

## EVENT ATTENDANCE WISH LISTS HOW DO I BENEFIT?

Sending your “Wish List” helps Argyle understand which organizations you’d like to see at an event, ensuring alignment between the event and your sales and marketing objectives.



### 1 TIMING

#### When do you need my wishlist?

- ▶ The more lead time we have prior to the event, the more we can help.
- ▶ We ask that you send your wish lists 3-4 months prior to the event, but no later than two months before the event.
- ▶ Submit your wish lists directly to your Client Success Manager.



### 2 INFORMATION

#### What information do you actually need from me?

- ▶ DO NOT send Argyle anything confidential (contact details, contact names, etc.)
- ▶ All we need are the names of organizations and we’ll do our best to drive attendees from those organizations to the event.



### 3 TRACKING

#### How will I know when people register from my list?

- ▶ You will automatically receive alerts via our complimentary Argyle Alerts system when your Wish List accounts register for any Argyle Event.
- ▶ You can view real time event specific updates within 30 days of your event via our Registration List Portal.

#### WHAT ELSE CAN YOU DO WITH MY WISH LISTS?

#### ARGYLE WILL USE YOUR WISH LISTS TO CREATE OR UPDATE AN ARGYLE ALERTS WATCH LIST FOR YOUR TEAM.

- ▶ Your Argyle Alerts watch list will provide tracking and intelligence on your target accounts 365 days a year, across Argyle’s entire membership.