

Making events work for you.

8 WAYS TO OPTIMISE YOUR INVESTMENT:

A checklist for B2B commercial leaders.

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3THINKRS

Let's make events more eventful!



Events – in-person or online – involve significant time, money, and organisation. So, it's crucial that commercial leaders can demonstrate a return.

But many businesses fall into the trap of exhibiting at the same events – year in, year out – simply because they've "always done it" or feel they "need to be seen to be there".

There's no doubt that there can be huge business value in events – nurturing leads, networking, and creating brand and product awareness among them. But to achieve the most, your strategy and planning must first be rock solid.

That's why we've called on our experience – advising \$bn businesses to B2B scale-ups – and share our top tips to 'make events work for you'.

Remember these at your next event, and we're sure you'll come away with more than just tote bags and stress balls!

RUTH JONES. FOUNDER & MD **3THINKRS**



If you'd like our help to focus your strategy – before, during, and post-event – check out our 'Event In A Box' service: just click on the box.



Optimise your presence at events.

8 key considerations to amplify your brand and convert opportunities.

1.

Align goals with your business objective.

Crystallise your goals. Are you looking to generate leads, fuel brand awareness, foster valuable connections or inspire your team with the latest innovations in your field?

2.

Select events to drive the biggest impact.

Choose events that best align with your goals, the target personas you want to engage, and the sectors you want to work in.

3.

Optimise your marketing spend.

Strategically allocate resources to get the most from your event investment and amplify your presence.

4.

Analyse audiences to unlock opportunities.

Gain deep insight into attendee demographics, interests, and pain points to unlock engagement opportunities and moments to convert.

5.

Capture attention by design.

Create an eye-catching and engaging stand, with content and collateral that amplifies your brand and delivers your value proposition to its fullest.

6.

Influence, market, and stand out.

Execute a comprehensive, multi-channel strategy to ignite online buzz across PR and social, drawing the right visitors to your stand.

7.

Arm your on-stand brand ambassadors.

Arm your brand ambassadors with an exceptional talk track that best articulates your proposition and motivates prospects to book a demo.

8.

Chat, capture, and connect.

Forge a robust lead-capture strategy that ensures swift follow-up, to cultivate relationships and convert leads into valuable opportunities.



Event marketing – joined up with a ‘red thread’.

Unite sales and marketing, create buzz, and capture leads.





Too much to think about?

It can feel that way, with an event rapidly approaching, and 'business as usual' to focus on too...

That's where **3THINKRS' Event In A Box** comes in.



No matter where you are in your planning cycle, we can:

- Gather loose ends
- Highlight unseen opportunities
- Bring everything back to strategy

Need a keynote presentation? We can do that. Media training for an on-stand interview? We can do that. Concepts for a meaningful on-brand giveaway? We can do that too. And we do it all with a unifying thread that spotlights your value proposition and drives new business.

Got something in mind where we can help?

Try us – no challenge is too big (or too small).

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