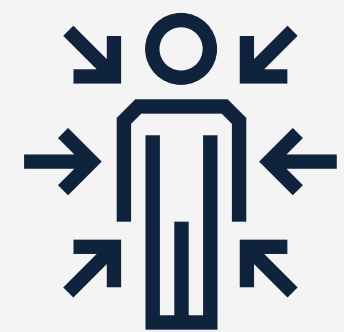


Amplifying your ROI at Technology Tradeshows



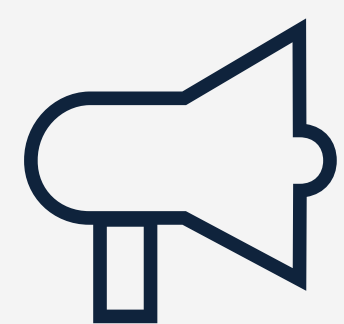
MOI

Pre-event



Key target identification

- Insight and intel on key accounts attending the event
- Deep dive dossiers on individuals including psychometric profiles
- Conversation starters/themes to maximise on site engagement



Account out-reach

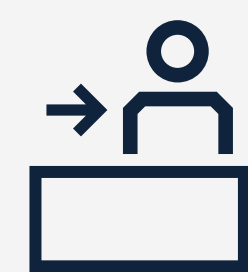
- Pre-event nurture content and themes
- Email, InMail and social content
- LinkedIn out-reach execution



Event/topic creation

- Identifying themes to connect your business to the event focus
- Development of thought leadership around key event themes
- Promotion of pre-event or at-event break-out sessions/meeting invites

At-event



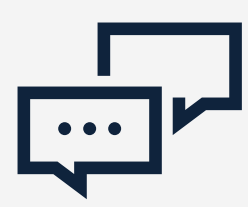
Drive Demand to Your Stand

- Pre-event social engagement strategy
- On site tactics



Social content

- Live social posts
- Session round-ups and polls
- On site video production
- Live news-room
- Influencer marketing



Off Schedule Engagement Experience

- Networking opportunities
- Content strategy
- Onsite logistical support



Creating Executive Connections

- White glove experiences
- Concierge experience

Post-event



Outbound

Emails and InMails.



Landing pages

Personalized post-show landing pages per account with curated content.



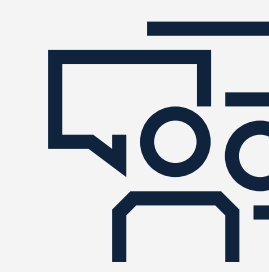
Write-ups

- Round tables
- Break-out sessions
- Peer-to-peer interviews



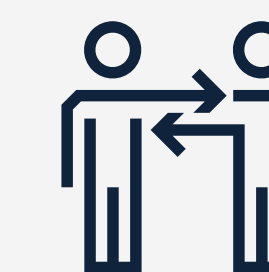
Discussion paper

Post event session summaries and analysis.



Social assets

Quotes, video sound-bites, key take-outs drive to downloadable discussion paper.



Interview

Featuring company executive on their key trends discussed at the show.

Want a 'Not so B2B' perspective on future proofing your experiences?

We love to share best practice - so why not book in your complimentary session with us? We can provide ideas and recommendations looking at all aspects of your event experiences, with absolutely no obligation.

[Book Now](#)