

HOW TO MAKE THE MOST OF YOUR ARGYLE INVESTMENT

PRE EVENT:



Set yourself up for success. Approximately 70% of attendees confirmed one week prior to the event will be in attendance on event day. Consider selectively reaching out to attendees in advance to see if they're open to informal chats onsite.



Keep us in the loop. Convey Attendees of Interest to Argyle via our Registration List Portal. We can help you locate them onsite. We can also let you know if they've cancelled.



Check out the agenda. If your organization is presenting, know which topics they're covering as well as what your customers and competitors may be presenting. Express any concerns in advance if you think your content strategy does not appropriately reflect your organization.



Come well prepared! Have your personal introduction ready in advance for any key customers you want to meet. Ask Argyle for any intelligence we have on those members - i.e. Argyle Journal content.



Maximize networking with key targets. Consider taking attendees of interest out for dinner the night of the event.

AT THE EVENT:



Brief chats work best. Don't fall in love with one attendee. The goal is not to close them onsite, but to convince them to take a follow up meeting.



Lean on Argyle. Leverage Argyle's onsite staff and attendee GPS software to locate your attendees of interest or determine if they've checked in.



Bring something cool. Have a high impact offer available - content, attendance at your own event, etc. - to continue the conversation with attendees post event.

POST EVENT:



Leverage some best practices. Reach out to anyone who cancelled, using the cancellation as a reason to connect. Upload the entire post event attendee list to your CRM. Your inside sales team can use it to generate subsequent opportunities, and include in your demand and nurture campaigns.



Stay in front of important accounts. Set up Argyle Alerts to track your companies of interest 24/7/365 and to be notified of upcoming opportunities to engage with them.