

# The high yield event playbook

## Proven ways to get more ROI from in-person event

In-person events are making a strong comeback, but are they driving the pipeline and revenue results your business needs?

In this playbook, discover how to effectively plan, host, and measure the success of your events, beyond vanity metrics.

### Formula for success:



#### Research events and topics: 5+ months before event

- Determine alignment between your ideal customer profile (ICP) and the personas of vendors and attendees
- Calculate all-in cost (don't forget those pesky hidden expenses, such as the cost to rent power cords for your booth)
- Secure budget from the appropriate departments



#### Craft your on-site strategy: 2+ months before event

- Determine success metrics (number of meetings, revenue converted, qualified lead generation, etc.)
- Select the onsite team and host a pre-event prep call to ensure the team is aware of the on-site strategy and success metrics
- Review vendors and speakers vs. your ICP or target account list to determine which meetings are highest priority



#### Carry out your pre-show plan: 1.5+ months before event

- Upload the list of speakers and vendors from the event website into [SalesIntel](#) to find contacts for your ideal personas
- Determine which businesses are showing Bombora Intent on your products and services to help prioritize your outreach efforts



#### Personalize your outreach: 1+ months before event

- Gather additional buying committee and target persona data (such as recent company news) beyond SalesIntel firmographic data
- Run a highly targeted ABM campaign with a CTA to connect while at show (15 minute syncs, coffee, etc).





### Execute a focused onsite plan: during the event

- Use lead scanners (such as SalesIntel's [ScanBiz Card](#)) for transcribable data back into Salesforce
- Schedule follow up meetings with booth visitors onsite
- Create a picture dictionary of key attendees to identify your top targets for meetings on the floor, if nothing was coordinated before the show



### Post-event touch points: immediately after the event

- Monitor activity on your website and Bombora Intent spikes against the attendee list
- Execute SDR campaign for all conversations that did not yet result in scheduled meetings
- Complete the onsite team handoff to assigned AEs

We hope these tips help you uplevel your event strategies and get awesome results.

To learn more about harnessing the power of Bombora Company Surge® and SalesIntel, please [visit this page](#) to request a demo.



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