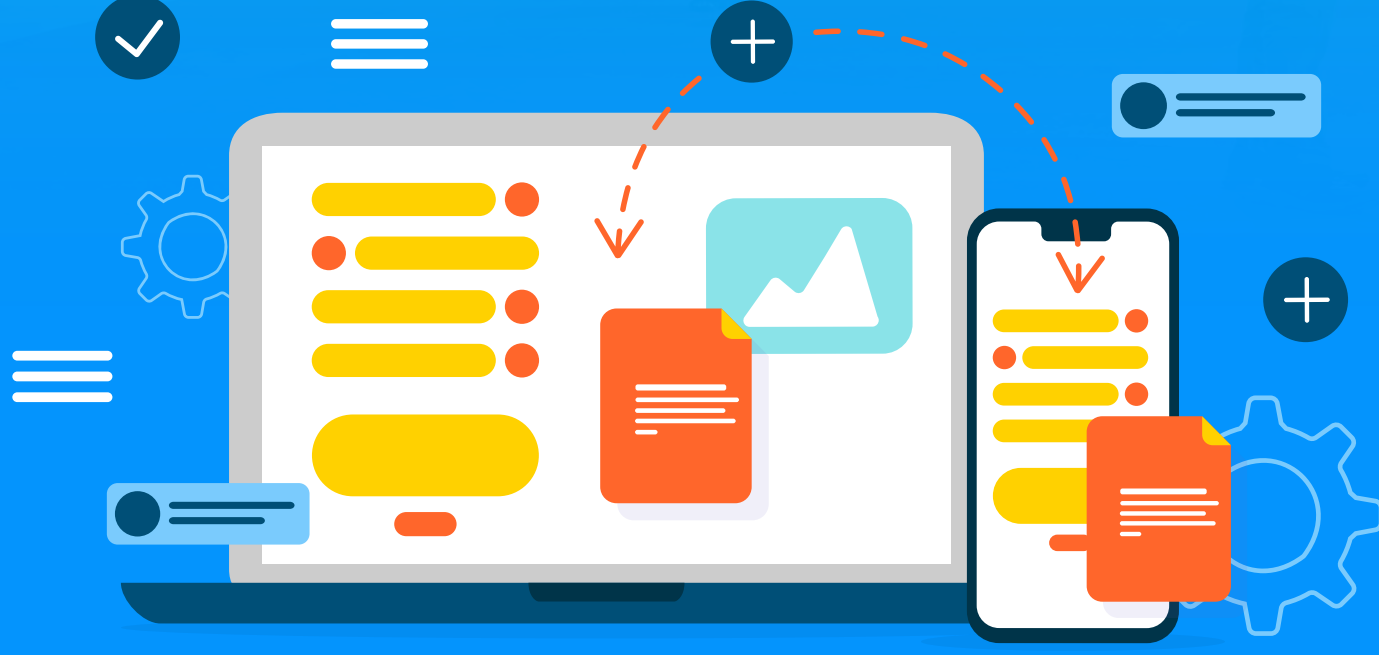


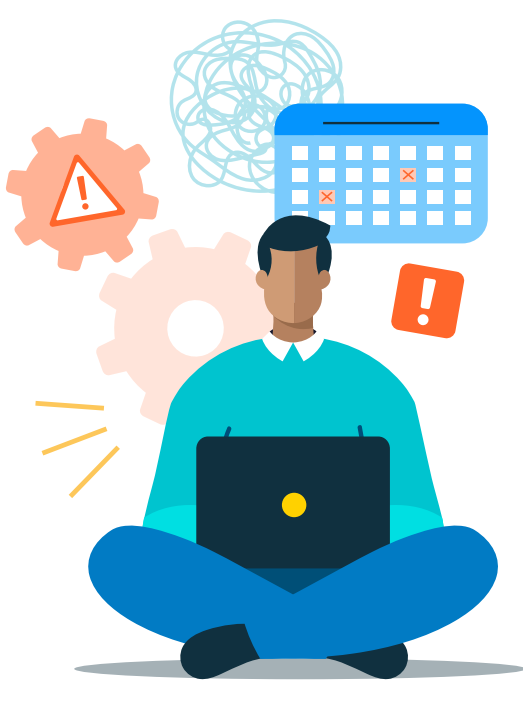
5 Reasons You Need to Automate B2B Meeting Management at Your Events



B2B meetings play an important role in any company's event marketing strategy. Simply put, they're where leads are nurtured and deals get made.

But if you're relying on outdated, manual tools to get the job done, chances are you've run into a number of costly problems such as double bookings or time-zone errors. And with event costs on the rise, you can't afford to let inefficiencies hold you back.

Fortunately, that's where automation comes in. Here are five reasons why you need to evolve, leave manual processes behind and automate B2B meeting management.



1 88% of spreadsheet-based calendars contain errors.

Spreadsheets and manual processes are error-prone, which means scheduling by hand puts you at risk of double bookings, time-zone errors and other mistakes.

2 It takes 14 emails just to schedule one meeting.

Ordinary scheduling workflows require back-and-forth emailing. If you're scheduling hundreds of meetings, that comes out to over 14,000 emails at a single event.

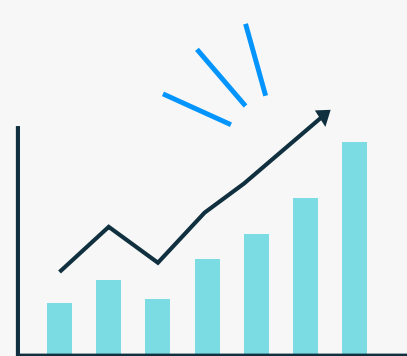


3 42.4% of meetings get rescheduled.

Nearly half of meetings are rescheduled, which means more emailing, more time wasted and a greater chance of human error.

4 78% of executives agree that automation increases productivity.

Automating your scheduling workflow reduces time spent correcting mistakes and manually completing tasks. More importantly, it helps you schedule more meetings at your events.



5 Automation increases B2B sales pipeline by an average of 10%.

B2B marketers who automate their processes can schedule more meetings and qualify more leads, resulting in improved pipeline generation.



Take the pain out of meeting management with eEvent by Jifflenow

Scheduling B2B meetings and sessions shouldn't be a difficult process. Luckily, it doesn't have to be. Jifflenow's eEvent meeting automation software has all the tools you need to streamline your scheduling workflow from start to finish.

More meetings, more revenue — it's that simple. Request a demo to learn more about how Jifflenow can help you do more with less at your events.

Sources

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