



YOUR UPCOMING ARGYLE EVENT FAQs FOR SALES REPS



When can I expect the member attendee list to be accurate?

The RSVP list sent 5 days prior to the event is the most accurate. Typically 70% of attendees who reconfirm within 5 days of the meeting will participate in the event. About 20% of the RSVP list sent 5 days prior will cancel.



Can I tell you who I really want to meet?

Yes, please submit your Attendees of Interest via Argyle's Registration List Portal within 5 days of your event. Argyle's onsite team can then attempt to alert you when your targets have arrived. When possible, we can also help you locate them in the room.



What's the best time to network?

Breakfast through about 2pm local time for the event. As with all events, we do see some attendee "drop off" in the late afternoon.



What is the best content strategy to generate leads for sponsors?

All sponsors are requested to deliver thought leadership and not product pitches. However sponsors may take a range of strategies to deliver their thought leadership. If your organization has a speaking role, please connect with your team on the content strategy they have decided to pursue.

Please be aware some of your competitors may be speaking at the event as well. The agenda on the event website shows the detail of all content for the day.

AFTER THE EVENT

WHAT HAPPENS IF I DON'T GET TO MEET SOMEONE ONSITE?

You have several layers of Argyle's post-event support you can take advantage of:



Add your targets to your Argyle Alerts watch list:

- ▶ You'll be automatically alerted when contacts from accounts you care about are participating in ANY upcoming Argyle activity.
- ▶ The Alerts program will also help you identify net new names to help penetrate accounts.



Leverage your own sales support team to suggest a call post event:

- ▶ You receive the phone numbers and email addresses of those who attended Argyle's event (and did not opt out). We suggest your sales support team reaches out to see if the member is open to a post event call.
- ▶ Our members understand our events are made possible by sponsors, and some are amenable to such a call, although some may not be.
- ▶ Our clients see a 30% success rate in such calls.