ARGYLE
EXECUTIVE FORUM

**PRE EVENT PLANNING:** THE AEF ATTENDEE REGISTRATION LIST

Argyle begins attendee recruitment

▸ Attendees must meet the event's seniority and organizational revenue requirements to receive an invitation.

Please note that Argyle overbooks our events by double anticipating an overall cancellation rate of 50% throughout the entire recruitment process.

Argyle begins our attendee reconfirmation process

▸ Attendees who reconfirm within 10 days of the event have a 70% likelihood of attending.

▸ Attendees who do not reconfirm for the event, and who have not cancelled, have a 50% likelihood of attending

5 MONTHS BEFORE — **4 MONTHS BEFORE** — **!** — **1 MONTH BEFORE** — **10 DAYS BEFORE** — **1 WEEK BEFORE**
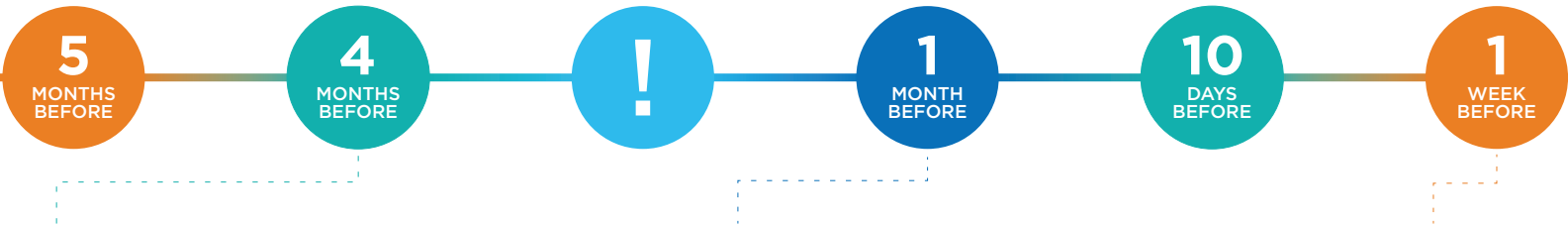
Submit your Wish List of target accounts for inclusion in recruitment efforts

▸ Argyle will add your Recruiting Wish List accounts to our existing recruitment efforts.

▸ The earlier we have these accounts, the more impactful our efforts will be.

▸ It's unlikely that we will be able to drive attendance from accounts received within one month of the event.

The RSVP List becomes available on Argyle's Registration List Portal (RLP) for planning and attendee alignment

▸ This list should only be used for general planning purposes as cancellations are still expected in the 4 weeks prior to the event.

Identify your Attendees of Interest

▸ Your Client Success Manager will send your executives a prompt to access the RLP.

▸ From there they can review the final RSVP list with registration statuses and identify their attendees of interest.

▸ The Argyle onsite team will attempt to help your executives locate their attendees of interest at the event.