

EVENT & ROADSHOW MANAGEMENT



	Venue & Catering Logistics	Landing & Registration Pages	Email Recruiting	Tele Recruiting	Day-of Coordination	Event Giveaways	Post Event Follow-up	ROI
Motions	Client office or conference center/hotel booking and management	Custom full color landing and reg. pages with client and	Initial email delivered at scale to prospects 30 days	T-30 days to event recruitment calls + T-2 day reminder/confirmation calls	CSG representatives to handle all day of logistics, vendor and site management	Leverage swag or gift cards for registrants and confirmed attendees	Attendee survey Tele follow-up Email follow-up with presented collateral	Establish value of win (design, revenue, competitive)
Metrics	Variety of foods selected per attendee specifics	# of registrants # of attendees	Open rate, click rate, email bounce rate, + research to clarify emails	# of demand gen calls + conversion # of reminder calls + confirmation	We take care of it all	Procured by and randomly assigned at end of event	Event feedback # of leads	Attainment to goal
Results	Event signage reserve catering, room + necessary A/V requirements as well venue security arrangements	Page Engagement Registrations	CTAs logged	Program Awareness Wins	Spend quality time with your guests instead of hassling with logistics	Boost registrations with attendee or registrant giveaways	Reporting and recommendations Capture hand raisers	Consolidated campaign ROI