

How We Sold Out Our First Live Event in 24 Hours

and Got an 88 NPS



exit  five

DAVE GERHARDT

FOUNDER & CEO, EXIT FIVE 

Dave is the founder of Exit Five, the #1 community for B2B marketers. Before starting Exit Five Dave was CMO at Privy (\$100M+ exit) and Chief Brand Officer at Drift (\$1B+ exit).



01

Last year we decided to run our first ever in-person Exit Five event.

02

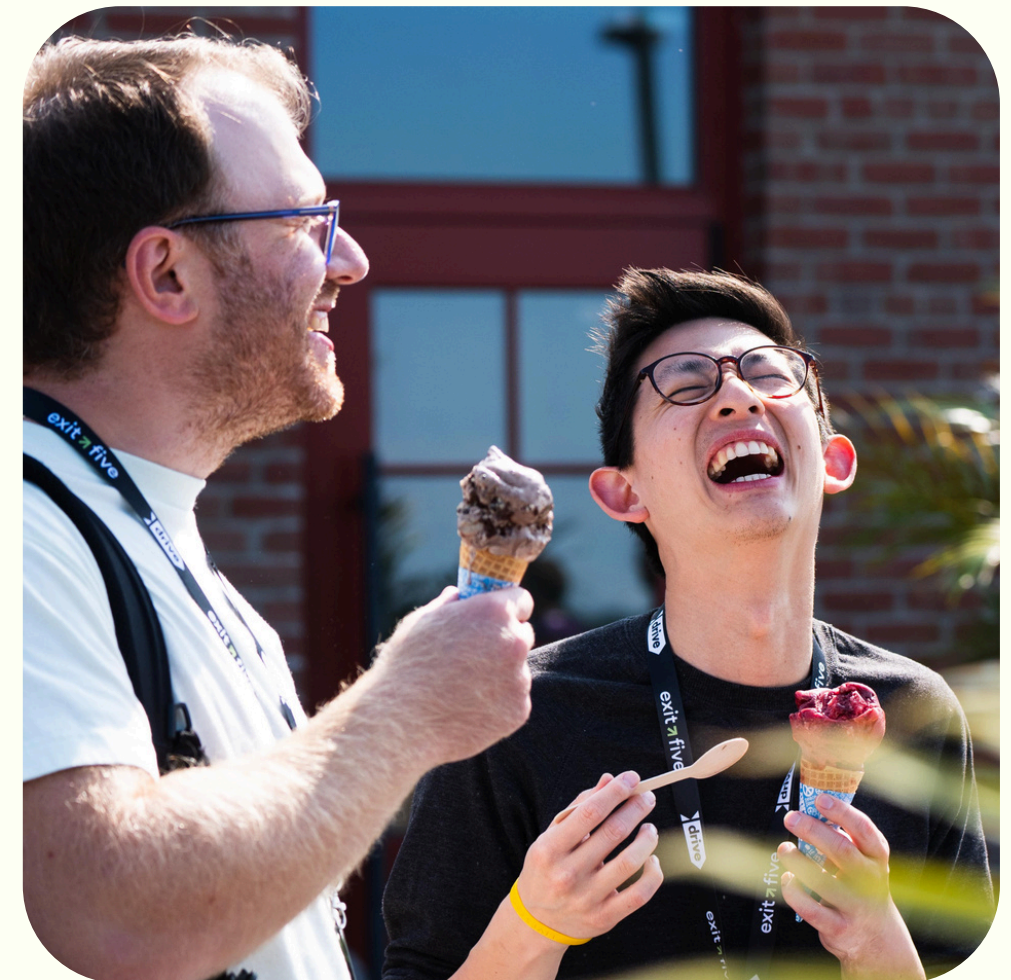
We didn't want it to be just another B2B conference with lanyards and bland coffee.


03

We had no idea if anyone would actually want to come... let alone come all the way up to Burlington Vermont...and somehow, **we sold it out in 24 hours.**

THE RESULTS

- 200 attendees
- 88 NPS
- Tons of DMs, social love, and “this was actually fun” feedback
- Now, we’re planning the next one





Dmitry Shamis • 1st

Future-proof your brand | 2x Founder, Advisor, Dad

[View my newsletter](#)

7mo • 🌐


...


I'm just saying Drive by [Exit Five](#) is the best event I've attended in years and it isn't even close!

So many amazing speakers today: [Peter Mahoney](#), [Natalie Marcotullio](#), [Ross Simmonds](#), [Pranav Piyush](#), [Daniel Cmejla](#), and [Lashay Lewis](#). Incredible people sharing incredible lessons.

Shout out to [Dave](#) and the crew for a great day 1 and shout out to B2B Mecca (Burlington, VT) for this gorgeous sunset.

👉 See you for day 2 tomorrow





Pete Vomocil 📁 • 2nd

CMO | #opentohelp | Helping Good People (and Brands) do...

[Book an appointment](#)

7mo • Edited • 🌐

+ Follow

...

One word to describe Drive by [Exit Five](#)?

Impact.

Impact on knowledge. Impact on connections. Impact on our businesses.

Congrats to [Dave](#), [Daniel](#), [Matthew](#), [Danielle](#), and [Anna](#) for launching the next can't-miss marketing conference.

This year has been all about human-to-human connection for me, and Drive was another chance to lean in and connect with some of the best minds out there.


The biggest takeaway from the event? The power of connection and shared learning.


I'll be compiling a proper recap post soon. For now, just a big thank you to the Exit Five team, expert speakers, and everyone I got to connect with (old friends and new)!

Stay tuned for more, [LinkedIn](#) friends!

Next stop? NYC tomorrow for [The Welcome Conference](#) on Monday!! 🍷

Your pal 😊,
Pete





Chelsea Castle • 1st

Head of Content + Brand at Close | Marketing a no-BS CRM for humans ...

[Visit my website](#)

7mo • Edited • 🌐

...

I had never been to Burlington, Vermont. Yet somehow, it felt like home.

Last week's Drive event by [Exit Five](#) may have been the best event I've ever attended.

Not because of:

- the budget
- a fancy venue
- the booths
- the raves
- the swag (although this shirt is comfy af)

Events in the last year have all felt like "LinkedIn in real life." But there was something about this one that made it different. This online community brought to life created an air of belonging, acceptance, vulnerability, love, and respect.

Okay, maybe I'm getting a little woo-woo, but if you were there, you get it! The vibes were immaculate. The insight swapping was next level. I didn't want to leave!

The word "community" comes from the Latin word "communitas," which means public spirit, the same, fellowship, and togetherness.

To genuinely feel all those things in a world where we are surrounded by starvation for belonging and counterfeit means of finding it made it all the more special.

The people at this event, the hosts, the setting, and the overall vibe were all equally brilliant and unmatched.

To every human in attendance and the Exit Five team ([Dave](#), [Matthew](#), [Daniel](#), [Anna](#), [Danielle](#)), thank you. And well done. 🙌

Cheers to changing the future of events.

(Forgot to tag my photo homies, [Ross Stewart](#) [Erika Kylin](#) [Joanna Bolaji](#) [Jess Erin Kat](#) [Max Devin](#) 📁 [Pete Corrina](#) [Tas Tim](#) [Kaylee](#))



The Venue Set the Vibe

Big decision: not a hotel ballroom

- Chose a venue with natural light, outdoor space—felt more like summer camp than a conference
- People felt relaxed, energized—not like they were trapped inside all day



Unique location –
Burlington Vermont.
Not the usual Vegas,
Miami, NYC, San
Francisco



The background is a vibrant, abstract composition. It features a light green grid pattern overlaid with various elements: thick, wavy green lines that meander across the frame; solid blue squares, some of which are divided into four smaller squares by white lines; and dark blue, irregular, cloud-like shapes. In the upper right, there is a stylized illustration of a presentation board on a stand, displaying a line graph with an upward-pointing arrow. Below the central text, two open books are depicted at an angle. The book on the left has a dark blue cover and pages with horizontal lines and a large dark blue square. The book on the right has a light blue cover and pages with horizontal lines and a dark blue shape. In the bottom right corner, a portion of a blue and white checkered pattern is visible.

Pacing & Programming

We structured the day with energy in mind

NO death-by-keynote



Alternated formats:

MAINSTAGE TALKS

LIVE MUSIC

ICE CREAM BREAK

BREAKOUT SESSIONS

HAPPY HOUR

LONG LUNCH

exit  five

Gave people time to
breathe and connect. No
8-hour sit-and-listen
blocks.



A man with a beard and glasses, wearing a patterned shirt, is speaking to an audience. He is holding a book titled "CREATE ONCE, DISTRIBUTE FOREVER" by Ross Simmonds. The audience is seated and some are raising their hands. The background is a dimly lit room with a screen displaying text.

Speakers That Actually Hit

We didn't chase "big names" for the sake of clout

Chose people we knew could teach, tell great stories, and speak directly to our audience

Focused on practical, useful talks—not fluff or "thought leadership"





Surprise & Delight Moments

We wanted attendees to
feel like: “Wait, they
thought of that too?”



Mid-afternoon Ben & Jerry's ice cream break

We focused on adding small, unexpected touches like:

- Fun swag pack on arrival with high quality stuff:
 - good soft t-shirts
 - fresh baked cookies
 - maple syrup (a Vermont Staple)
- Custom notebooks
- Music transitions between speakers
- Great food & coffee

These moments added personality,
helped us stand out.

People shared this stuff on social—it
helped make the event
unforgettable.

A photograph of a conference session. A man in a black t-shirt and dark pants stands on a small stage, speaking into a microphone. Behind him is a large screen displaying the text "Session 1", "How to Build a High-Performing B2B Marketing Org", and a portrait of a man with glasses. The audience, consisting of many people, is seated in white plastic chairs, facing the stage. The room has a modern aesthetic with a wooden ceiling, exposed ductwork, and several large, glowing, spherical pendant lights. Large windows on the right side of the room offer a view of the outdoors.

Why Small Was Smart

**We capped it at 200
people on purpose.**



It felt intimate, everyone felt like they could actually meet each other and hang out.

No massive sponsor halls—no one got sold to walking to the bathroom

Even though it was smaller, our sponsors still got value.

Interactive
activations
during happy
hour

Content filming
sessions with
their ICP

More natural
conversations
with potential
customers

A man with a shaved head, wearing a black t-shirt and a black watch, is seen from the side, speaking into a microphone. He is standing in a dimly lit room with a large audience seated in white plastic chairs. The room has large windows in the background, and the ceiling is equipped with track lighting. The overall atmosphere is professional and focused.

Wrapping Up

What we learned from Drive:



Small events can
have huge impact
when done right



You don't need
thousands of people
or flashy tech—
focus on experience



Your brand is built in
the details: venue,
pacing, speaker
quality, vibe



We treated Drive like
a product launch,
not just an event.



Check us out at exitfive.com.