

THE EVENT **SIZZLED**.... THE FOLLOW-UP **FIZZLED**. (LET'S FIX THAT)



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The “Now What?” Moment

- Months of planning
- Great attendance & content
- Positive onsite feedback



Pipeline movement:
...crickets.

What We're Really Here To Do



**Name exactly where
event marketers are
losing the pipeline game**



**Place blame or
point fingers**

The Reasons Follow-Up Doesn't Happen



“

No time to create something custom

”

“

We got the leads to sales, now they need to close them

”



“

I followed up, I'm just rubbish with my salesforce hygiene

”

“

Not my territory.

”

Where Strategy Breaks Down

Before:



During:



After:



Before: Enlist Sales Early

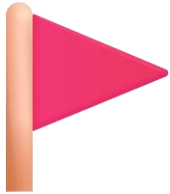
Your three checklist items:

- **Shared** ownership of the event and strategy
- **Shared** definition of “qualified lead”
- **Shared** pipeline outcomes (not just attendance)



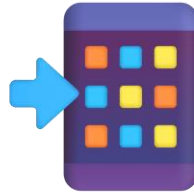
If this convo happens a week before the event, **it's too late.**

During: Let Sales Do What They Do Best



Flag

hot opportunities



Capture

conversation intel

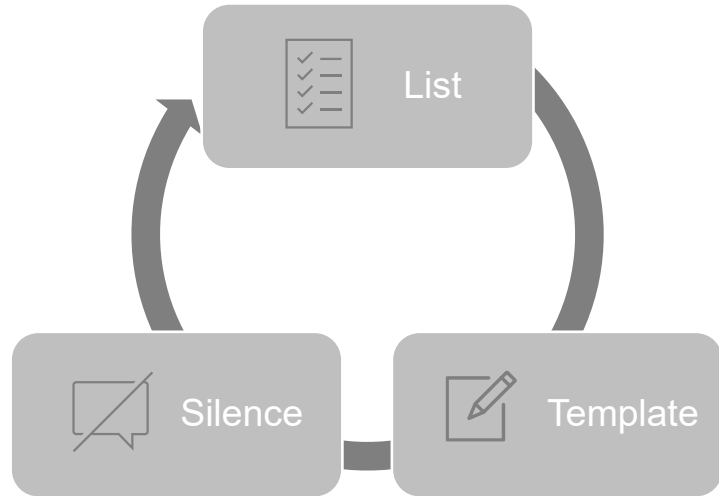


Treat

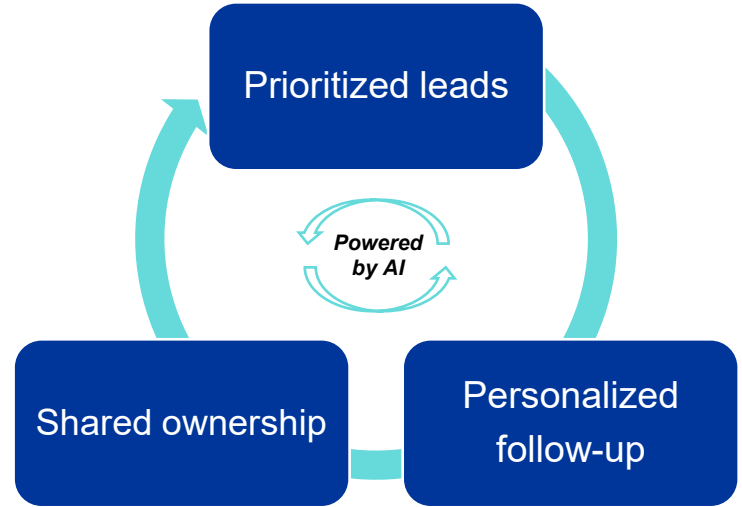
attendees like VIPs

After: Stop the List Dump

Current Loop



Future loop



Three Moves That Change Everything

1

**Bring sales into
the strategy,
not just the pre-con**

2

**Ensure there is
co-owned
follow-up**

3

**Designate a
post-event
champion**

The event isn't the problem.
It's just where misalignment finally becomes visible.

QUESTIONS?