CONFERENCE MARKETING PRIMER

A Primer in promoting your Company at CS Week
Pre-Show

Themes, Messaging and Materials – CS Week provides you banner / logo usages to promote on your own website.

http://www.csweek.org/PromotionalLogos.html

- 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 (to be sent mid-April)

• 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 firm. 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
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 – Facebook and Twitter:

• We have a limited following on Facebook and Twitter. You are welcome to post to the site.
  www.facebook.com/CSWeekExcellence

• http://twitter.com/@CSWEEK
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
• Plan an Event:
  • 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 a bingo 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 all 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 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.