

Google Partners

International Growth program

Connect Events on Air Playbook



Why are **Connect** events important for International Growth?

Agencies' 4 key barriers to drive export*

How to address with Connect Events?



Export confidence



Drive confidence both for agencies & clients regarding international growth



Tools to show client opportunity



Explanation of the tools to boost client's opportunities



Proper Ads Pitch to clients



In Person Ads Pitch to clients with Google Support



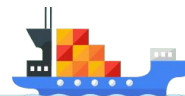
Go to Market support



Explanation of Go to Market support and best ways of solving problems

Main Goal: Transfer Google's know-how and drive international growth with a face-to-face pitch between agencies and clients with the support of Google ADMs and AMs

In case you are looking to organise a face2face event, please check out the [Connect Events Playbook](#).



Possible formats of Online Connect events

Discuss & agree with your local marketing team on the best format for your Connect event

1 1 agency : many clients

Typical Connect event with Googlers, one agency and its clients. The goal is to present International Growth novelties with the agency and the presence of end-clients, to let them know the key aspects, main trends and opportunities of export.

PROS

- Easier logistics
- Agency can organise & manage the event without Google's support on operation
- Option for using tool Apollo
- Impact many clients with export insights at the same time

CONS

- No personalized pitches to the clients
- Less practical approach
- Less best practices sharing

2 1 agency : many potential clients

Similar to the first type of event but this type mainly aims to attract potential clients and to present your agency as leading export agency in the market, expert on all Google's related international growth tools & insights.

PROS

- Easier logistics
- Agency can organise & manage the event without Google's support on operation
- Option for using tool Apollo
- Impact many clients with export insights at the same time

CONS

- No personalized pitches to the clients
- Less practical approach
- Difficult to find leads

3 1 agency : 1 client

This format is not at actual event, more like a business meeting with Googlers, agency and 1 of its clients where agency is pitching international growth to the clients with the support of the ADMs.

PROS

- Easy to organise
- Strongly personalized pitch
- High engagement on client level

CONS

- Non-scalable
- Not inspirational
- No international speaker can be invited
- Low impact

How to run a successful online Connect Event?

We have 7 main steps in the Connect Event Journey



1. Date and value offer

Agree on the format, logistics and the date of your event with the local Google team & ADM.



2. Pre-work: agenda, speakers, pitches

Align with your ADM on the **pre-work you have to prepare and its elements - content, pitches for specific clients, speakers from Google you need.**



3. Web and register

Create the **website for your event** or if the local Google team is managing it, make sure it is ready. [Example](#)



4. Suitable platform for online event

Identify the tool that you will use to host your online event, for example Google Meet if you're using G suite or YouTube.



5. Selection of clients & content

Discuss with ADMs and local Google team the **number and selection of your clients.** Send out the invitations to your clients (or ask Googlers to do so, based on the operational process you agreed on beforehand). Align on the content with Google teams.



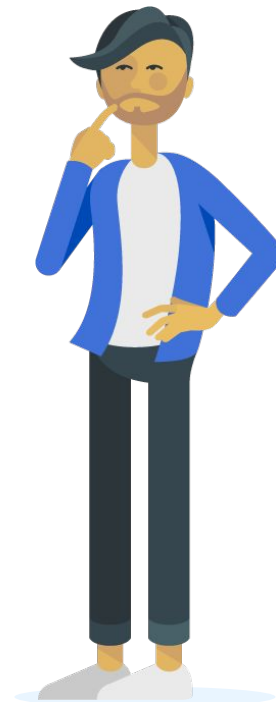
6. Secure enough presence

Make sure there will be enough Google representatives and account managers of yours to **cover all the clients-pitches with Googlers & account managers.**



7. Follow up and tracking

Follow up on the event, **send out satisfaction survey** to your clients (or ask local Google team to do so) and gather insights for all upcoming events.



How to run a successful online Connect Event?

We have 7 main steps in the Connect Event Journey



1. Date and main value offer

Talk with your **ADM and local Google marketing team**, select the best **date** for the event and, with enough time to prepare.

Choose the best format and agree on management, logistics and operational process with the local team.

Set KPIs of the event, and align on the goal with the Google team.



2. Pre-work: agenda, speakers, pitches

Depending on the format you choose (1:1 or 1:many) systemize preparations needed before the event. Agree on content, whether speakers are required. Choose case studies from your own experience or other ways to showcase your export expertise to clients. If you decide to do a pitch for a particular client discuss the required pre-work with your ADM. She/he will give you guidance on what is expected from you. It might be different from client to client.

Previously, the pre-work focused mainly

- **Current Markets**
- **Expansion** to new markets

Based on your ADM guidance, prepare an impactful, valuable pitch to the invited clients.



How to run a successful online Connect Event?

We have 7 main steps in the Connect Event Journey



3. Web and register

Either you creating the website or the Google team, make sure it is ready in time and **the registration is open**.

If Google is creating the website for you, give the local team all the information required and be cooperative.



4. Suitable platform to host online event

Identify the tool that you will use to host your online event, for example Google Meet if you're using G suite. Explore your options taking into consideration possible limitations but also benefits.

If you would like to learn more about using Google Hangouts (maximum participants, best practices) reach out to your local Google POC.



5. Selection of clients + content

The selection of the clients are the key for your event. **Select clients** with high **potential** in **International Growth** and huge willingness to attend and put all their effort in understanding the crucial aspect of Export in their company.

Based on the operational process you agreed on, invite your clients to the event.

In terms of content of the presentations, the pre work as well as final deck needs to be approved by local marketing and sales (ADM) regarding focus of the event, topics to be covered and speakers.. Please find [here](#) the suggested content & agenda of an IG Connect event.



How to run a successful online Connect Event?

We have 7 main steps in the Connect Event Journey



6. Secure enough presence of agency accounts and Googlers

When arranging a Workshop is really important to secure:

- **Enough Account Managers** from your agency (One per client, at least).
- **Googlers (AM)** to give support to the pitch and to make sure the clients feel the support of Google.



7. Follow up and tracking the event

Based on the operational process you agreed on, send out a satisfaction survey to your clients (or ask the local Google team to do so).

Tip: To get as much feedback response as possible from your attendees, we strongly advise sending your feedback form during your online event and provide a couple of minutes to them to fill it in. This will help gather insights for any future events to both you and your local Google team.



Event Execution Roles & Responsibilities

Sharing responsibilities between You (agency), Local Marketing and GCS (Sales)



		MKT	SALES	AGENCY
Planning	Set the guidelines of organising Connect events	✓		
	Agree on the format and date of the event & responsibilities regarding logistics & operation	✓	✓	✓
	Select the event platform	✓		✓
	Giving pre-work guidelines to agency		✓	
	Prepare client- pitches for the event		✓	✓
	Website + Invitations (depending on formal agreement) + Platform	✓		✓
	Selection of clients to be invited by agency		✓	✓
	Agenda + Speakers	✓	✓	✓
Execution	Presenting at the event and give speeches (depending on final agenda & speakers)		✓	✓
	Secure enough Googlers + account managers from agencies to support the client-pitch		✓	✓
Measurement	Event follow-up & feedback survey	✓		✓



Example Agenda & Content

Event shouldn't be longer than 2.5 hours. If longer than 1 hour, breaks required

1 Inspirational Introduction

2 Product Education Slot

3 Global-Trends

4 Pitch/Case Study

5 Guest Speakers

6 Q&A

1. Inspirational Introduction

It's always a good idea to bring some C-Level profile to lead the inspirational introduction. As speakers, you can select people from Google (mainly managers) or people from other organizations within the tech field.

2. Product Education / Tools Slot

Information about product or useful tools are always great in International Growth meetings. It's not only important to inspire or explain the audience the importance of export, but also to teach them how to use the tools Google is offering.

3. Global - Trends

It would be interesting to try to explain which are the global trends in terms of export in digital. You can bring in a speaker from international trade organizations or embassies in your market.

4. Pitch/Case Study

If you choose 1:many format it is still valuable to showcase how your agency approaches export practically. Think about a case study or think of imagined business and show how you create a 'mini-export plan' for the company. Make sure the example is relatable to your target clients and you share enough practical examples: current situation, digital-export opportunities, the usage of existing tools..

5. Local Guest Speakers

If you are familiar with any local and relevant speaker on any International Growth pillar (from payments, to shipping, logistics, etc) invite them to join the online event and share some tips and local best practices.

6. Q&A

Leave time for Q&A session for participants. You can collect the questions prior the event or make sure that someone from the team notes if there were any questions during your presentation.

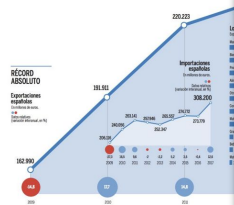


Connect Event Content Template

for editable version please reach out to your Google Specialist

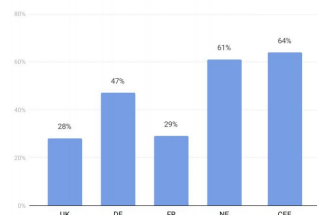
The evaluation of export in [Your country]

282.300
millones de euros



Export is equal to 64% of CEE countries GDP and constitutes an opportunity for small and medium

Export as % of GDP



The CEE countries economy is largely export-led: exports account for 54% of GDP.

Example: Insert relevant statistics.

Google Partners

International Growth program
Connect event





Tips on how to master online events

Elevate your connect event with the right tools & resources

Google offers to support your event if needed with multiple ways.

Please talk with your local Google POC about your needs and request any of the below to help take your event to the next level.



1. Equipment for online event

As there are so many webinars and livestream happening make sure the quality of your event speaks for itself. Research quality microphone, camera, lightening or background options.



2. External Speakers

To make sure your event stands out really think about content you want to present to leave right impression of your agency to participants. Having an external industry leader will really help your event become relevant and even more credible. Ask your local Google POC for details.



3. Swag

Think about prizes for those participating or the most engaging. It could be Google swags or something else that communicates that you are one of the leading export agencies in the region. Your local Google POC might be able to ship these for you directly to your participants.

How to host professional online events (over Meet or YouTube)



Pre-Event

Adjust timing (date Tues-thurs), before noon, max 2,5 h

Dry-run and technical tests for reconnecting (light, voice, all speaker together, handover from one speaker to another)

Prepare scenario for the webinar (who, when, what) in a doc

Include in reminder before the event instructions for how to dial in/ attend and/or prework

Set -up separate channel for technical questions

During the Event

Allow 5 minutes in the beginning for people to join

Share and remind rules for participants

Assure engaging surrounding/ set-up for speaker

Ask easy intro questions so people can answer on chat

Include in the beginning one tip to connect with them: one tip what they recommend cooking/ city/ last tv show

Encourage people to ask questions during presentation over chat and remind about that or to unmute if small group

After -Event

Send the feedback form in exchange for presentations or slides summary

Prepare the list of attendees



Ask your attendees for Feedback

Getting feedback from your attendees is very important as it helps you gather insights for future initiatives



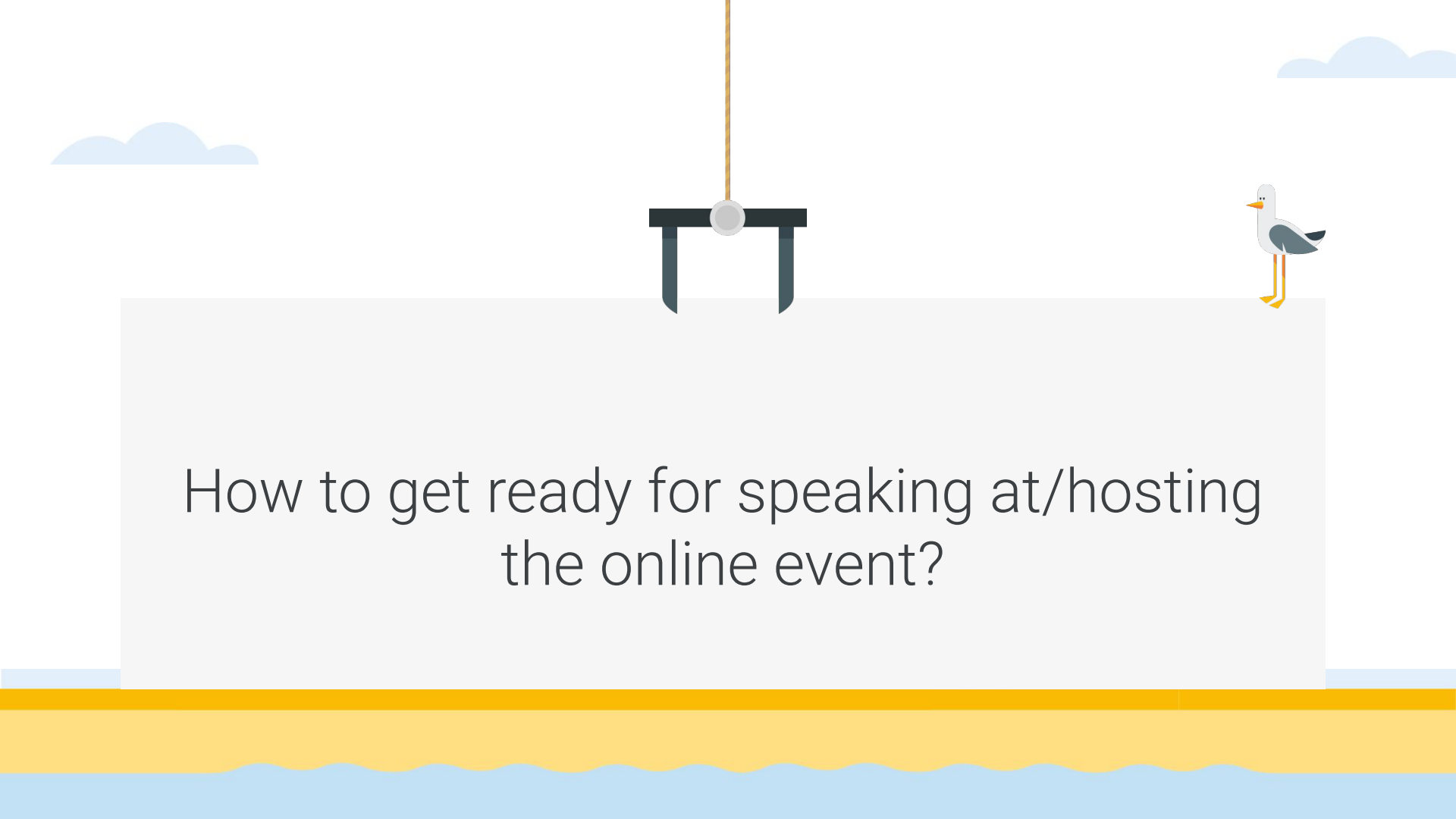
Tip: Share a feedback form before your event finishes and give 2 minutes for your attendees to fill it in before proceeding.

To make it easier for you, we have prepared a [feedback form](#) which constitutes some of the most important questions you can ask your attendees.

Ask your local Google POC if you want them suggest further questions and how we use insights to improve our online initiatives.

The screenshot shows a feedback form with a header image of various global landmarks. The form title is "Google & Agency Name | Feedback form". Below the title is a short introductory text: "We would like to gather your feedback and comments to help us improve our future online events Please take a few minutes to fill in the below form." A red asterisk indicates a required field. The form contains three input fields: "Email address *", "Company Name *", and a rating question: "On a scale from 1-5, how helpful was this event for your business? *". The rating scale has five radio buttons labeled 1, 2, 3, 4, and 5, with "Not so helpful" on the left and "Very helpful" on the right.



A stylized illustration of a stage. At the top center, a thin gold line descends from the top edge to a black microphone stand with a silver microphone head. To the right of the stand, a white seagull with a grey wing and an orange beak stands on the edge of the stage. The stage floor is a solid yellow horizontal band. Below the stage, there are light blue wavy lines representing water. In the background, there are light blue clouds. The text "How to get ready for speaking at/hosting the online event?" is centered on the white stage area.

How to get ready for speaking at/hosting
the online event?



SPEAKER

Two / three days before online meeting



*

Do a **technical test** before the start of the event with a support person from marketing

*

Make sure you **have a stable internet connection and a working camera**, its strongly recommended to keep a modem and an external camera in stock (report such a need to the marketing team)

*

To see both your presentation, participants and yourself, **use an additional camera**, e.g. in your phone

*

Make sure that there is **good light in the room** at a certain time (if your event will take place at 9:00 do a test also at 9:00)

*

Try to get **additional branding** (e.g. wall) if possible (confirm the available options with the marketing team)

*

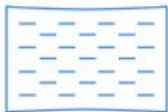
Prepare notes to present freely

*

When preparing the presentation remember that the computer screen is smaller, participants can sometimes dial from phones / tablets, so remember about the rules of a good presentation - not too much text on slides and bigger to make it visible

*

Consider whether you need the **help of a moderator**



*

If there are other speakers but you, it is necessary that you do a **dry run**





SPEAKER

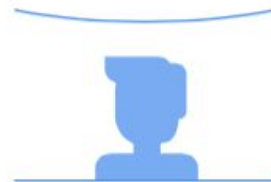
On the day of the online meeting



Dress professionally - as for a business meeting



Avoid patterns and logotypes - patterns like stripes, get pixelated on screens



Make sure you stand out from the background (dark background - light clothing, light background - dark clothing)



Before you start, check how you look in the mirror to feel comfortable



Pay attention to your body language, look at the camera, do not make excessive gestures, eliminate unnecessary noises



Remember to speak slowly and clearly, do not turn your head away from the microphone, do not cover your mouth with your hands

S SPEAKER

During an online meeting

*

To create a **bond** with participants, at the beginning give some advice (how to work effectively from home, what works for you, ask what to cook, what music to listen to etc.)



*

Remember to save the right amount of time to **summarize the content** provided during the webinar, participants pay attention to it

*

Decide on **form to ask questions** and inform the participants about it (microphone ~ 10 people / chat ~ 25 people / slido > 25 people)

*

In the meantime **ask a relaxing question**, e.g. what series are watching on Netflix or from which cities the participants dial in

*

If you **ask a question** expecting an answer on chat, make sure that it is formulated in a way that the answer is short / quick to write

*

If the group is not very active, when asking a question, **try to call the person who displays first** / was active a moment before / you created a bond with - inform beforehand that you will do so

*

Encourage people to ask questions and from time to time remind them about this possibility

*

Communicate with participants in a **short and specific way**

*

When you don't present, switch **the Hangouts view**, so that your face is visible

*

If you present - you don't see comments in the chat - if possible, dial also from the other device to **keep an eye on the chat**

*

Praise participants for being active and taking part

*

Make breaks while talking from time to time to ask if participants have any questions (if possible, do it every 10 min)

*

When you read a question from a participant, for a more personal approach, **start by mentioning his or her name** - "Kasia asks how ..."

*

Ensure something unexpected at the end - a reward, article you recommend, good song etc.

*

Prepare yourself a few FAQ so in case of no questions from participants you can say "I often receive a question like ..."





HOST

During an online meeting



*

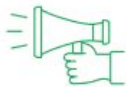
Dial in the meeting **minimum 10 minutes earlier** to prepare and check the equipment, remember that participants also come earlier and will observe your preparations if you start too late

*

Inform participants if you are going to record the meeting

*

Inform participants about the meeting agenda and when there will be breaks



*

Get yourself a glass of water and tell the participants to do the same, so that, they don't have a reason to leave from the computer and get distracted

*

If the speaker's presentation is relatively short, take over the presentation from him, make sure you set the signal for a slide change

*

A few minutes before the end, **place in the chat, the link to the feedback form** so participants may fill it straight away - sent by e-mail will collect much less answers

*

Wait 5 minutes for possible latecomers

*

Get the support of an agency or other Googler who will take care of taking screenshots or writing down a list of people present at the meeting

*

If during the meeting all the questions cannot be answered, make sure that the replies were sent after the meeting



*

Briefly remind the main rules of Hangouts:

- participants should have their cameras turned on to ensure speaker comfort and maintain more personal character of the meeting (unless that this significantly affects the quality of their connection)
- participants should be muted, the microphone collects even the slightest noise from the environment, even if they are currently not saying anything,
- inform participants not to mute the speaker





Creating a website for your event

Can Google help me create my own website?

There are two ways that Google can support you in order to have a website for your online event.

A. Request access to our Events Management tool & set up your own website at your own pace

Approximate set up time: 48 hours



1. Our Google Partners Events Management tool is a one stop platform that allows you to organize your own Google events - complete with a Google website, sign up flow and lead tracking. Secure enough presence of agency accounts and Googlers.
2. Request Access to the tool (if you don't have already) and inform your local Google POC for faster approval.
3. Create your event website in minutes and make sure to add all relevant information including speaker details and resume, topics covered, and expected target audience to join.
4. Share your website with your prospect attendees and ask them to register. Make sure to follow up for increasing the chances of high attendance.

B. Talk to your local teams and they will set up your website for you

Approximate set up time: 7 working days

1. Your local Agency Development Manager along with the marketing team are able to set up your online event website with a unique registration form, details on the agenda, speakers and communications for your prospect clients.
2. Provide all relevant information about your online event (date, time, speakers & bio, photos, agenda) so that your page can be set up.
3. Allow 48 hours for the marketing to set up your page before you start promoting it to new or existing clients (registration on the event page is required)
4. Share your website with your prospect attendees and ask them to register. Make sure to follow up for increasing the chances of high attendance.





Co-branding Guidelines

Displaying Partner badges in your communication/website

How you can use the Google Partner badge

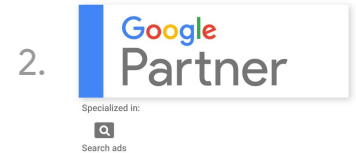
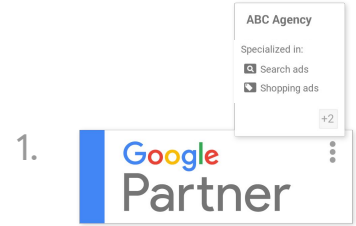
What to use

Google Partners can use three versions of the badge:

1. Partners will use a dynamic badge on their website that is implemented as a piece of code. This will help Google combat badge misuse and remove badges if a company loses its eligibility.
2. Company administrators from Partner companies will have access to static badge assets via the portal. They can use the static badge in print materials or where the dynamic badge can't be implemented.
3. If company has not earned any specializations, it will use the static badge without specializations.

Partner badge usage guidelines are also available in the [Help Center](#).

For further support on co-branding guidelines, please reach out to your local marketing POC.

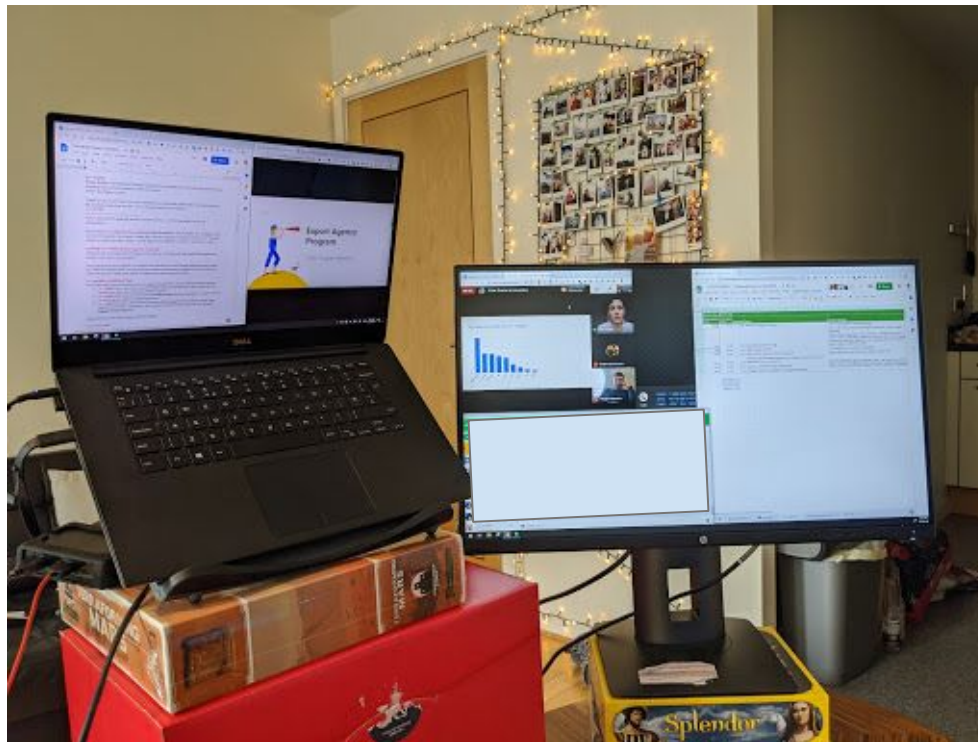




Materials and inspiration

Pictures. Home set-up scenario

Inspire yourself



[Link](#) to pics album

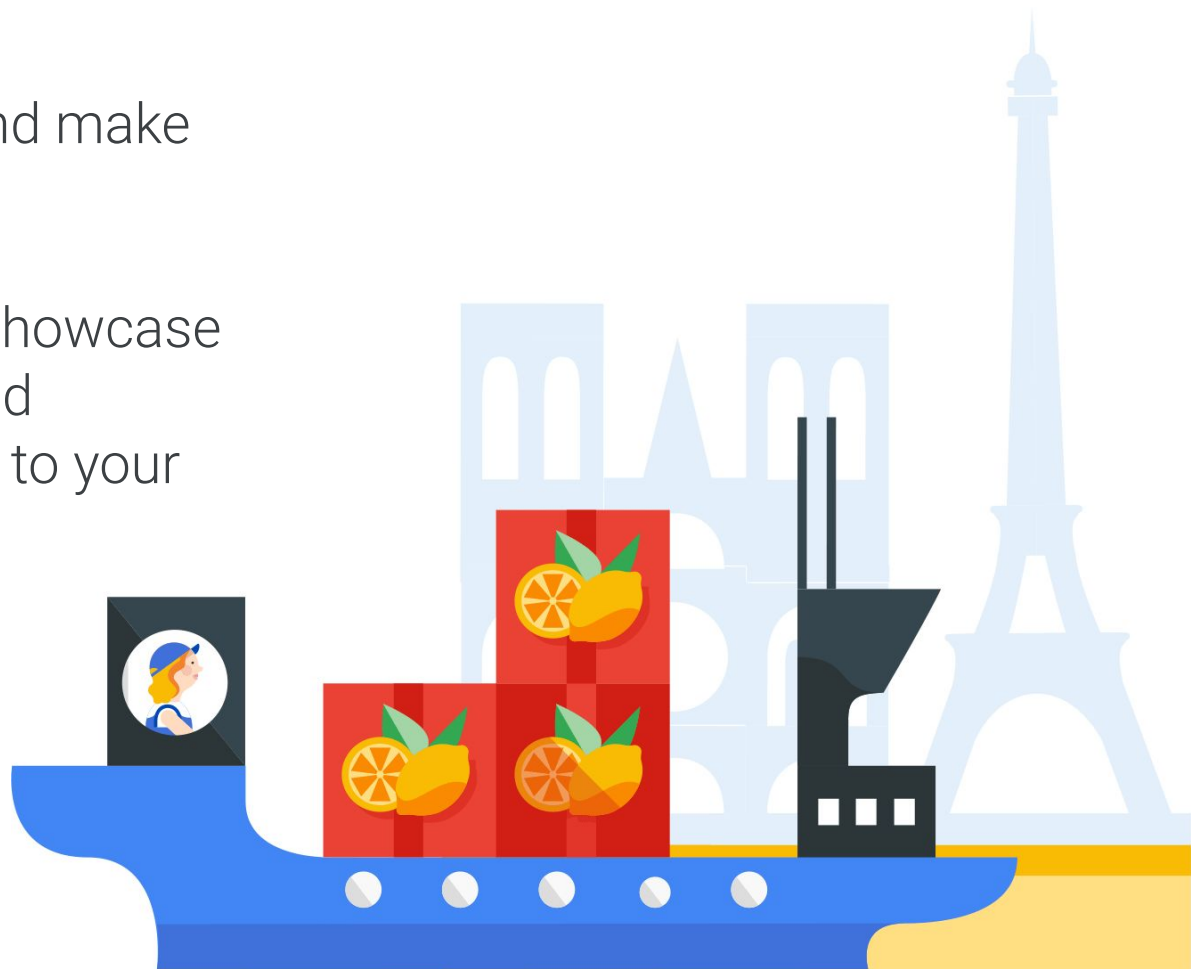
Gifts for your event participants

A great idea to appreciate your guests for attending your event is to provide a gift after the event. We are sharing a few ideas of gifts you can ship to your event participants after your online connect event. Check out some Work From Home ideas in [Google's merchandising store](#).



Think outside the box and make your event exciting!

It's your opportunity to showcase your export expertise and partnership with Google to your clients.



Thank you

Reach out to your local Google POC for more info.

