

Lead generation for sector specific events.

Creating structured events for high-level, relevant customers and purchase initiators for resellers and vendors. Events need to educate, generate interest, initiate and consolidate sales and technical relationships with potential customers.

Location, location location

Venues to be off-site, entertaining but informative with a comfortable mix of technical and break out activities. Typical venues may include driving experiences, sporting venues, historic sites, novelty restaurants and leisure centres.

Theme design, development and deployment

Themes to be generated to reflect product characteristics (eg 'Performance' products would be relevant to a driving experience, whereas 'Cloud Security' may be more relevant to (say) a restaurant in The Shard).

Delegates will be attracted through a series of targeted marketing initiatives, typically including social media, direct and electronic mail to drive registrations through a theme-branded microsite.

Importantly, all marketing assets will generate interest and raise product profile even with those who are not able to attend the event.



Typical Tool Set

- Microsite portal with registration page
- Ecards (deployed through MA platform)
- Personalised DM pieces
- Copywriting
- Social media posts
- Data sourcing and segmentation
- Promotional giveaways



Results

- Oversubscribed event
- Direct customer contact
- Educate and "value add"
- Relationship build
- Generate interest to non attendees