

Virtual Event Specialist



What is a Virtual Event Specialist?

A Virtual Event Specialist (vES) will work directly with your team to create a customized event that attracts the right prospects and increases your event ROI.

Why would I need a vES?

- Running out of fresh event ideas
- Need to increase event ROI
- Planning and managing multiple events
- Difficult to drive attendance
- Attendees aren't ready to buy
- Struggle to engage attendees after event

This service includes

- Event strategy consulting and fully customized assets
 - Email invitation
 - Event registration page
 - 5 social posts with registration link
- Access to best-in-class vendors
- Pre-event marketing plan and execution
- Use of marketing automation platform (if needed)
- Analytic reporting
- Post-event nurture marketing plan and execution

Partner requirements

- Point of contact from sales and marketing to work with vES
- Ability to drive attendance and follow-up on registrants/attendees
- Willingness to share pipeline data with vES

Ready to take your events to the next level? Contact us today!

Outcomes



Stand out from the noise

Your vES will collaborate with you to develop a fresh and exciting event theme that's sure to generate interest and drive registrations and attendance



Attract the right audience

Your vES will work with you to identify contacts that are most likely to attend based on their engagement & the event topic



Drive more pipeline

Once you attract the right audience, your sales team will be face-to-face with prospects most likely to buy



Stay in touch

Your vES will help you nurture event registrants and attendees so they don't forget you, and you don't lose those opportunities