# Making events work for you.

8 WAYS TO OPTIMISE YOUR INVESTMENT:

A checklist for B2B commercial leaders.

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## 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 scaleups – 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





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

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## Optimise your presence at events.

8 key considerations to amplify your brand and convert opportunities.

1

Align goals with your business objective.

Crystalise 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.

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 eyecatching 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 onstand 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.



## and the wood?

## Event marketing – joined up with a 'red thread'.

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

#### Booth design

Design stand-out interactive booths that attract visitors and drive engagement.

#### Giveaways

Create post-event resonance by sharing branded items that leave a lasting impression and deliver a CTA.

#### Gamification

Plug into the competitive nature of delegates with gamification – an efficient tool for collecting leads.

## Media engagement and amplification

Engage the media pre, during, and post-event to grab share of voice and search.

### Creative, design, and content

Create content specifically for face-to-face discussions, helping to elevate message resonance.

#### Collateral

Curate high-quality content that communicates your product/service with impact.

#### Audio visual

Showcase highly engaging product demonstrations, presentations, and visual content.

## Networking and appointments

Reach prospects by leveraging the right platforms to connect and schedule high-value meetings.

## Influencer engagement

Capitalise on influencer attendance at events by drawing them into your marketing activities.

## Reach, relevance, and results

Plan post-event communications in advance, to nurture leads, build relationships, and convert opportunities.





### 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).

**3THINKRS**