



Event Promotion



Events are extensively used within the IT industry to promote new products/services and provide an agreeable environment for establishing business relationships.

CPB is well positioned to assist in making such events a success. Utilising our comprehensive database of IT contacts we engage our knowledge of current technology and the experience of promoting many events to drive attendance.

Specific aspects we support:

- Identifying potential delegates, companies and individuals
- Promotion to your target market
- Audience acquisition
- Gaining commitment and registrations
- Attendance confirmation and final verification of turnout
- Post-event follow up and evaluation
- Feedback/agree next course of action

Typical Objectives

- To compile a list of target attendees
- To raise event and brand awareness
- To boost attendance
- To outsource the pre- and post-event confirmation of delegates

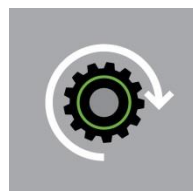
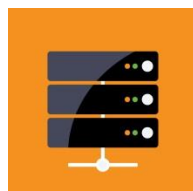
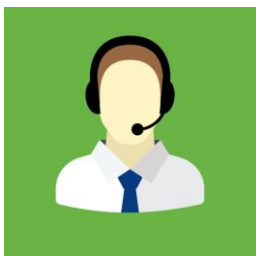
Method

A list of target attendees is compiled by searching data held in CPB's Prospectabase and adding any client/third party records. This creates the campaign audience.

Promoting, gaining commitment and confirmation is achieved via a blend of online registration, emailing, direct mail and telephone calls from a CPB telemarketer.

Reports

- The list of target attendees can be submitted to the client for checking prior to any calling or emailing activity.
- Promoting, gaining commitment and confirmation will be done through an agreed blend of online registration forms, emailing, direct mail and telephone calls from a CPB telemarketer
- An agreed activity plan will be created and published by CPB
- A report on daily activity and results will be circulated
- Individual reports on any post-event follow up will be delivered by CPB



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