

Events & Tradeshows: From Strategy to Results

Events and tradeshows are a commercial growth engine, not a logistics exercise. Each investment must drive measurable pipeline impact, strengthen market position, and reinforce a unified narrative across Marketing, Sales, and Delivery. Once you've said "yes to the event", define success by answering four essential questions in the run up to show date:

- Have we intentionally planned to ensure quality conversations with ICP aligned prospects?
- Do we view this event as a meaningful opportunity to accelerate deal velocity?
- Will this create a clear path for customer expansion or deepen existing relationships?
- Have we aligned our content, insights, and thought leadership to fuel future brand awareness and market authority?

PHASE		TACTICS	OWNER	R E S U L T
S T R A T E G Y	Advanced Planning (3-12 months)	• Define event objectives tied to pipeline, revenue, and brand goals • Establish ICP tiering criteria and target-account list for the event • Build an Event Toolkit (core messages, differentiators, proof points, talk tracks) • Align budget, investment, and expected ROI thresholds • Convene Sales & Delivery teams for message mapping, using content and messages as an accelerant • Identify attendees and include them in all the pre-planning • Conduct event training • Brainstorm and plan an accompanying VIP experience (experiences create top-of-mind recall for future business) • Plan pre-and post-marketing and inside sales actions	• Marketing/Sales/Delivery Leaders • Sales/Delivery Leaders • Marketing • Marketing/Sales/Delivery/Finance Leaders • Marketing/Sales/Delivery Leaders • Marketing/Sales/Delivery Leaders • Marketing/Sales Leaders • Marketing/Sales Leader • Marketing/Sales Leaders	
	Spread the Word (1-3 months) / Create the Buzz	• Establish pipeline goals by pre qualifying leads (list reviews, reaching out to clients: prospective & active) • Implement the content integration strategy by creating emails (personal & blasts), website landing page, and social media with CTA: appointments, hospitality event • Create an email signature with CTA link • Capitalize on all event contractual perks • Launch thought leadership content tied to event themes as a multiplier not an afterthought • Personalize outreach by segment (ICP tiering, customer vs. prospect) • Align executive to executive meeting strategy • Publish pre event POV on market trends to establish authority <i>In the final weeks leading up to the event, Marketing/Sales host weekly updates including a Know Before You Go meeting (one week out).</i>	• Sales/Delivery Leaders • Marketing/Sales/Delivery Leaders • Marketing • Marketing • Sales/Marketing Leaders • Executive Sponsors • Marketing Leader	

PHASE		TACTICS	OWNER
S T R A T E G Y	On-Site Engagement	- Start each day with a team huddle (what to expect, who to connect) – get psyched! - Use lead generation app and SCAN BADGES with notes (cold, warm, hot) - Implement the conference training (e.g., ice breakers) - Cover the booth at all times with delivery leaders on site during high traffic times - Execute the experience(s) planned - Capture competitor intelligence: messaging, product positioning, and booth traffic insights - Record short video clips or quotes for post event content - Ensure consistent delivery of Event Narrative Toolkit across all conversations - Track executive meetings and outcomes in real time	- Marketing/Sales Leaders - Marketing/Sales/Delivery Leaders - Marketing/Sales/Delivery Leaders - Marketing/Sales/Delivery Leaders - Marketing/Sales Leaders - Marketing Leader - Marketing/Sales Leaders - Marketing/Sales Leaders - Marketing/Sales Leaders & Executive Sponsors
	Post Event Follow Through (1 day to 4 weeks)	- Upload all leads to your CRM tagging them as a campaign - Debrief as a team: what worked and where can we improve (use survey results) - Run a pipeline acceleration sprint with Sales for top tier leads - Produce a competitive insights brief - Publish a post event POV or recap article - Evaluate event performance against pipeline, revenue, and engagement KPIs - Document learnings in an Event Playbook for future replication	- Marketing/Sales Leaders - Marketing/Sales/Delivery Leaders - Marketing Leader - Marketing/Sales Leaders - Marketing Leader - Sales Leaders - Marketing/Sales Leaders
	Measuring ROI	- Track publicized post content metrics (e.g., downloads, CTA behaviors) - Measure pipeline influence, deal velocity impact, and customer expansion outcomes (set reminder to run reports: 3-6-9-12 months) - Calculate cost per lead, cost per meeting, and cost per opportunity - Compare event performance to investment criteria and future event selection framework - Anchor & present ROI findings to executive leadership with recommendations	- Marketing Leaders - Marketing/Sales Leaders - Marketing Leader - Marketing/Finance Leaders - Marketing/Sales Leaders
	Events deliver meaningful ROI when they are embedded in a unified commercial strategy and supported by aligned marketing, sales, delivery, finance, and executive teams. With the right executive level marketing and communications leadership, organizations can transform events from isolated activities into a scalable growth engine that advances strategic priorities, accelerates revenue, and prepares the company for what’s next.		

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