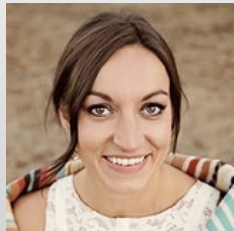


PRESENTERS



Myllisa Patterson

Senior Director, Marketing Campaigns
Cvent



Stefani Hass

Senior Manager, Demand Generation
Cvent

MODERATOR



Ezra Palmer

Executive Producer, Multimedia
eMarketer



How to capture event attendee buying signals and transform them into sales pipeline in 24 hours or less

Presented by

cvent



How to capture event attendee
buying signals and transform
them into sales pipeline in 24
hours or less



TECH TALK TUESDAY

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Take the survey

- Check out the Marketer's Guide to Identifying Buying Signals At an Event
- Get The Buying Signals Checklist AND an eCertificate for a free coffee!

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The Buying Signals Checklist

Print out this checklist and use it as framework when planning your next event. By capturing signals at each of these critical stages, you'll be able to better serve your attendees, and drive far more ROI from all of your event investments.

The Event Stage	The Buying Signals to Capture	Are You Capturing? (Yes/No)
Registration Forms	Capture a complete and comprehensive contact profile including contact name, organization name, company, title, and mailing address.	<input type="radio"/> YES <input type="radio"/> NO
Check-In	Ask a question that you can use to either personalize the experience or increase the relevance of your follow-up. Also use this stage to capture GDPR compliance.	<input type="radio"/> YES <input type="radio"/> NO
Sessions	Just like a content download, track what sessions prospects attend so that you know what they care about.	<input type="radio"/> YES <input type="radio"/> NO
In-Session Questions	Analyze the questions that prospects ask within the mobile event app Q&A feature to gain deeper insights into their pains and aspirations.	<input type="radio"/> YES <input type="radio"/> NO
Surveys	Use surveys to gain explicit permission to contact prospects about the content or solutions that are relevant to them.	<input type="radio"/> YES <input type="radio"/> NO
Exhibitors Hall	Record the vendors and products your attendees explore so that you can deliver more value to sponsors and and prioritize your sales team's follow-up.	<input type="radio"/> YES <input type="radio"/> NO

To learn how Cvent can help you capture buying signals at your next event, **schedule a demo at www.cvent.com.**



Myllisa Patterson

Senior Director, Marketing Campaigns
Cvent

@Myllisa

The power of
live events



Stefani Hass

Senior Manager, Demand Generation
Cvent



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1

Collect relevant information
(Buying Signals) about your
prospects



2

Rapidly transform that info
into value-added, personal
exchanges



3

Prioritize leads for follow-up
by the time your event is over



Expressed Interest



500 Miles



\$1,000+



2-3 Days

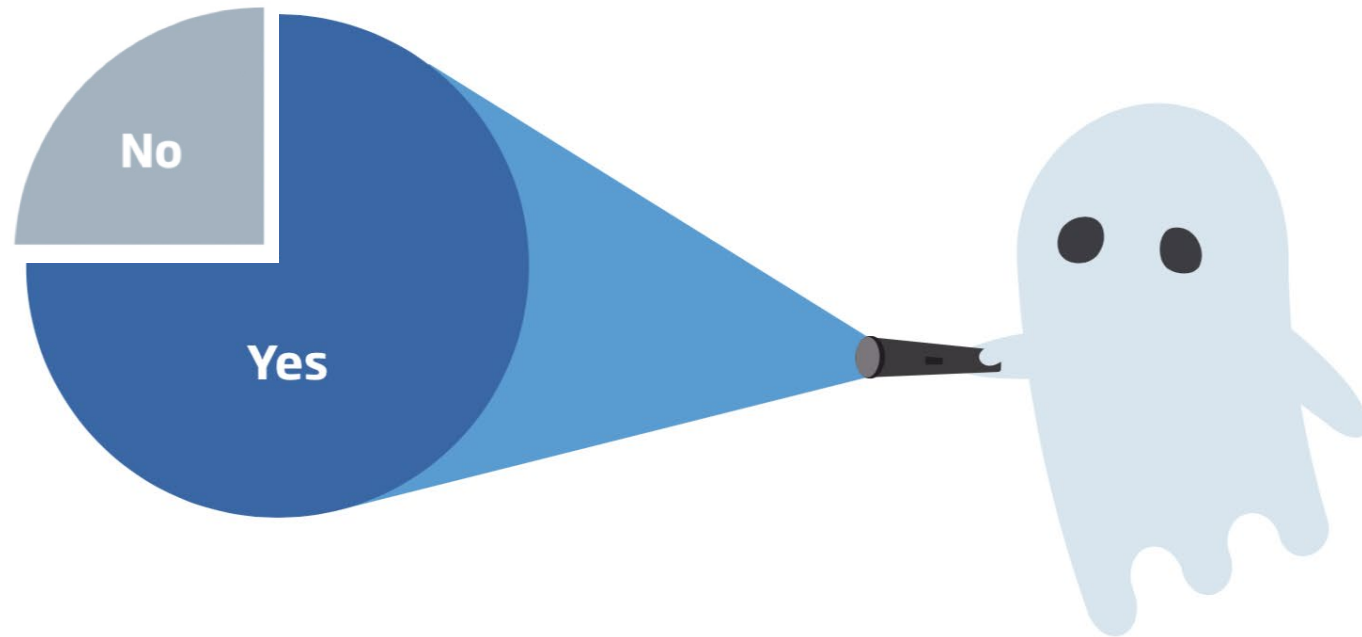
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 TECH TALK TUESDAY

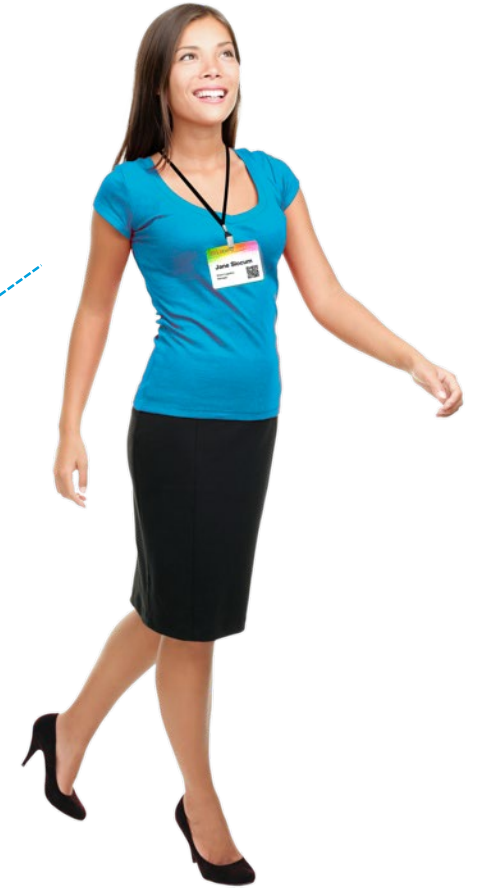
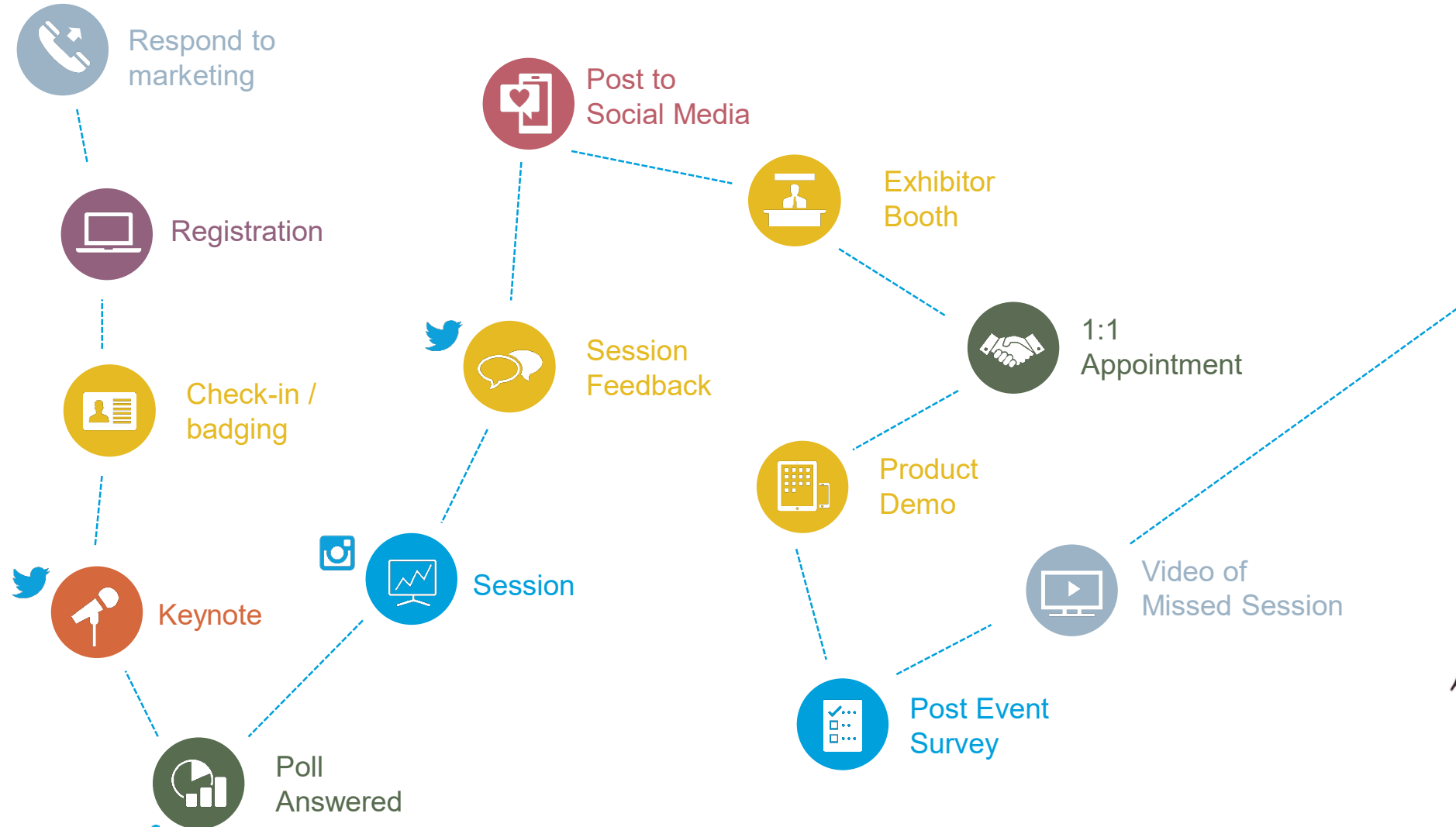
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75%

Feel their organization is missing out on building and using full attendee prospect profiles that integrate a wider range of attendee data.



Digital Breadcrumbs



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Registration



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Buying Signal

Capture complete
contact profile



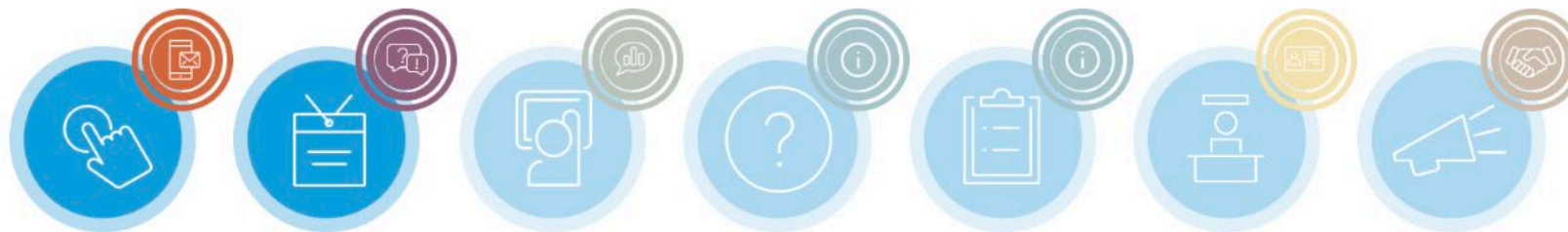
Registration



Check-In & Session Attendance



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Buying Signal

Find out what attendees care about & personalize their experience



Check-in /
badging



Polls & Live Q&A



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Buying Signal

Deep insights into pains and aspirations.



Poll
Answered



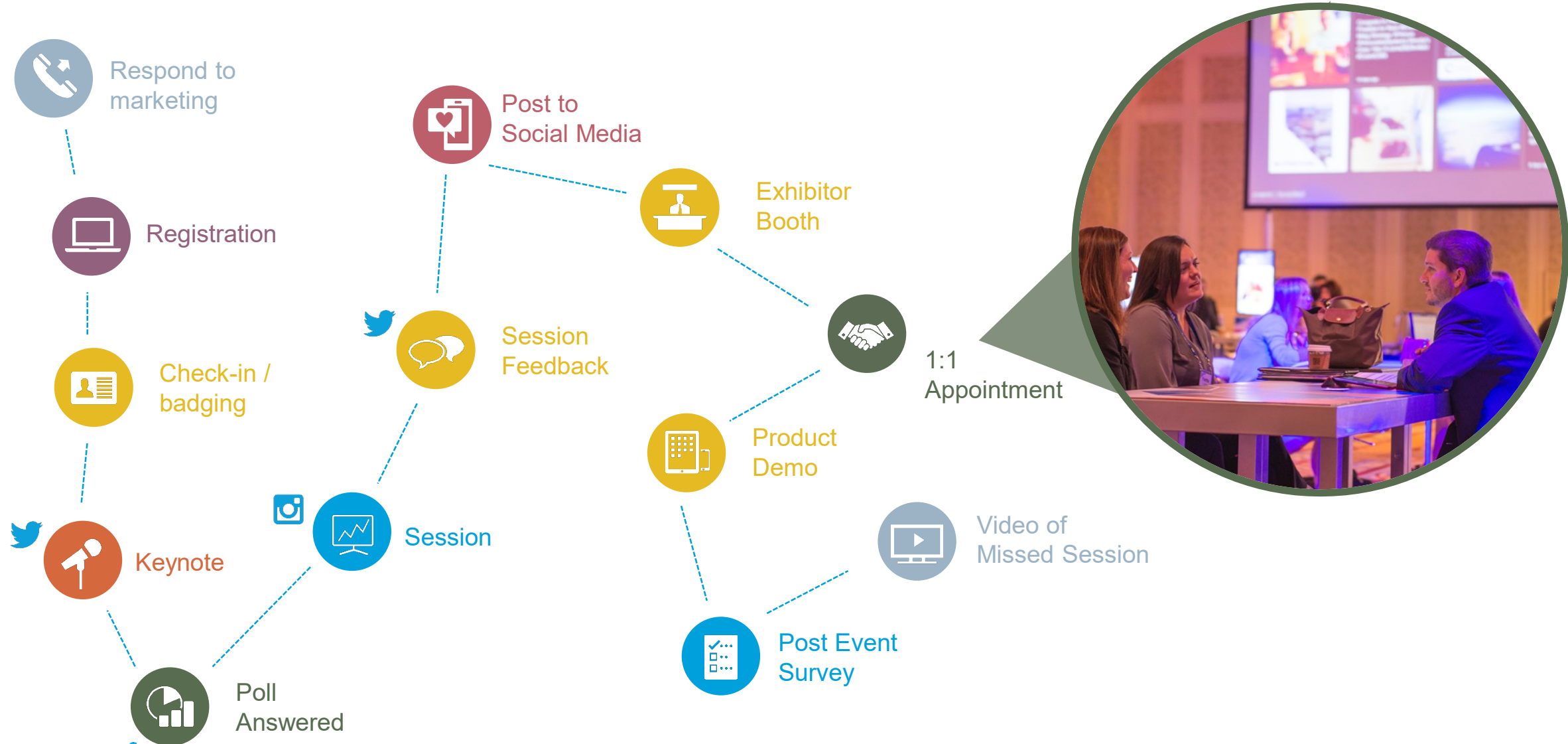
Prioritize Leads



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Who do attendees meet with?



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Buying Signal

Explicit product interest



Exhibitor
Booth

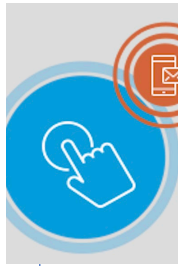


Ask about satisfaction



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Collect the right data



Registration
Questions



Check in data



Session data



Exhibit hall traffic
& meetings



Surveys

What you can do with the data

Planning for future events

Follow up marketing communications

Marketing future events

Improving attendee experiences

Sales follow up



Putting your Buying
Signals to Work
Prioritizing lead follow up



Lead Type

Description

Action



Sales-Ready Leads

Those who spoke to sales, were actively qualified and are ready to have a sales conversation.

Sales follows up directly.

Hot Leads

Those who requested more information after a session survey.

Email to set-up a sales appointment. Sales follows up as bandwidth allows..

Warm Leads

Those who attended sessions.

Create topic-based nurture programs to provide additional value and guide them through their buyer's journey.



Technology

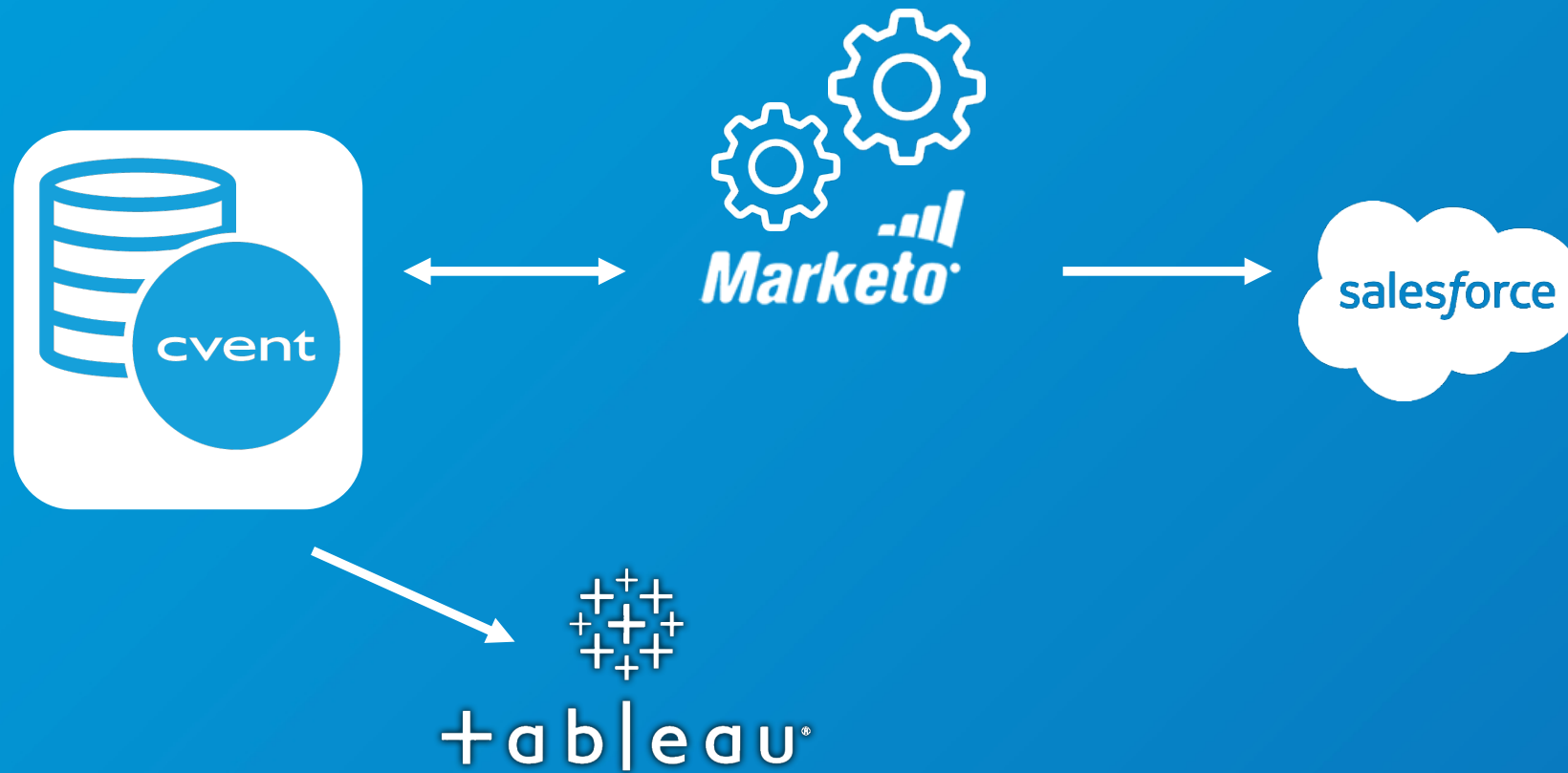
Technology

EVENT
CONNECT
REGGIE AGGARWAL
Founder & CEO
CVENT



CVENT
CONNECT™

JULY 23-26
LAS VEGAS





Task

Registered- Cvent Connect 2018



1 7 31

[Attachments](#) |

Detail


[Edit](#)

[Delete](#)

[Create Follow-Up Task](#)

[Create](#)

Assigned To

 [Morgan Leigh](#)

Subject

Registered- Cvent Connect 2018

Due Date

7/23/2018

Priority

Normal

Last Modified Date/Time

5/11/2018 3:36 AM



Event Code

FYNVXFDNX2J

Mood

Primary Reason for Mood 

Driver 

Client Proficiency Level

of Offsite Events

Registration Task Detail

Comments (Planner Path) Select your reason(s) for attending Cvent CONNECT Educational opportunities, Networking with peers, Becoming a product expert, Having fun
;Are you interested in setting up an appointment onsite with a Client Success Consultant? Yes
;Do you have any questions for our Executive Team? These will be addressed in the Executive Listening breakout session. How can users be involved with the design of new features/functions?
;Do you host offsite events? Yes
;Do you plan to stay in the CONNECT room block at the Mandalay Bay (subject to availability)? Yes
;How many events a year do you manage? (2018) 1 event
;How many years of experience do you have in the meetings & events industry? 1-5 years
;In which global regions do you host meetings and events? US-Midwest, US-Southeast, US-Northeast, US-Southwest, US-West
;Interested in meeting with Not interested at this time
;Please list any special dietary needs: Lactose-free
;Rest - Would you like to get more involved at Cvent CONNECT in any of the following ways? Speak in a breakout session
;What is your annual meetings and events budget? I don't know
;What topics would you like to discuss? (EC) For CrowdCompass: Q&A; Live Polls; Provide feedback for future enhancements.
;What types of events do you host (check all that apply)? Conferences
;Which Cvent products are you interested in learning about? Event & Attendee Management
;Which of the following attendee ranges do you have for your events? (Check all that apply) 1,001-2,500
;Which of the following peak room-night ranges do you require for your events? (Check all that apply) Over 1,000
;Which scale of property do you typically book for your events? Upper Upscale, Upper Midscale, Midscale
;While you are at the conference, would you like to schedule a site visit with The Venetian? No



H



[Edit](#) [Delete](#) [Create Follow-Up Task](#) [Create Follow-Up Event](#) [Submit Feedback](#)

Name _____

Task Record Type	Sales
1	100
2	100
3	100
4	100
5	100
6	100
7	100
8	100
9	100
10	100
11	100
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100	100

Related To

Phone

Email

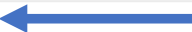
Product	Event
---------	-------

Status	Completed
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Task Type	Attended
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Created Date/Time 8/3/2018 12:38 PM

Task Assigned	Role
AM (Event)	



https://tableau.cvent.net/#/views/CventConnect2018AttendeeJourney/AttendeeJourney?:embed=yes&:customViews=no&:tabs=no&:toolbar=no&:tooltip=yes&:linktarget=_blank&Registrant%20Number=M9NQSQ2QWLD

LEAD CAPTURE DETAILS

Scanned by: Regan Hayward
Solutions Most Interested In: Event Management
CrowdCompass
Single Product Most Interested In: CrowdCompass
Lead Score: 5
Purchase Timeframe: Within 3 months

Talked about Q&A export
Need to see can clear q and a after each session?

Ready to sign 1 year

Scanned by: Josh Jacobs
Solutions Most Interested In: No reply given
Single Product Most Interested In: No reply given
Lead Score: 0
Purchase Timeframe: No reply given
Comments:

Lots of Q&A questions. Curious about the updates.

Attendee Journey

Name

Company

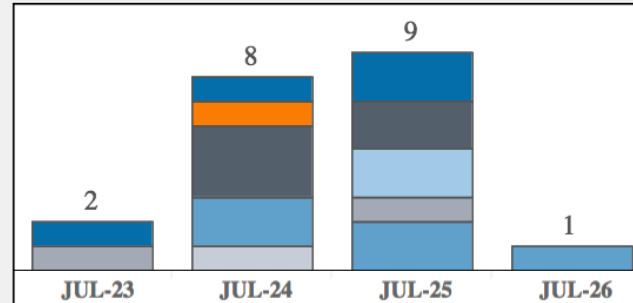
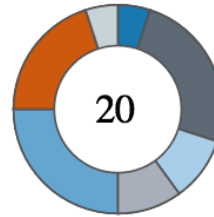
Planner Client, Programs Director

City, State

Email

Overall Conf Sat:

Attendance Totals



Session Attendance

Date	Session	Max. Attendee..	Max. Speaker ..
JUL-23	11:30 AM - 5:00 PM Cvent Appointments	43	
	11:30 AM - 5:00 PM Innovation Pavilion	9	
JUL-24	7:00 AM - 8:15 AM Breakfast	57	
	8:30 AM - 9:15 AM Welcome General Session: Cvent CEO, Reggie Aggarwal and Conference EmCee, Mark Jeffries	45	
	9:30 AM - 10:30 AM General Session: Cvent Event Cloud Product Roadmap Innovations	60	
	10:45 AM - 11:30 AM Roadmap Talk: CrowdCompass	45	4
	11:40 AM - 12:15 PM	35	

Lead Capture

JUL-23

7/23/2018

Scanned by: Josh Jacobs

Appointments

Innovation Pavilion Visits

Date	Session	Minutes Spent
JUL-25	12:00 PM Cvent User Experience	2
	12:00 PM Mobile Onsite Solutions - Crowd Compass	10
	12:00 PM Mobile Onsite Solutions - Lead Capture	11
	1:00 PM Cvent Integration Hub	3

Overall Survey Results

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Event Leads

1000

+20%

1,200

Sales Qualified Leads
(40%)

400

+5%

540

Opportunities
(50%)

200

+5%

297

Closed / Won
(20%)

40

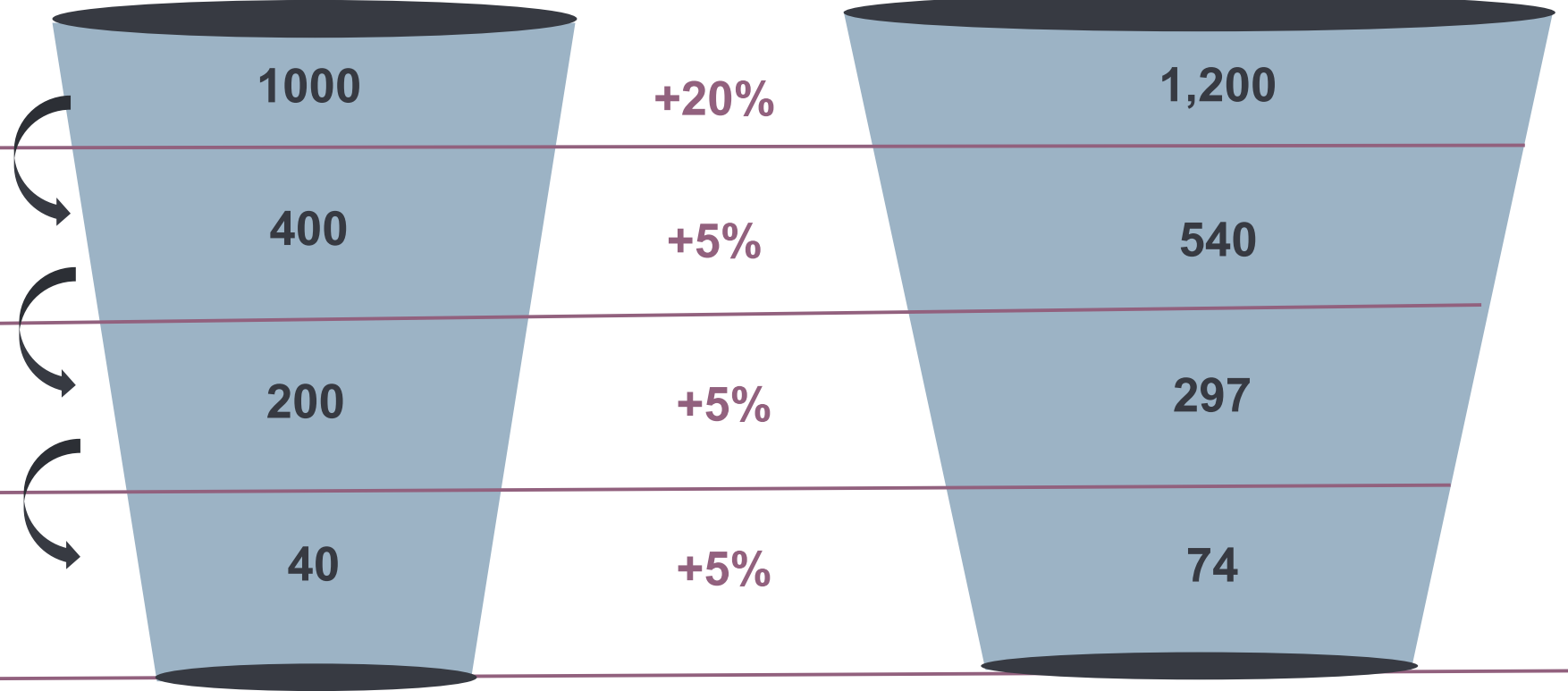
+5%

74

Bookings (\$10K ASP)

\$400K

\$740K



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Event attendee buying signals, if captured, can result in increased sales pipeline and bookings.



Questions?

- Don't forget to take the Quiz!
- Get The Buying Signals Checklist AND an eCertificate for a free coffee!

Q&A SESSION

PRESENTER



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Cvent

PRESENTER



Stefani Hass

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MODERATOR



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