

# Connecting Sales to Event Marketing

Increase Event ROI and Create More Customers Out of Prospects

By G2Planet

Game Zone



# **Disclaimer:**

**Ascend is a Fictional  
Name Used to Protect  
Our Client's Privacy.**



**“Knowing About Your  
Clients Before You  
Speak To Them Is A  
Must Do. Not A Nice  
To Do.**

**-Lynda Richardson**

*Changing the Sales Conversation*

## The Opportunity:

### Going Further Than Lead Generation

#### How is Ascend Getting More Out of Events?

Events are a chance to move qualified prospects further along the sales pipeline by educating and engaging them.

Focusing on converting qualified prospects, rather than simply creating new leads, Ascend generates a higher ROI for each event.





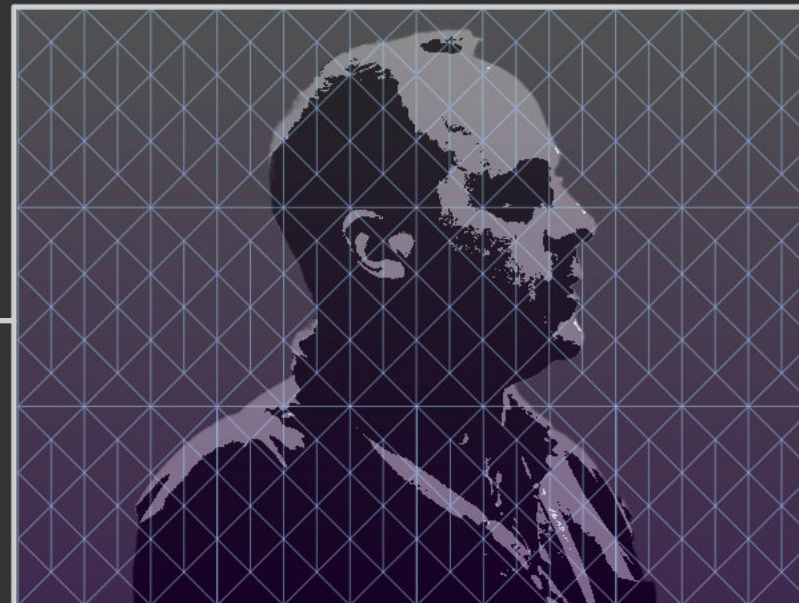
# The Solution:

## How Ascend is Using Event Data to Make More Sales



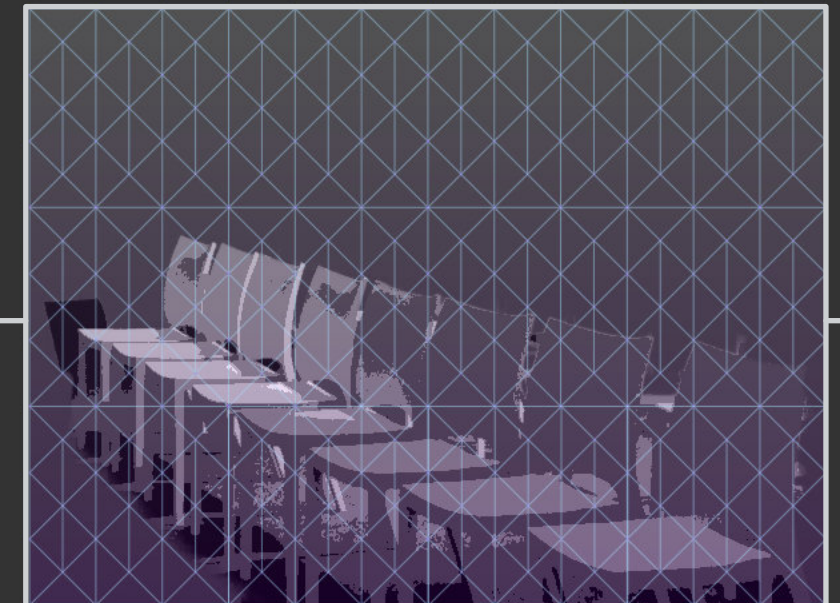
### The Right Attendees

Building a guest list from the bottom up by allowing sales reps to own invitations.



### Individual Data

Tracking attendee engagement throughout the event.



### Personalized Follow-Up

Empowering sales reps with insights for personalized, post-event, follow-up.

# The Right Attendees:

## Building an Audience to Maximize Revenue

### What is the right type of attendee?

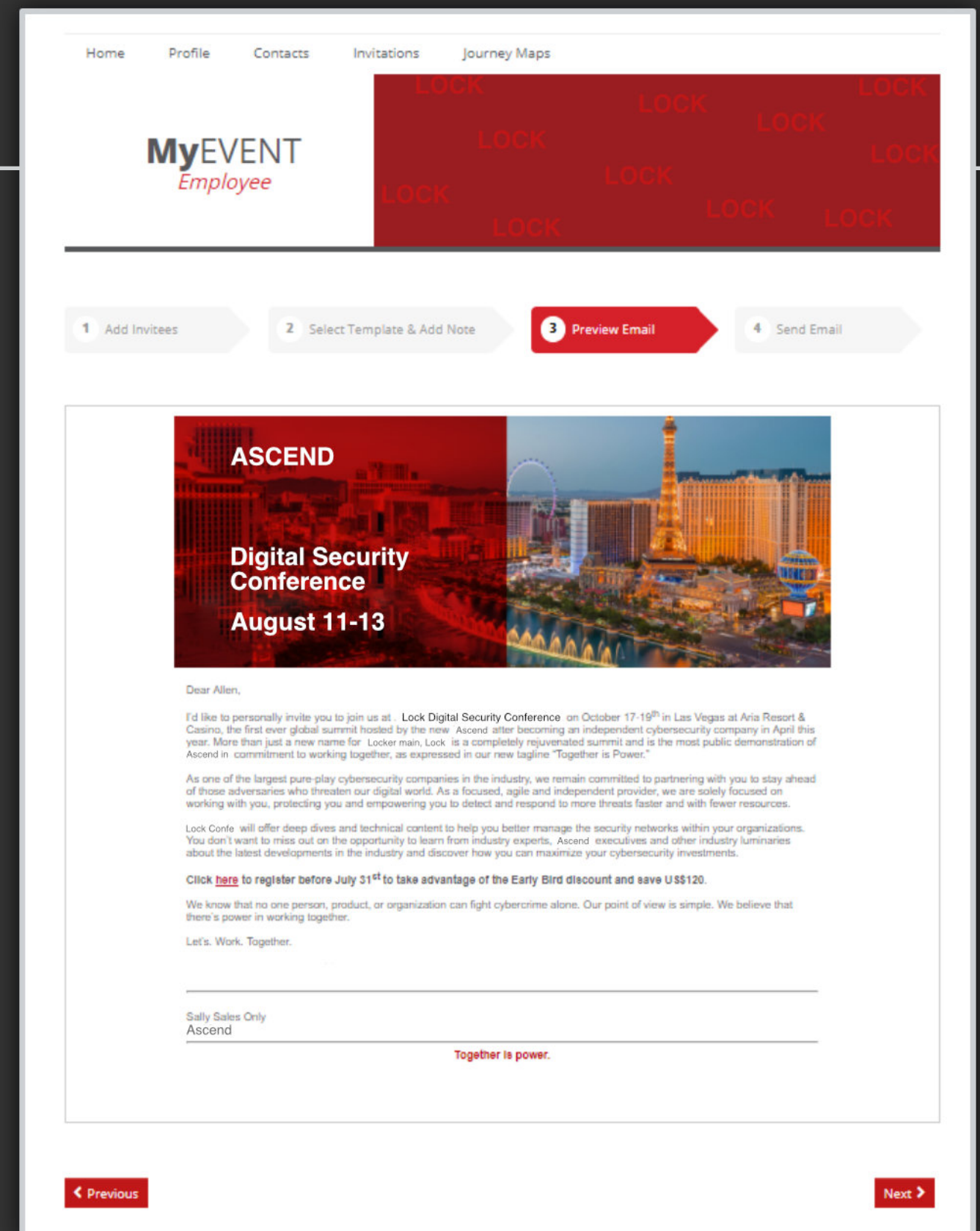
The goal of any investment is generating the highest return possible, and events are no exception. Thus, the right type of attendance is whatever audience maximizes revenue relative to spend.

### How does Ascend find the right audience?

Using the MyEvent module within EventMAX, Ascend allows each one of its sales representatives to invite an allotment of guests, ensuring that every event is full of qualified prospects. One of EventMAX's many integrations is Salesforce, meaning that sending invites is as easy as importing a list that already exists.

### Why does this strategy work?

By incorporating work its sales team has already done into the event planning process, Ascend guarantees that each event results in far more revenue generating conversions than if they were just focusing on lead generation.





# Individual Data: Pinpointing Prospects' Needs

## How is Ascend Enabling Sales Reps to Leverage Event Data?

Physical infrastructure supplied by G2Planet tracks how attendees engage throughout an event, with metrics such as sessions attended or booths visited. Additionally, any activity done on the attendee portal, like contact requests to other attendees, attendees intended schedule, or responses to surveys within a sessions are recorded.

G2Planet's EventMAX software subsequently organizes all of this information into an Attendee Journey Map. Sales reps can see where prospects went, what they found interesting, and who they chose to talk with throughout the event, thus gaining a detailed understanding of which Ascend solutions they need, and which they do not.

The screenshot shows the 'MyEVENT Employee' portal for the 'LOCK Security Conference'. The top navigation bar includes 'Home', 'Profile', 'Contacts', 'Invitations', and 'Journey Maps'. A red banner at the top right indicates '103 DAYS LEFT' and 'MyEVENT Website: Sally Sales Only'. Below the navigation bar, the 'MyEVENT Employee' logo is displayed. A large red rectangular area contains the word 'LOCK' repeated in a grid pattern. Below this, the 'Journey Maps' section shows a summary of 5 total contacts. A table lists the contacts with columns for Name, Company, and Status. The table includes entries for Jane Doe (SmartCo), Allen Schneider (MidWestOne Bank), Olaf Skarabis (BENTELER Business Services GmbH), Max Trant (Travelers Insurance), and Diane Schroder (Piper Jaffary). To the right of the table is a 'Filter' section with a search bar and a list of filters: Registered, Registered Session, Checked In, Attended Session, Visited Exhibitor, and Completed Survey. The 'Contact Owner' section is also visible, with options for 'My Contacts' and 'Other's Contacts'.

Name	Company	Status
<a href="#">Jane Doe</a>	SmartCo	
<a href="#">Allen Schneider</a>	MidWestOne Bank	
<a href="#">Olaf Skarabis</a>	BENTELER Business Services GmbH	
<a href="#">Max Trant</a>	Travelers Insurance	
<a href="#">Diane Schroder</a>	Piper Jaffary	

# Personalized Follow-Up: From Data to Revenue

## How are Ascend's Sales Reps Boosting Revenue with Journey Maps?

Armed with an understanding of what prospects need, Ascend's sales team is able to send personalized follow-up once an event has ended. The result is more prospects moving further along the sales pipeline.

Analytics tools provided by EventMAX, allow sales reps to segment prospects using data collected throughout the event. For instance, it is possible to group prospects who attended more than one session about data obfuscation and target them with educational materials about Ascend's data masking tools.

LOCK  
Security Conference

103 DAYS LEFT

MyEVENT Website: Jane Sales

Employee

HomeProfileContactsInvitationsJourney Maps

MyEVENT  
Employee

LOCK

LOCK

LOCK

LOCK

LOCK

LOCK

LOCK

LOCK

LOCK

LOCK

John Moraga

Job Title:Security Engineer

Company:Western Alliance Bancorporation

RegisteredMar 29, 2017.

Checked inJun 22, 2017 at 04:35 PM.

Contact of Employee(s)Jane Sales - owner

100%

Journey Map Progress

Contact again

Sessions

John Moraga has registered for and/or attended the following session(s):

Code	Session Name	Session Time	Registered	Attended
0649	Cyberops	Oct 17, 03:00 PM	Jun 22, 02:43 PM	
0781	Masking	Oct 17, 04:00 PM	Jun 22, 02:43 PM	
0793	Phising Protection	Oct 17, 09:00 AM	Jun 22, 02:37 PM	



# The Upshot:

## A Data-Driven Approach to Events

### Get More Out of Events

Ascend embodies a larger ideology that we call DEEP (Data Driven Enterprise Event Planning). There story is just one example how the veritable gold mine that is event data can be utilized.

**To Maximize  
Your Event Data:**  
[Schedule an EventMAX Demo](#)

