

Virtual Event Specialist

Event Enablement

Event marketing is the cornerstone of mid-funnel marketing in the IT Industry. The problem however, is that event ROI has been decreasing as events become more expensive and IT buyers are inundated with invites.

Events give your sales team their first opportunity to engage face-to-face with your prospects. By utilizing proven event marketing concepts, this event enablement service will help you bring more qualified prospects to your events and increase your event ROI.



Virtual Event Specialist

This service provides you with a dedicated Virtual Event Specialist (vES) who will work directly with your team to create a customized and effective event. With a combination of expertise in event planning, demand generation marketing and the IT industry, your vES will help you achieve your goals by bringing the right prospects to your event.

IT buyers are inundated with messaging and event invites and this service will help your event stand out. By developing a customized event marketing plan and concept that is aligned to your goals, and collaborating with your sales team this service will bring your event marketing to a new level.



Service Includes

- Actionable event strategy
- Pre- and Post-event marketing plan
- Custom event invite
- Custom event registration page
- Use of marketing automation platform
- Day of coordination best practices and checklist
- List segmentation
- Post-event nurture stream and lead follow-up plan
- Data analysis and reporting



Outcomes

- Meaningful and strategic event concept that will stand out from the noise
- High number of registrations and quality attendees
- Increased event marketing ROI



Partner Requirements

- Point of contact to work with vES
- Ability to follow-up on leads
- Share pipeline data with vES