

Vendere Partners has managed event details for more sales and technology events than any other B2B lead generation company in the business. Whether your event requires that you have an audience of 2,000 or a virtual audience of a dozen key players, Vendere will help you put the right people in the seats quickly and cost-effectively.

## GOALS

### Vendere's event audience acquisitions goals include:

- increasing clients' ROI in events by ensuring high event attendance rates,
- providing clients with flexible, customizable options that will allow them to outsource as much or as few event management tasks as they require, and
- uncovering and nurturing quality leads, strengthening current client relationships and partnerships, and increasing sales.

## EVENT-IN-A-BOX

Vendere's Event-in-a-Box, a suite of services that can be implemented together or parceled out according to clients' budgets and other requirements, enables Vendere to meet the above audience acquisition goals and more.

### PHASE 1 PLANNING

- Vendere gains a thorough understanding of your target audience.
- Timeline is developed.
- Budget is developed by taking into consideration venue, catering, event collateral, and printing and shipping fees.
- Audio/visual needs are determined.
- Reporting formats and schedule integrated into CRM system.

### PHASE 2 AWARENESS

- Venue, catering, and other contracts are finalized.
- Creative elements, including graphic design of all event collateral, audio/visual presentations, and venue setup materials are completed.
- Leads lists are developed based on prospect profiles.
- Registration web page(s) are built.
- Instructional sheet for presenter is created and delivered.
- Scripts are written.
- Training takes place.
- Soft telemarketing campaign begins.

### PHASE 3 PRODUCTION

- Full-scale telemarketing and e-marketing campaigns are carried out.
- Online registration, confirmation, and delivery of event logistics information take place.
- Recordings of all registration and confirmation calls are made.
- Event collateral is shipped.

### PHASE 4 PROMOTION

- Event takes place.
- Post-meeting survey and thank you message are delivered.
- Event results are generated and analyzed.
- Post-event follow-up with non-attendees takes place.



## SUCCESSES

- More than 20,000 attendees registered for well over 1,000 events for small, mid-size, and Fortune 100 companies.
- Registrant-to-attendee conversion rates of 32-65 percent, accurately predicted based on city, audience, and type of event.
- More than 16 road show tours in 200-plus cities carried out successfully in just four years.
- More than 2,000 partner lunch-n-learn events, 200 Microsoft events, 1,500 VmWare events, and 500 financial services webinars filled with qualified attendees.
- A minimum of 200 event audience acquisition calls made per client per day.
- Successful ongoing implementation of Event-in-a-Box solutions that can be scaled down to 10 attendees or scaled up to any number of attendees.
- Proven ability to leverage more than a decade of event management experience, CRM technology, and Vendere's contacts database, which holds over 4,000,000 contacts and has an accuracy level of 85%, to successfully drive attendance to more than 200 events a month.