



Key Strategies and Best Practices for **Driving Sessions**

**Why large Enterprises are investing in Sessions at Events and
throughout the year**



Introduction

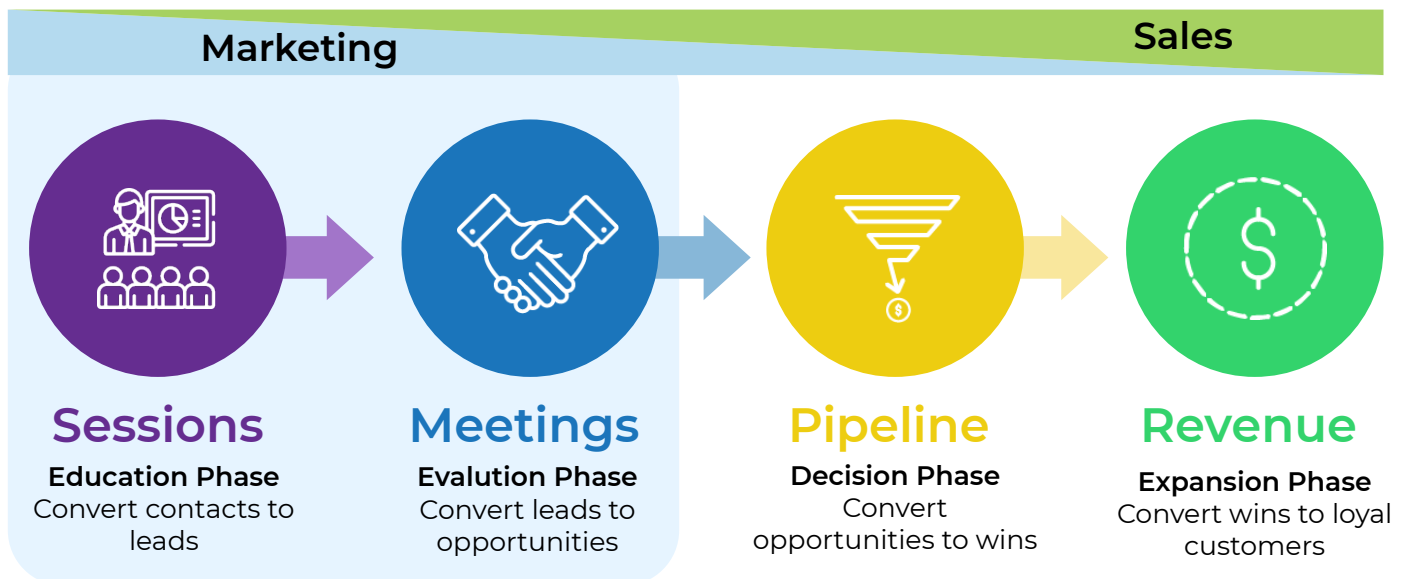
Keeping attendees engaged at events has always been a challenge, but it gets even more complex in a virtual or hybrid setting. This is why sessions are in vogue - for the ease of interactions they provide, while also providing flexibility and accommodating larger audiences. Session series allows businesses to invite targeted groups of customers, prospects, partners, and others to manageable size forums.

These are the best programs to educate customers about products and offerings and to take them one step closer to scheduling 1-1 meetings with experts or sales executives. Sessions, unlike many other engagement types, involve 1-to-many interactions where a single presenter or host presents to anywhere between fifty to a hundred prospective customers. The reason they prove to be a great tool for education is that they are generally more involved, technical and detailed.

The purpose for sessions can range widely such as information sharing, launches, training, executive roundtables, expert sessions, and much more. While in-person sessions require planning venues and room capacity, virtual sessions offer more flexibility and support larger groups and remote attendees.



Sessions and Meetings are a leading indicator of revenue



The typical customer journey funnel comprises of four stages - awareness, education, evaluation, and decision. The 1-to-many educational sessions help in driving prospective customers to the next step in the customer journey i.e evaluation. Some topic or discussion in the session may pique their interest and they might be curious or inclined to know more. The obvious next step would be to evaluate the product/service by requesting a meeting with a sales executive or a product expert. These meetings can help convert leads to opportunities, thereby generating a sales pipeline and eventually, revenue. Sessions are thus a leading indicator of revenue and a powerful way of driving marketing and business growth. The more sessions a company organizes, the more the chances of generating revenue.

Types of sessions

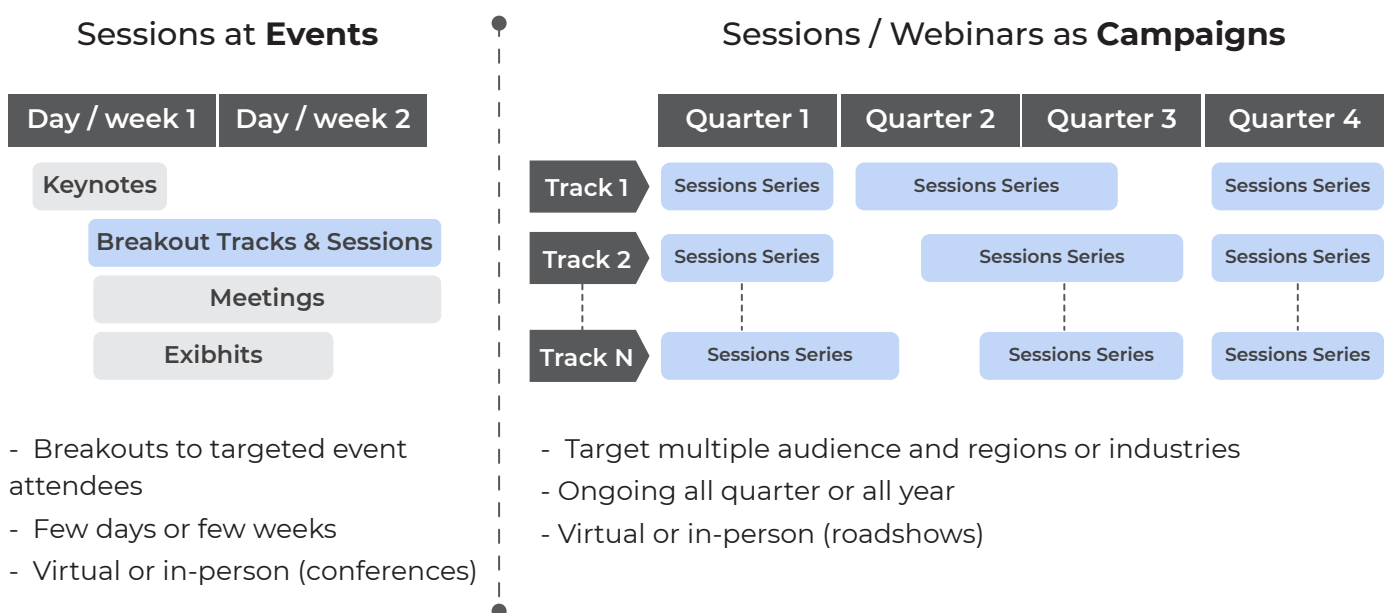
Sessions are used to educate prospects and customers on something they might be interested in - it could be a technical or a business value discussion. They can be leveraged for product launches, lead generation, product training, partner enablement, and technology updates. Product launches are typical use cases for sessions, where they are leveraged to educate customers about the new product and help customers fully understand the nuances of the product functionalities. Enabling partners is another crucial piece in planning for sessions.

The types of sessions can be expert sessions, training sessions, executive sessions, or roundtables. Expert sessions are driven by product or service experts who share information on a whole range of topics with prospects and customers, whereas training sessions can be for the company's own employees. Executive sessions could be confidential and invitation-only for top-tier customers and their executives, and roundtables bring together customers who could benefit from the discussions.

Key session strategies - Breakout Sessions at events and Ongoing Sessions

There are two key strategies to implementing sessions. The first kind is the breakout sessions organized at events. Conventionally, these used to be conducted in the same duration as the in-person event, but in recent times they are extended beyond the schedule of the actual event - from three to four days to two to three weeks or more. These sessions, therefore, normally extend beyond the duration of keynotes and exhibits. Businesses could invite targeted groups of prospects and/or customers, from a specific industry or region to talk about specific topics and products - in a virtual, in-person, or hybrid setting.

The second option is to have sessions as ongoing campaigns through a whole quarter or an entire year. Enterprises these days are looking to offer 100s or even 1000s of ongoing sessions as a series over many weeks and even throughout the year. A single series may have multiple tracks covering different topics, products, by region, by industry, and in different languages.



Two Session Strategies, each with its Unique Value

Challenges with organizing sessions

Marketers' biggest challenge has been the conversion of leads. In the case of sessions, it's converting leads to attendees that is a major concern. One of the biggest challenges in organizing sessions is the process of registering or nominating participants and sending confirmations and change notifications when managing 100s of sessions simultaneously. Each session type requires a different workflow to create and execute, approval process, signing up process, number of entries allowed, etc. making it more complex than one would imagine.

Solution: Automate sessions with a Meeting Automation Platform (MAP)

The best way to engage more participants is to automate the registration and management of attendees into virtual or in-person sessions. A meeting automation platform (MAP) that has both inbound and outbound registration capabilities simplifies this and also provides for launching and management of a series of tracks and sessions throughout the year.



Best practices for driving Breakout Sessions at Events

Here are a few ways to drive participation for breakout sessions at events:

01 Allow for inbound session registration by attendees

Any good meeting automation platform offers the inbound meeting capability, where businesses can drive registrations to sessions by:

- Including registration links to websites, emails, or other marketing programs for prospects to self-register using the inbound meeting request landing pages
- Inbound request forms can be embedded as an iframe into landing pages and virtual event sites

02 Outbound session nominations by sales

Salespeople can invite customers and prospects from an internal portal or SFDC. MAPs enable account executives to easily select and invite customers and prospects by registering them for one or more sessions.

03 Data tracking and analysis

Integration with CRM such as Salesforce, and Marketing automation tools such as Marketo and Eloqua enables you to collect leads and their engagement patterns. This not only helps in follow ups but to also plan for sessions in the consecutive events.



Best practices for driving Sessions as Ongoing Campaigns

Apart from the best practices used for driving sessions at an event, you need to lay extra emphasis on the confirmation and notification process for ongoing sessions. Given the number of sessions, this could become a huge concern if not handled well.

Another great way to streamline the process is to customize to an approval process depending on the type and confidential nature of the session. You could create one session for each topic or multiple sessions under the same topic and also map sessions to specific series, topics, and speakers by regions and time zone.

Conclusion

In a nutshell, to supercharge your sessions strategy, you need to leverage a Meeting Automation platform that helps you create workflows to manage more sessions, enable external users to register, support internal users to nominate and automate scheduling, managing, and reporting to grow your sales pipeline and revenue.

A good example is the JiffleNow meeting automation platform that helps you seamlessly manage Tracks & Session operations by aligning sessions with topics, meeting types, and attendees. It enables attendee check-in and waitlist management resulting in better utilization of resources, improved efficiency, and better tracking of attendees.

JiffleNow is the World leader in the Meeting Automation Platform (MAP) category. The JiffleNow MAP software is used by 60 of the Fortune 1000 companies to book millions of in-person and virtual engagements at tradeshow, roadshow, and briefing centers. MAP automates the scheduling, management, and analysis of B2B meetings to accelerate business growth.

The company is backed by Sequoia Capital, Accel Partners, Saama Capital, and Trousdale Capital and is based in San Jose, California.



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