



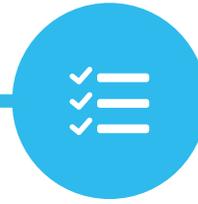
1 KICK-OFF CALL

- ▶ Walk through campaign deliverables and deadlines with your Argyle Team within 7 days of contract signature.
- ▶ Review information related to tips, best practices and overall expectations.



2 CLIENT RESOURCE CENTER (CRC)

- ▶ Utilize Argyle's CRC for easy event planning, management & submission of marketing materials.



3 RECRUITING WISH LISTS

- ▶ Share your target accounts with our team at least 4 months prior to the event date.
- ▶ We will invite them to the meeting to increase your team's opportunity to engage with prospects.



6 ATTENDEES OF INTEREST

- ▶ 5-7 days prior to your event, encourage your team to submit their Attendees of Interest via our Registration List Portal (RLP). Our onsite team can help them locate these attendees or alert them if they cancel.



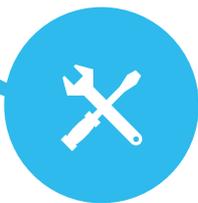
5 RSVP LIST REVIEW

- ▶ 30 days prior to the event, the RSVP list becomes available online for planning and attendee alignment purposes.
- ▶ Review the list to ensure the accounts and titles align to your team's goals, keeping in mind an overall cancellation rate of approximately 50%.



4 FEEDBACK

- ▶ We're going to ask for your feedback multiple times throughout your campaign. Please be candid in sharing this with us.
- ▶ The more we know about your needs and expectations, the better we can align to them.



7 EVENT BEST PRACTICES & PREP CALL

- ▶ Argyle will schedule a prep call for your event attendees.
- ▶ We'll walk through the onsite experience and tips to ensure they make the most of their time out of the office.



8 ONSITE SUPPORT

- ▶ Your team's Argyle liaison will greet them when they arrive.
- ▶ They'll review the final attendee list and give your reps an overview of the day.
- ▶ If your team submitted Attendees of Interest we'll help point them out in the room when possible.



9 POST EVENT

- ▶ You'll receive your post event brief with attendee contact information. Some tips, based on prior client experience, to maximize ROI:
- ▶ *Encourage your sales reps to reach out directly to members they met on site.*
- ▶ *Have your inside sales team reach out to attendees you missed or who cancelled for the event.*
- ▶ *Upload all attendee information to your CRM for inclusion in your marketing campaigns.*
- ▶ *Review the calendar of upcoming Argyle events to continue the momentum of your campaign.*

ONGOING SUPPORT



Track your key accounts 365 days a year with Argyle Alerts



Identify sales triggers on target accounts through Argyle Journal's library of market intelligence



Promote your own events and special offers to Argyle's membership



Participate in exclusive learning & development opportunities