

# 5 TIPS TO CONVERT LEADS TO WINS AT EVENTS



With over 2,000 exhibitors and more than 80,000 attendees from over 150 countries, CES 2021 made history. It transformed from being the world's largest onsite trade show to being the world's largest digital event. In addition to tech giants such as Amazon, Google, HP, Intel, LG, Microsoft, Panasonic, Samsung, and Sony, the over 1300 exhibitors from outside the United States included more than 530 international startups from 36 countries.

Many of the 180,000 attendees who attended the event in 2020 were disappointed to miss out on a live CES 2021 event in Las Vegas due to COVID-19 travel restrictions. But despite not having face-to-face interactions or being able to try out new tech in person, the success of CES 2021's digital experiment is likely to have a lasting impact. Unsurprisingly, as we look with confidence towards a post-COVID world, almost 70% of exhibitors believe hybrid in-person events with an online, digital option-will become the "new normal."

Hybrid events offer live, onsite engagement for most attendees while still catering to a global audience and individuals choosing to attend digitally. While hybrid events have a new digital dimension, the expectations from the event remain the same - advance sales and influence revenue.



## Adjusting to The “New Normal”

Irrespective of whether you meet prospects in-person or online, what counts is the steps you take to develop the relationship. Over 65% of event attendees say they want live, face-to-face conversations in real-time at every stage of their journey, from first becoming aware of a solution to making a purchase decision (see Figure 1). The challenge for sales teams is bridging the gap between qualifying leads from an in-person event or online event and closing the deal.

That’s where live engagements fit in. Increasing the quantity, quality, and variety of your engagements with one-to-many presentations and webinars, one-to-few conference tracks, demos, and sessions, and one-to-one executive or subject matter expert (SME) meetings can increase your conversion rate.

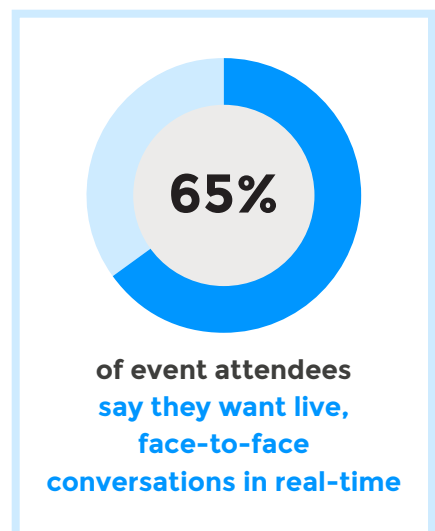
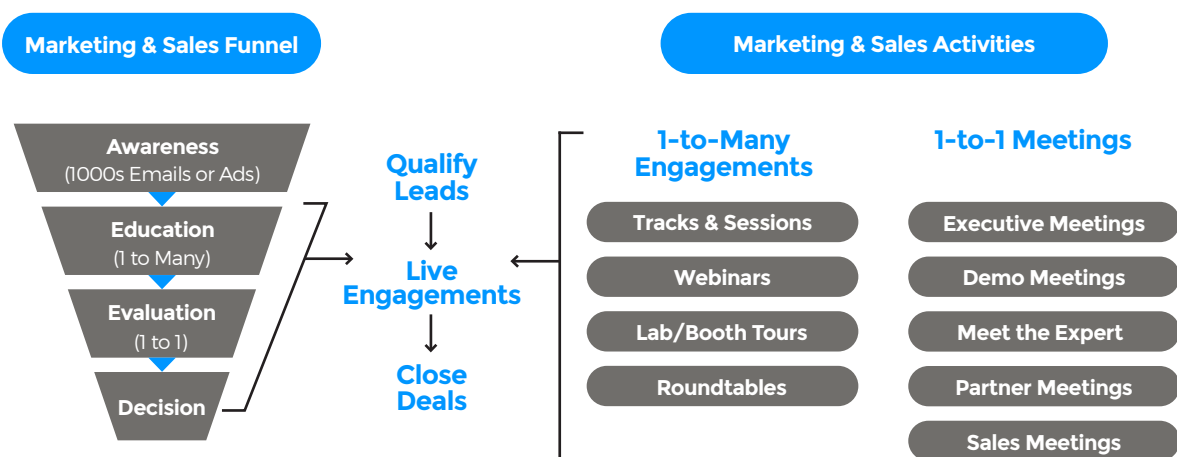


Figure 1



# 5 Tips to Boost Live Engagements at Events

We surveyed our customers and created a list of the top five tips they use to boost engagement. Seamlessly executing across these five areas can accelerate the buyer journey, converting

contacts to leads, leads to opportunities, opportunities to wins, and wins to loyal customers generating ongoing revenue.

## 01 Transition events into ongoing campaigns



Events may only last a few days, but the rewards can be ongoing. Boost your pipeline with marketing campaigns targeting event attendees. Based on your knowledge of each attendee's interests or focus area, develop ongoing campaigns to build awareness and educate your audience. Use them to establish thought leadership, capture mindshare, and share success. Through close collaboration with their marketing counterparts, sales teams can cultivate more qualified leads resulting in more live engagements.

Here's how to do it:

- Select popular tracks and sessions at your event to create anticipation for ongoing engagement, requesting feedback, and obtaining consent for continuing communications.

- Plan and launch an ongoing campaign (weekly, monthly, quarterly) immediately following the event, targeting specific individuals, industries, or regions.
- Map subject matter experts to topics and make them available for remote or in-person meetings according to language, region, or time zones.
- Allow your sales team to register customers and prospects for ongoing campaigns, aligning sales and marketing initiatives for maximum impact.
- Match event attendees with specific campaigns, enabling invited recipients to self-register for targeted engagements via customized landing pages.

## 02 Promote executive and expert engagements



Once leads are qualified, the next step is to build trust in your company's ability to deliver what customers need or are looking for to address a challenge or reach a goal. Executive and expert engagement presents an opportunity to close more deals by increasing the visibility and availability of the right resources to meet with customers and prospects.

Here's how to do it:

- Recognize that executive and expert engagement provides prospective customers with the assurances they need to make large purchases and commit to an ongoing relationship with your organization.

- Acknowledge the scarcity of expert and executive time as a valuable sales resource- especially at in-person events-and manage it efficiently to maximize its effectiveness.
- Offer executives the flexibility to partially accept a customer or prospect meeting invitation. For example, while the meeting may be scheduled for an hour or more, attending for 15 minutes displays commitment and engenders confidence while accommodating their busy schedule for maximum company value.

The easiest way to promote executive and SME engagement is to automate the process. JiffleNow allows you to map topics to executives and SMEs, integrate with executive calendars, set availability for customer meetings, and share available times with prospects. It also allows executive assistants to approve requested times on behalf of the executive with the option of accepting partial meeting requests to maximize time invested for optimal results.

### 03 Offer a variety of 1-to-1 meetings



Meetings and sessions are essential to closing deals and influencing revenue. However, since scheduling and managing engagements require significant time and effort, decide on suitable engagement types at the outset to facilitate meaningful discussions.

One-to-one engagements can include face-to-face meetings with an executive at either the event venue, customer's premises, or in your office or a restaurant over lunch or dinner. In addition, SMEs can be scheduled for a demo or educational sales calls, presentations, or discussions with reference customers. Invitations to press or analyst briefings can also be planned for industry events or product launches.

Offering a variety of meeting types also caters to different workflows for different scenarios.

For example, a subject matter expert would usually be involved in discussing products, technologies, and services at events or sales meetings during the evaluation phase of the customer journey. Therefore, the SME workflow would entail mostly inbound requests received and approved automatically by a meeting automation platform (MAP).

On the other hand, executive engagement may occur at any time for prioritized, high-value opportunities but generally happen during the customer's decision phase to build trust and create a shared vision. However, in this case, rather than being an inbound request from the prospective customer, the request would be an outbound request initiated by the sales team and most likely approved by an executive admin.

## 04

### Automate outbound and inbound meeting requests



Engaging with customers and prospects at live events entails planning. Sales teams typically reach out to prospects and customers to book face-to-face meetings with internal experts and product teams in advance of the event. This outbound, sales-initiated approach is even more critical at hybrid events where the sales team has the opportunity to book both digital and in-person meetings.

For event marketers, however, a new, secret weapon is the inbound, attendee-initiated meeting. Unlike outbound efforts, inbound meeting requests are initiated by the customer

and prospect, making them an excellent indicator of purchase intent. To maximize engagement, integrate contextual inbound meeting request links throughout your pre-, during-, and post-event marketing campaigns.

To further streamline and scale up inbound and outbound processes, the entire workflow can be automated by mapping internal experts and executives to specific topics, integrating all available calendars to facilitate availability, and creating rules for meeting managers to approve or manage requests.

## 05

### Share data and reports across internal stakeholders



One of the fundamental ways to boost engagement is by establishing KPIs measuring the overall value an event brings to the business. That requires integrating your meeting automation platform with Salesforce, marketing automation tools, and other business applications to show the tangible outcome and impact of increased live engagement on the business.

Increasing meeting data visibility across silos enables initiatives to be aligned and workflows optimized. In addition, shared data focuses both marketing and sales on the most profitable sectors and customers, establishing baselines for future endeavors to drive consistent growth. For example, MAP integration with Salesforce.com allows you to capture relevant account information before

engaging with the customer and share post-engagement data triggering subsequent steps, while integration with marketing automation tools for registrant and attendee data can be used to drive follow-up campaigns.

In addition, advanced meeting automation platforms such as JiffleNow provide valuable engagement and meeting insights, including influenced revenue and on-demand reports identifying key contributors based on the number of engagements initiated. Synchronization with CRM platforms-including Salesforce.com-provides actionable information on potential opportunities, while integration with video conferencing platforms such as BlueJeans, Teams, WebEx, and Zoom enable meeting links to be embedded in meeting invites quickly.

# The bottom line: Automate scheduling to increase engagement and boost revenue



Figure 2. Increased engagement drives revenue growth

As the world's #1 Meeting Automation Platform, JiffleNow enables you to seamlessly execute across these five areas, converting leads to revenue by boosting engagement, maximizing productivity, and accelerating results. For example, one marketing organization increased the number of meetings held at corporate events by 99% over three years, directly influencing a \$796 million pipeline.

Automating your end-to-end workflow and applying the five tips outlined in this white paper can improve your meetings' quality, quantity, and productivity, boosting engagement and revenue!

## JiffleNow: Automating engagements that matter



THE WORLD'S #1 MEETING AUTOMATION PLATFORM

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