

# Event Marketing



## Boost event turnout and conversion

Nothing beats meeting potential customers through live events.

Even as the marketing world continues to become increasingly digital, there's just no substitute to event outreach.

More than 3 in 4 B2B professionals now rely on traditional and online events to expand brand awareness, generate demand, grow their sales pipeline, and engage customers.

**Callbox can help you increase registrations and drive results for events such as:**

- **Tradeshows**
- **Seminars / Webinars**
- **Product Launch**
- **Free / Paid Trainings**
- **Networking Events**
- **Online Demos**
- **Retreats and Incentive Programs**

**We offer full-service, end-to-end event marketing solutions that:**

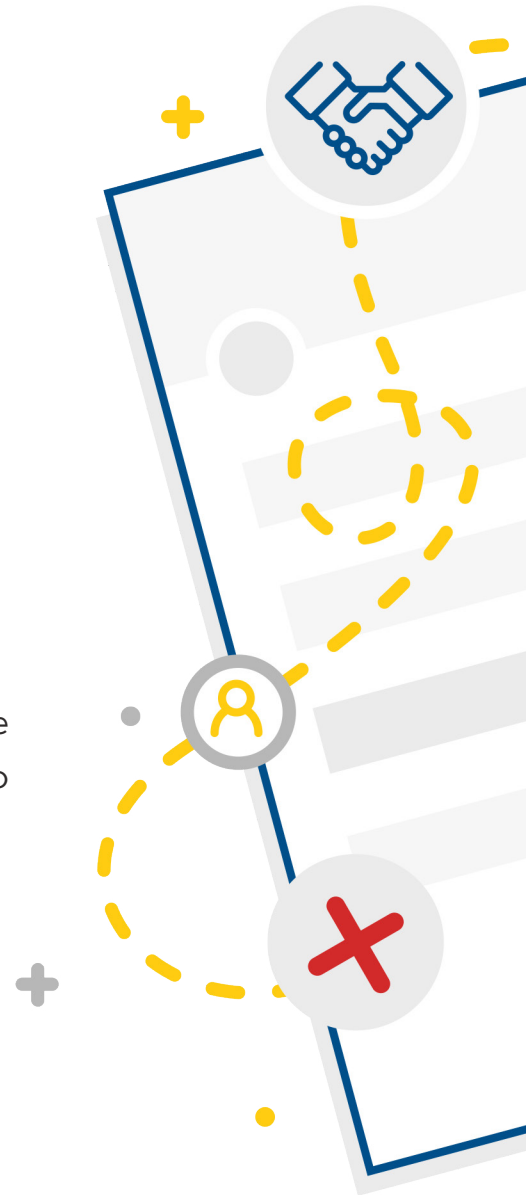
- **HANDLE** every stage in the event marketing process, from identifying the right invitees to handing off opportunities
- **ENSURE** high-quality event attendees and in-person meetings through targeted, one-on-one outreach
- **MAXIMIZE** conversions by connecting with your audience through phone, email, and social media
- **STAY** on your attendees' radar before, during, and after the event through personalized touches
- **GAIN** sharper event marketing insights through real-time event intelligence

# Turn your event into a journey

**Successful events offer attendees an entire journey, not just a one-time experience.**

That means you need to engage your audience not only during your live event, but also before and after the show.

With the right strategy and execution, Callbox helps deliver measurable results at each step of the event marketing process. We combine our years of event marketing expertise with our robust data resources and lead management tool to give you a comprehensive solution.

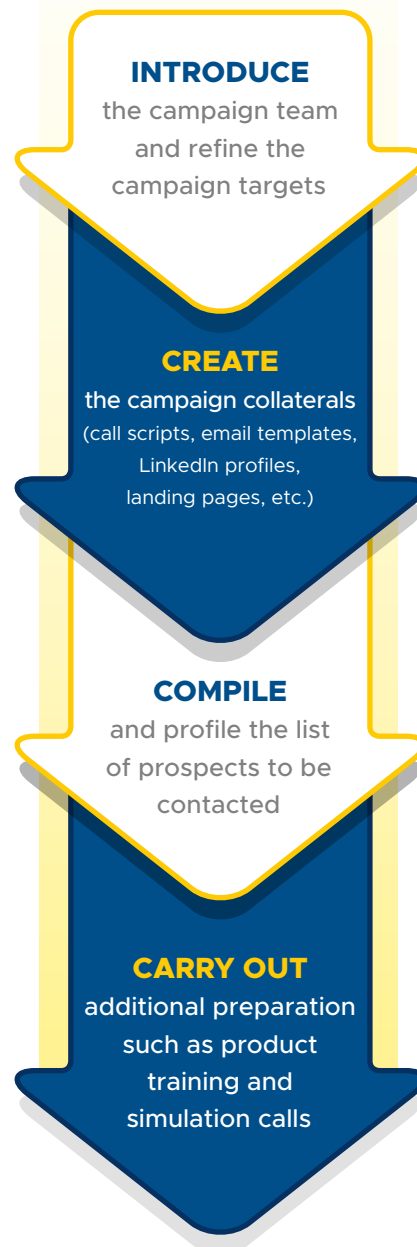




## STEP 1

# Campaign Setup

Great performance is a result of great preparation. That's why we devote the first stage of the event marketing program to laying the groundwork for the rest of the campaign.





## STEP 2

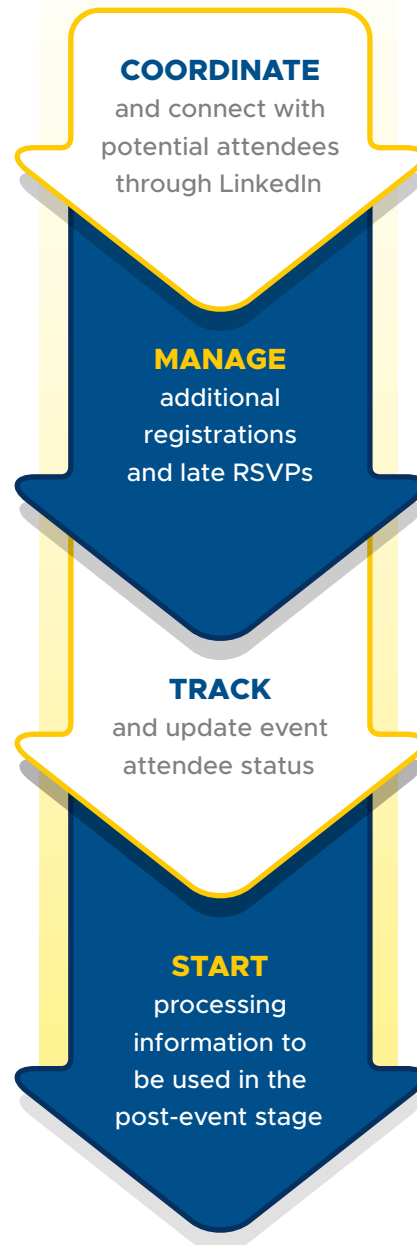
# Pre-Event Marketing

Once all the preparations have been completed, the pre-event phase will begin no later than one month from the event start date. The main goal of this step is to maximize interest, registrations, and turnout.

**STEP 3**

# Live Event Activities

While the event is ongoing, your Callbox team works in the background to help maximize engagement. During this phase of the campaign, we focus on several key activities.



**RE-ENGAGE**

attendees with a personalized thank-you email sent two days after the event

**INITIATE**

the post-event follow-up cadence

**PRIORITIZE**

follow-ups based on lead scores and status

**QUALIFY**

and screen opportunities to ensure warm hand-off

**BOOK**

appointments with prospects identified as qualified opportunities

**STEP 4**

## Post-Event Marketing

More than 80% of exhibitors fail to follow up with event leads. At Callbox, we don't just count leads, we make each lead count using a proven post-event follow-up strategy.

# Make your event stand out

When you choose Callbox as your event marketing partner, you gain the people, process, and platform needed to maximize turnout and results. Let Callbox's end-to-end event marketing solutions put your next live event in the spotlight.

**Contact us today.**

## CALL

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