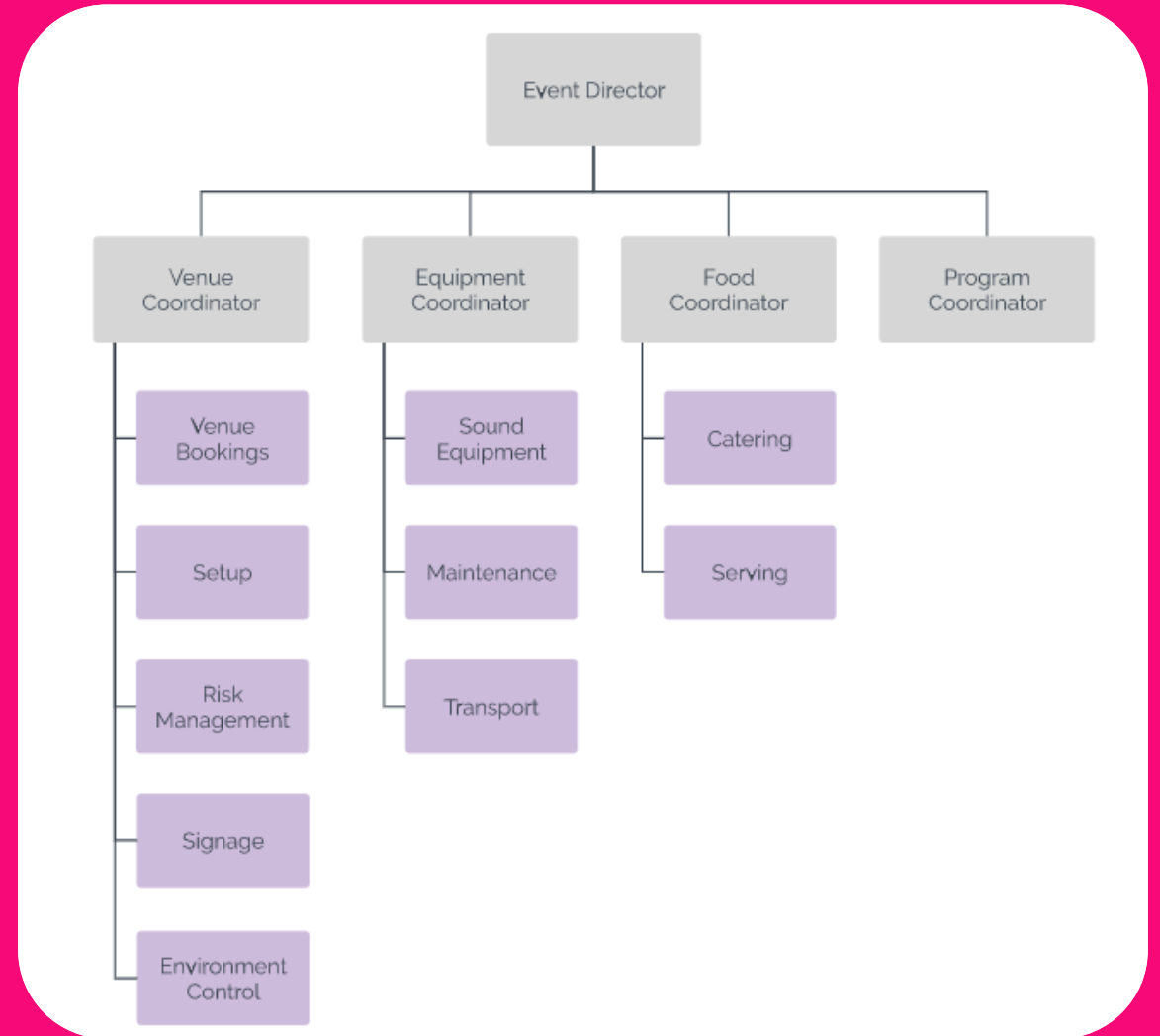
Try one of these:

www.ganttpro.com

www.lucidchart.com

www.creately.com

www.Monday.com



Agenda.

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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

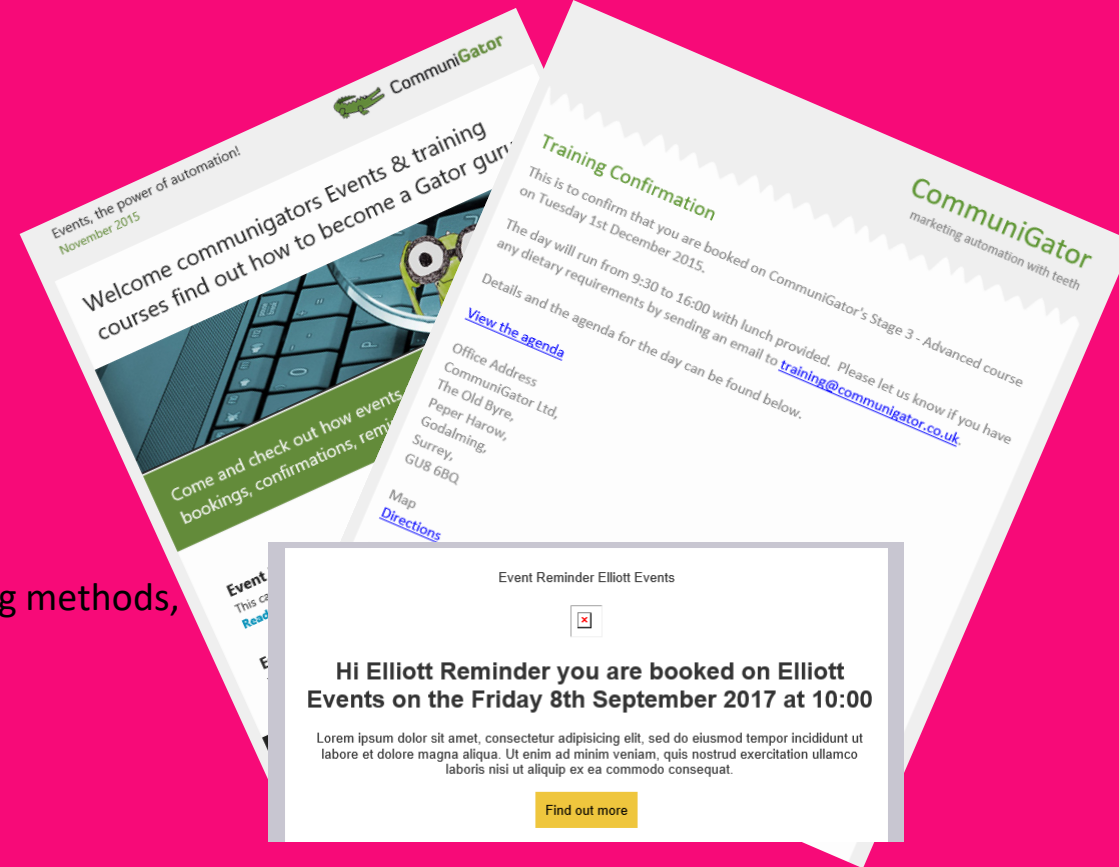
Event Feedback survey:

Refresh non-recurring campaign, group based on attended, survey sent, survey complete, slides sent...

Step Six

Not able to make it, follow up email:

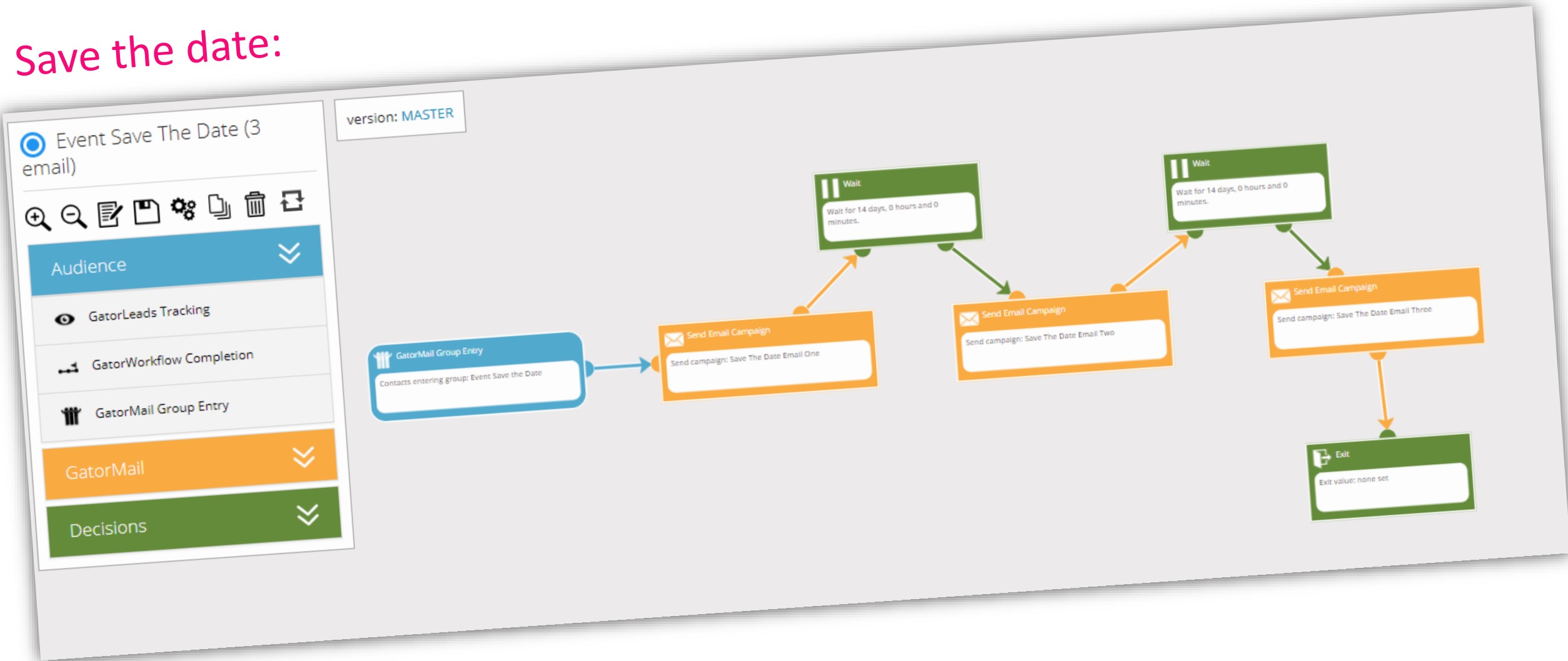
Refresh non-recurring campaign, cancelled booking & not attended, "Not able to make it! Here's the slides or check us out at the next event, click here to book!"



EXECUTION.

THE MASTER PLAN! – PHASE ONE

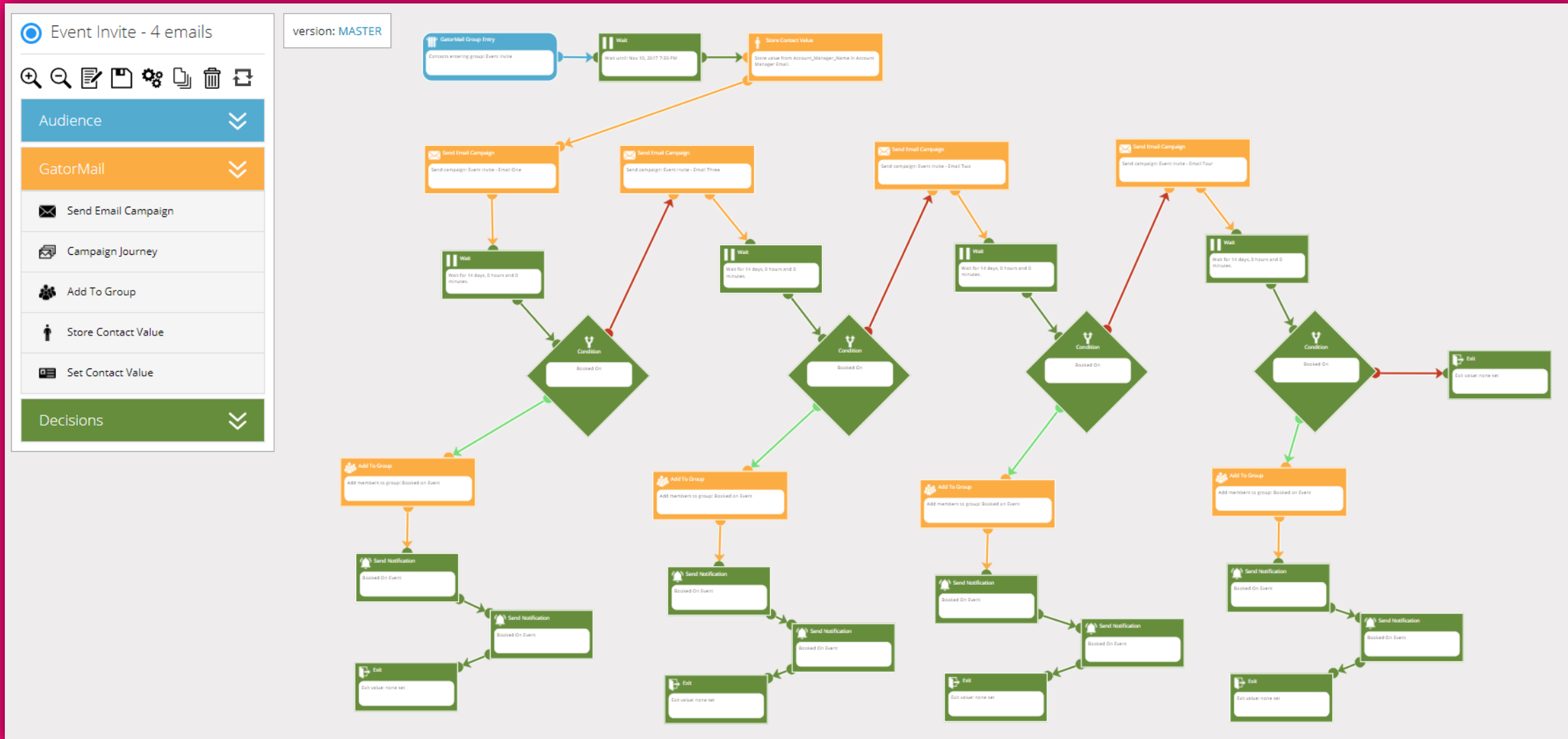
Save the date:



EXECUTION.

THE MASTER PLAN! – PHASE TWO

THE INVITE:

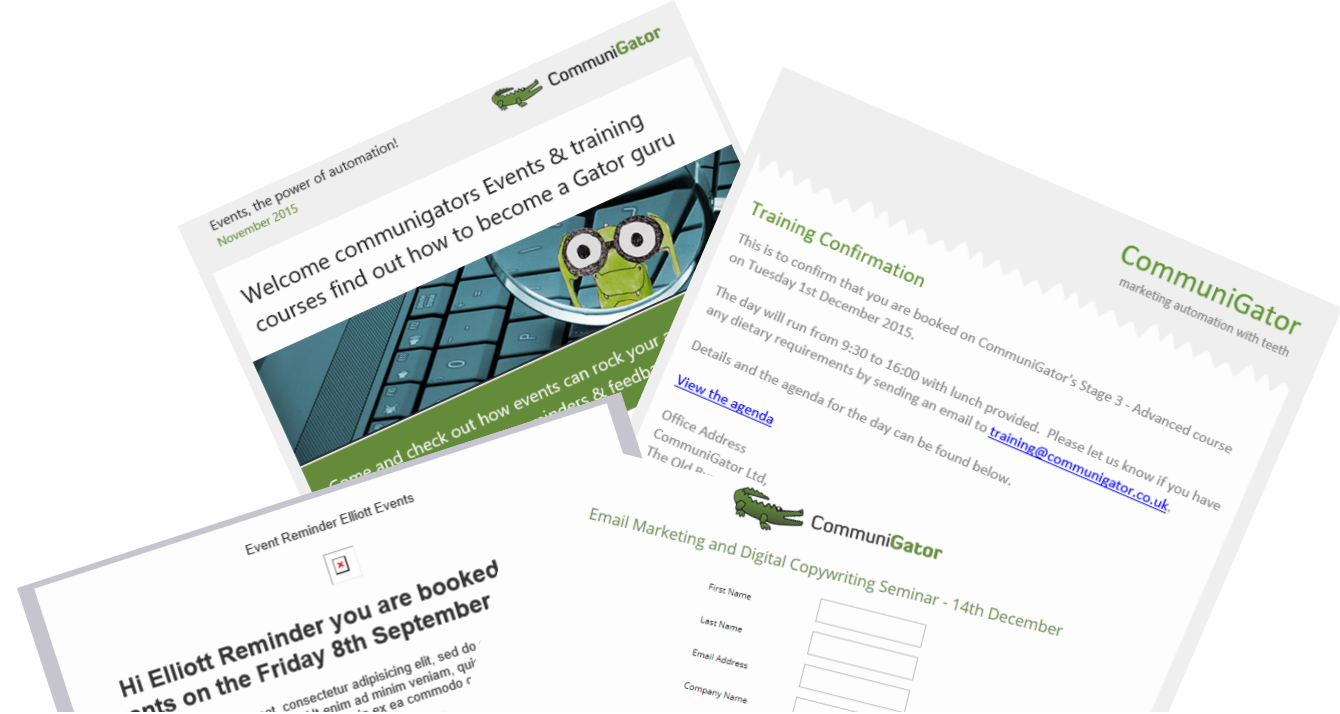


EXECUTION.

THE MASTER PLAN! – PHASE THREE

Confirmation & Reminder emails sent:

Workflow takes a back seat...



Events

View and manage all Events here.

CREATE NEW



Complete

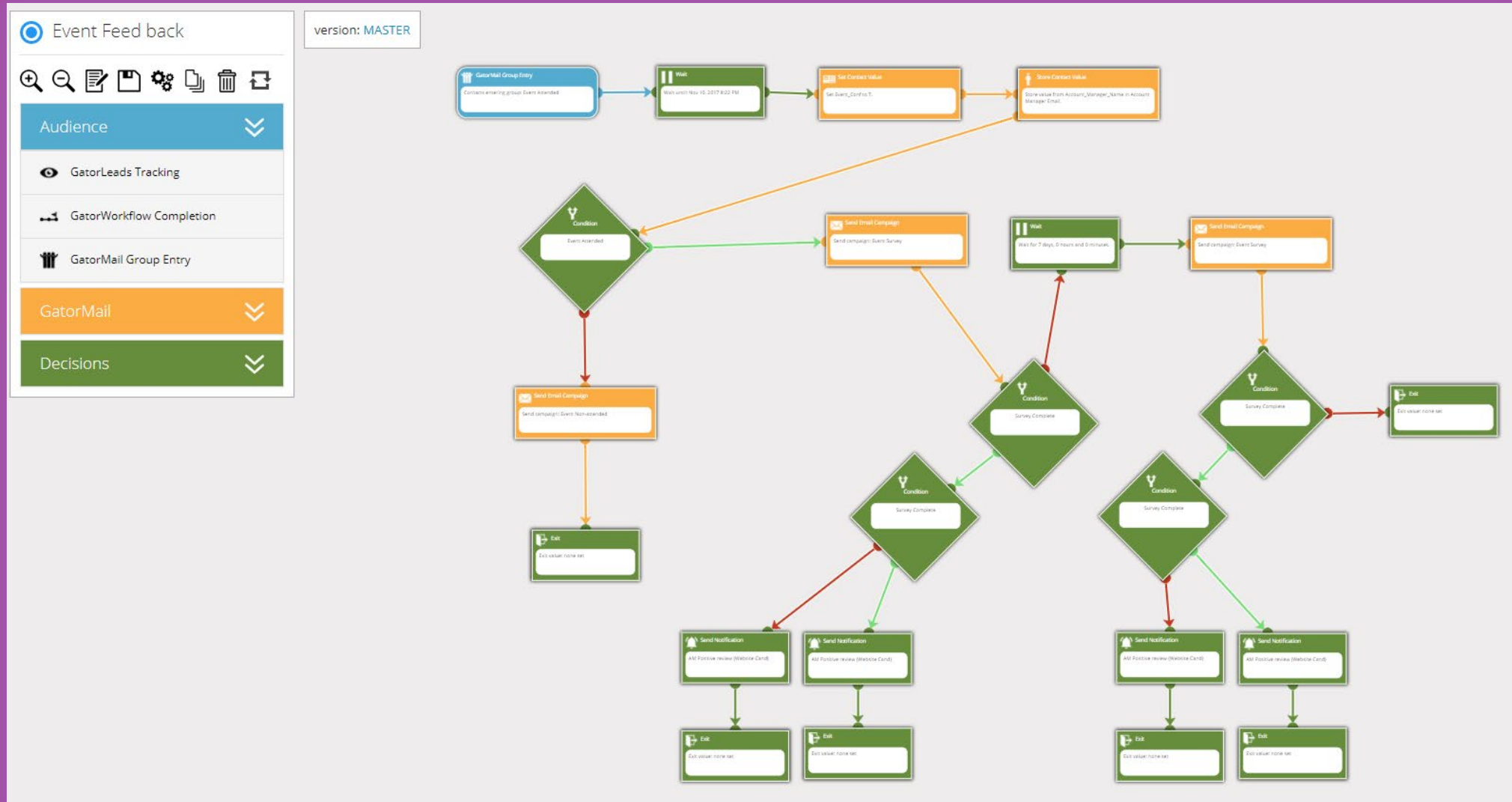
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

<input type="checkbox"/>	Name	Description	Start Date	Delegates	Bookings	Paid	Attended	Status	Actions	
<input type="checkbox"/>	SEO Seminar - 23.09.2019	Session Media	23 Sep 2019 09:30 AM	23	23	N/A	11	● Active		
<input type="checkbox"/>	Generate ROI 10.09.2019	Iconic Digital	10 Sep 2019 09:30 AM	15	15	N/A	11	● Active		
<input type="checkbox"/>	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		
<input type="checkbox"/>	Code & Design Alex Ilhan - 23.07.19	Code & Design	23 Jul 2019 09:30 AM	12	12	N/A	8	● Active		
<input type="checkbox"/>	EM - 17.09.19 AB Split test	S Moss DONT TOUCH	17 Sep 2019 09:00 AM	0	0	N/A	0	● Inactive		
<input type="checkbox"/>	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! – PHASE FOUR

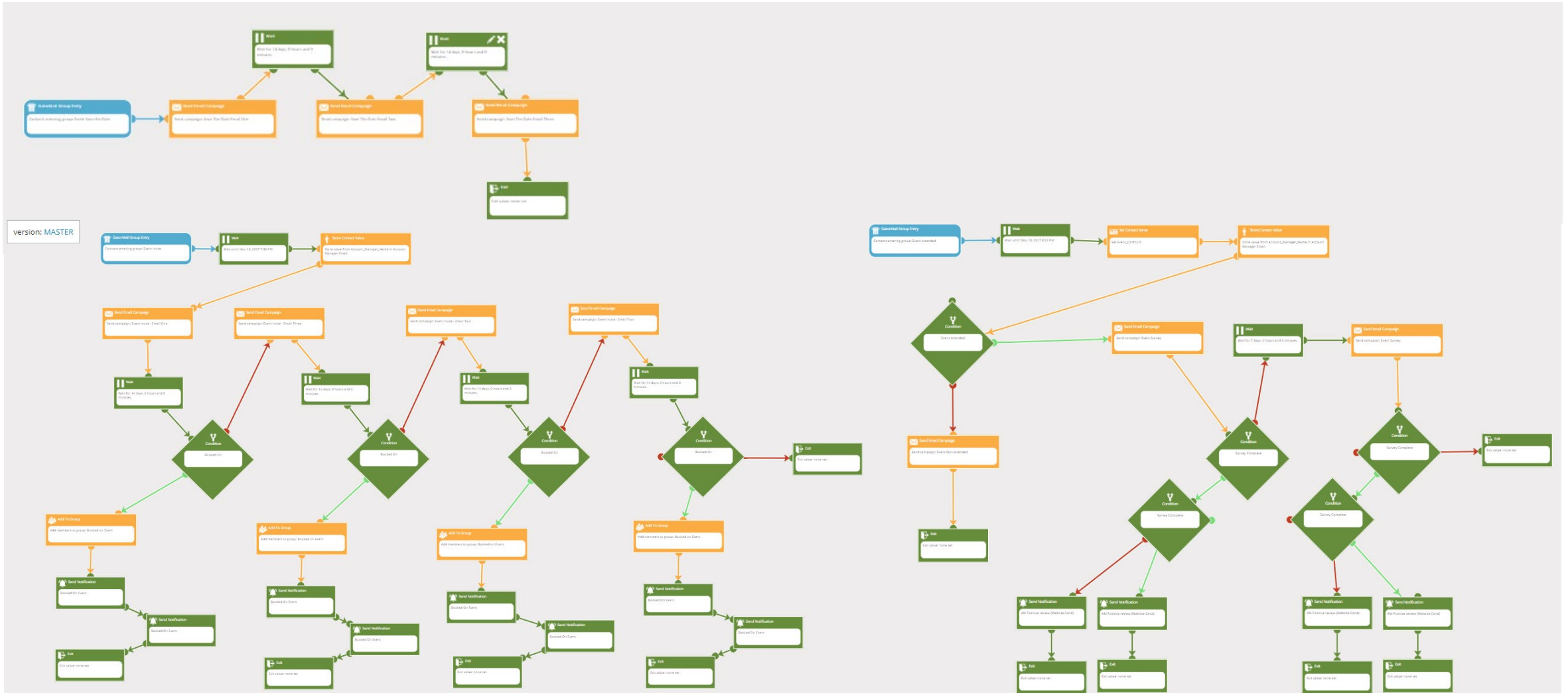
FOLLOW UP:



EXECUTION.

THE MASTER PLAN! – THE FINAL VERSION

ONE STOP SHOP:



Agenda.

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- ~~Planning Aids~~
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QUESTIONS & ANSWERS

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