

# The one-stop guide to winning leads from events

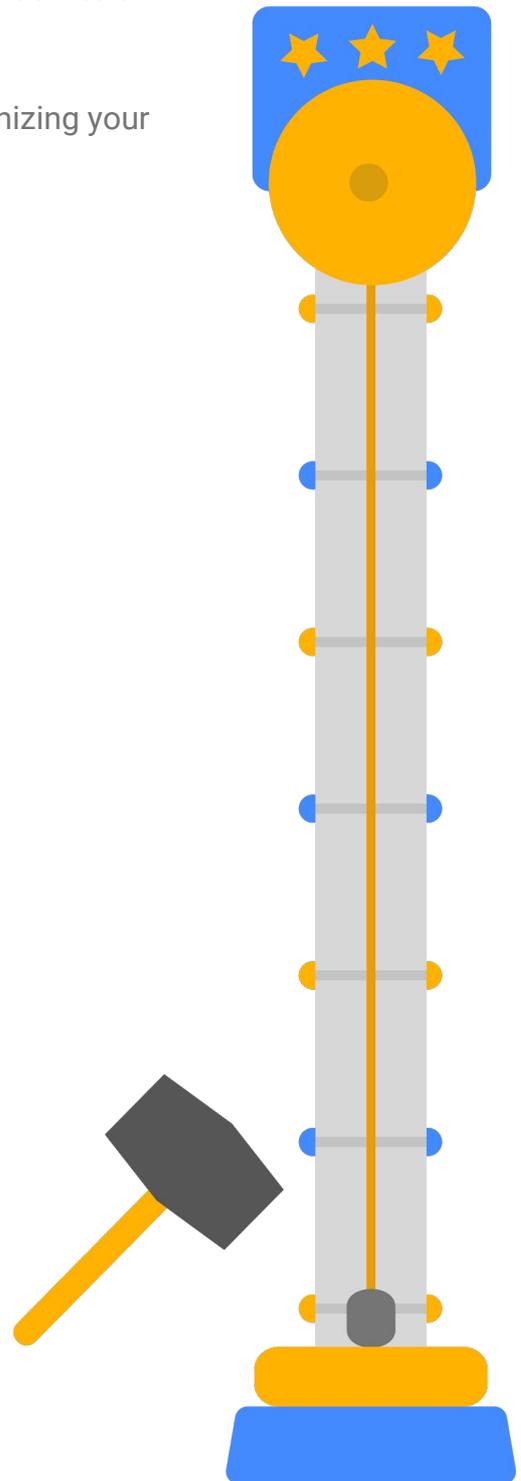
Top tips to help your agency find and connect with clients at events.



## Seeing the opportunity

Attending an event is a great way to make new contacts and meet potential clients. But how do you turn a day at a conference into a successful investment that results in customers?

Here's a plan to guide you through everything from organizing your day to perfecting your follow-up.



## Before the event

**Make sure the event is right for you** – Before you buy tickets, research the event, speakers and likely guests to make sure it will offer the right opportunities.

**Talk to people online** – Networking starts long before you walk through the door. Find the event on social media, look through hashtags and join the conversation.

**Research attendees** – Look into guest speakers or other people who say they're attending on social, and identify those who you'd like to speak to.

**Research industries** – Make sure you're up to date on industry news that is relevant to your target clients. It shows that you understand their work and challenges.

**Set goals** – Have clear, measurable goals of what you want to get out of the day, who you hope to meet and the outcome you're working towards.

**Plan your time** – Create a schedule of what you want to see. Aim to have a clear structure to your day, but leave free time for impromptu chats or meetings.

**Prep your team** – If you're attending with other team members, take the time to brief them before the event. That way everyone is clear on their role and objectives for the day.

**Practice your elevator pitch** – You need to encapsulate what you do and how you can help people in 30 seconds. When you're putting your pitch together, think about your audience and their needs.



Partners  
Podcast  
episode

For tips on perfecting your elevator pitch, check out the Google Partners Podcast episode #6 [‘Selling and positioning yourself in a crowded market place.’](#)

## During the event

**Get the basics right** – Having a smart appearance and arriving early are basic things, but first impressions really do count.

**Listen more than you talk** – Make sure you listen carefully to what people are saying so you can identify how you can help, and qualify the lead better later.

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**Stop selling. Start helping.**

- Zig Ziglar

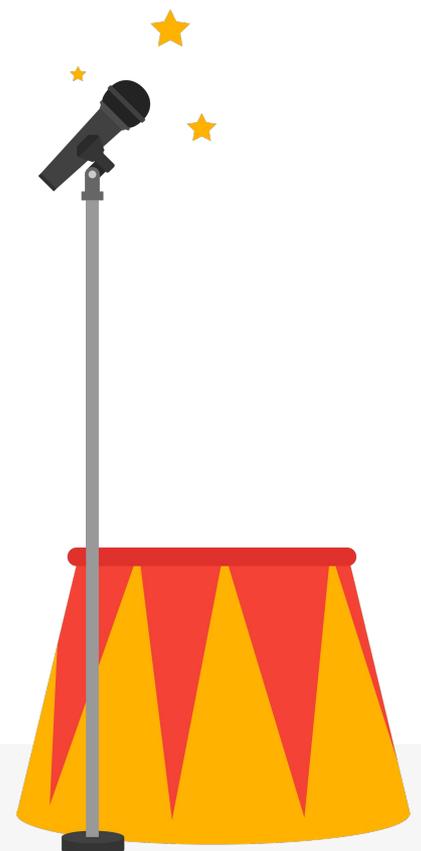
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**Make notes throughout** – Take a few seconds after each conversation to note down what you spoke about and how to follow up. Don't assume you'll remember!

**Be assertive** – End conversations with a clear intention to follow up after the event - leads are more likely to be more receptive if they're expecting to hear from you.

**Talk to speakers at the right time** – If you're hoping to talk to one of the speakers, make a point of doing it before their presentation when they're more likely to be available.

**Stay social** – Although you don't want to be tied to your phone, checking in occasionally to join in conversations on social media can help raise your profile during the event.



## After the event

**Prioritize your follow-ups** – Set aside time to send prompt follow-up messages. If you've invested in finding the leads, it's worth investing the time to build a relationship.

**Contact people you didn't meet** – If you didn't get chance to talk to someone at the event, all is not lost. Get in touch saying you're sorry to have missed them, and start a conversation from there.

**Tailor follow ups** – Don't send a generic email. Use your notes to send helpful and tailored messages - for example sharing a relevant article, some tips or an interesting case study.

**Stay social** – A great way to keep conversations going after the event is to share your key takeaways on your blog or social channels.

**Review your success** – Evaluate whether the event was worth the investment of your time and money. See if you met your goals - if you didn't you may need to adjust your approach or try a different event next time.



Live events remain the top lead generation source for B2B marketers.  
(MediaPost, 2015)

## You're all set

Like most things, generating leads from events takes practice. But by planning, keeping focussed and reviewing your success, you can give yourself the best chance of making it an investment that pays off.

Good luck!

