

CONFERENCE MARKETING PRIMER

Helping you
prepare for your
company's best
CS Week



Pre-Show

Themes, Messaging and Materials – CS Week provides you banner / logo usages to promote on your own website [Download HERE](#)

- Develop all themes, messages and materials early
- Determine differentiator aspects (Thinking Skills, Content, Resources, Products and Groups)

Clients:

- Determine your targeted clients.
- Remember that they may register late, so use the contact medium below to ensure you make contact with these clients.

Pre-Show

Contact Medium 1- Use of Direct Mail:

- This is still one of the most popular avenues to reach your target audience
- For some of these people, their company email filters remove many messages, so direct mail works
- Take advantage of the pre-conference marketing list that is provided to all our exhibitors consisting of name and address of attendees
- Pre-Plan your message so once you receive the list you can drop your marketing message in the mail

Pre-Show

Contact Medium 2 - Use of our Broadcasts:

- Take advantage of the pre-conference marketing piece that is sent to all utility attendees per our third party mail service. This is an excellent opportunity to invite them to your booth for a private consultation/demo on Wed and/or Thurs AM.
- It would be highly recommended that you develop your custom landing page

THE BEST RUN  

WELCOME CS WEEK ATTENDEES | VISIT US IN BOOTH #1000

 

HEAR FROM OUR CUSTOMERS
Join us on Monday, April 30 for an opportunity to hear directly from our customers on recent successes with SAP technology. Joining us will be Huntsville Utilities, and Tacoma Public Utilities, in addition to over fifty confirmed participants for roundtable discussions.
[CLICK HERE TO REGISTER](#)

VISUALIZE YOUR CITY IN AUGMENTED REALITY
In addition to our latest customer engagement solutions and demos, we've built a unique AR application that will build a modern city in front of your eyes. Come take a look with an SAP expert to show the how we play a role in your city!
[CLICK HERE TO REQUEST A MEETING](#)

 

EVENING IN TAMPA - DINNER RECEPTION
Join SAP and SEW on Tuesday, May 1 for an evening at the finest steakhouse in Tampa - Malibu! Space is very limited, and will be reserved for customers only on a first-come-first-served basis. Doors will open promptly at 7:00 PM, so bring your appetite!
[CLICK HERE TO RSVP](#)



CELEBRATING WOMEN IN INDUSTRY
Rise and shine! SAP Utilities VP, Jennifer Stafford, looks forward to welcoming you to the Sunrise Breakfast on Thursday, May 03. Hear from some amazing panelists, and enjoy conversation with peers across utilities. Breakfast begins at 7:00 AM.
[CLICK HERE TO REGISTER](#)

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Pre-Show

Contact Medium 3 - Use of your email lists:

- Vendors will use CS Week as a part of email promotions to their existing email list. Solicit direct meetings with clients of interest
- Remember that this medium may get the contacts that register late before your competition

Pre-Show

Contact Medium 4 - Social Networking:



[Click here](#) to follow us on Facebook!
Interact with attendees and the event staff!
Our Facebook is a great interactive resource!



[Click here](#) to follow us on Twitter!
#CSWeek2019 is our official hashtag and will be used now and during
CS Week 2019



[Click here](#) to follow the LinkedIn Company Page
[Click here](#) to connect with us on LinkedIn
Be sure to check out our CS Week Groups on LinkedIn!



[Click here](#) to follow our YouTube Channel!
Videos from each CS Week are posted here - see what to expect or
reminisce on conferences past!



[Click here](#) to follow us on Instagram!
See how we prepare for Conference and follow us during the week!

At the Show

Set a Sales Meeting before the show:

- Some vendors have a meeting on Monday at the hotel
- Minimally, set a conference call or two before the conference starts

Sales Culture:

- Call a daily meeting to discuss targets that are at CS Week and whom you have met
- Discuss new opportunities, or new targets.
- Work the conference, do not allow staff to sit around and talk to each other.
- Bring the right staff

At the Show

Staffing for your company at the Conference:

- Typical staffing profiles we see:
 - Tech/Demo staff (specific to a promotion)
 - Marketing staff
 - Media relations staff
 - 3rd party strategic alliances staff
 - Sales staff (could be senior consulting staff who are sales)

At the Show

Determine Workshops You Should Attend:

- Some workshops may be conducted by target clients
- Some of the topics may be timely knowledge for your company
- The best leads may come from dialog that occurs with a person that attended a workshop
- Remember, the people you cannot find, are probably attending every workshop

At the Show

Strategic Alliances:

- This is the single largest gathering of Customer Service oriented vendors; it may have some new opportunities
- Leads may come from your Alliances
- Review the list of exhibitors and determine a plan to visit any new ones, or ones of interest
- Ensure all meetings with Alliance Partners are set

At the Show

Media Relations:

- The major media producers for our industry will be at CS Week. This is a good opportunity to meet with them
- We provide a media distribution list
- Plan early and book meetings

At the Show

Analysts and Advisors Relations:

- The major Analysts and Advisors for our industry will be at CS Week. This is a good opportunity to meet with them
- Plan early and book meetings

At the Show

Booth Attraction(s):

- Various approaches
- The issue is to stand out and be recognized
- We cannot tell you how to build your booth attractions, there are various ideas:
 - Giveaways
 - Other ideas (e.g. sketch artist)
 - Meet and greet a well know authority in your field

At the Show

Plan a Room Drop:

- Develop material for a room drop at the hotel
- Tuesday or Wednesday night are good nights to plan an Event: such as dinner, or take your clients to a special venue
 - Note you are not allowed to conflict with CS Week's special event on Thursday evening
- Monday is also open, however, attendees generally arrive Monday and Tuesday

At the Show

Participate in the Vehicle Give-Away:

- Another successful opportunity CS Week offers to our exhibitors is the Vehicle Co-Sponsor
- Each utility will be given an entry card with your booth number on it. Each attendee will need to have all the blanks stamped to be eligible for the car giveaway

Participate in Lead Retrieval:

- CS Week offers a lead retrieval service

After the Show

Debrief:

- Discuss what worked and did not work
- Review list of contacts, who did we miss that was there
- Discuss internal marketing matters;
 - What worked
 - Did not work
 - Staffing for next year
 - Booth issues and idea

After the Show

Follow-up:

- Determine follow-up plan for each contact
- Send a follow-up email to contacts, whether they are a lead or not, leads 6 months from now may have been a non-lead at CS Week
- Determine follow-up plan for leads that you did not meet, or rumors at the conference that you did not meet
- Determine follow-up plan for all strategic alliances

After the Show

Review Post-Conference Attendee List:

- There may be some last minute adds
- It will probably jog your memory as to accounts to be contacted

CS Week Dialog:

- Let us know what is going on with your business
- Complete the survey, or simply communicate with us directly