



Event Promotion

Creating a Buzz for Your Next Event



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

These days virtual events and webinars have temporarily replaced face-to-face events, but they are no less significant as tools in your brand awareness, customer loyalty and lead generation strategy.

With the investment that goes into planning and logistics, it's just as vital that virtual events and webinars are marketed effectively and to the right audience.

We live in a digital environment with end user engagement habits changing constantly. Activities to reach your target audience must now be more innovative and various channels should be utilised, i.e. digital, social, telemarketing and eMarketing.



CPB's Event Promotion service is designed to take your virtual event or webinar to market.

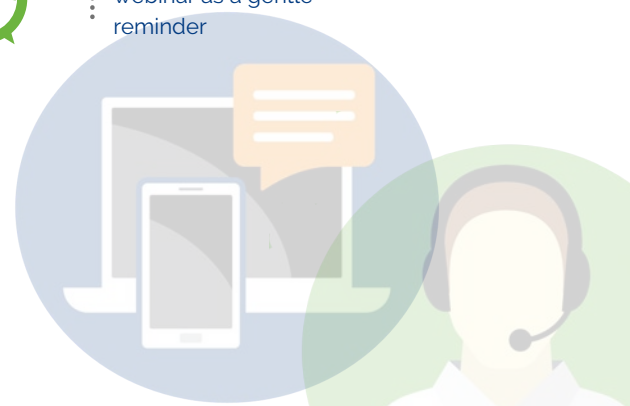
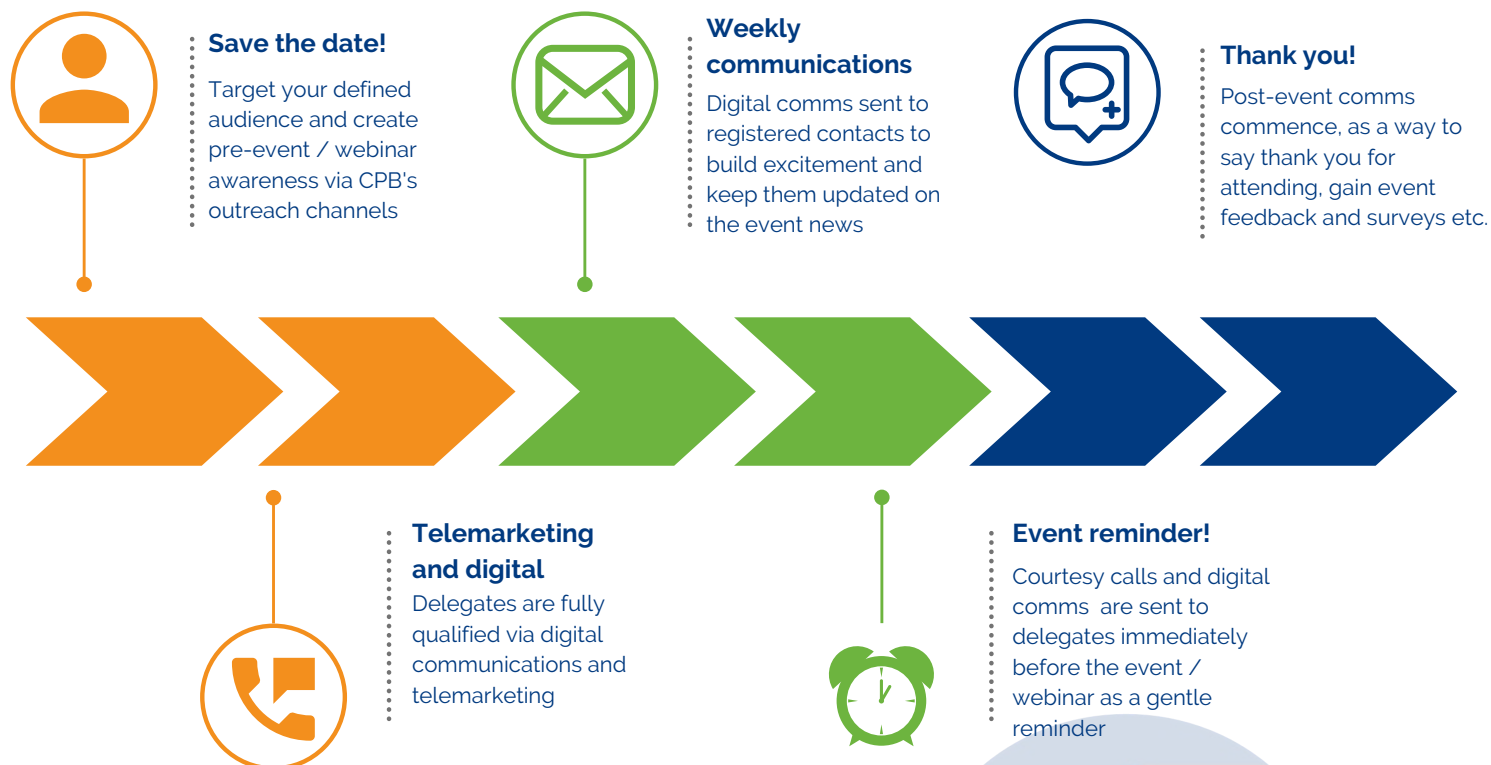
Having worked in the IT industry since 1998, CPB's agents have an excellent understanding of how to position and promote an IT event to an end user audience, whether virtual or face-to-face. With exclusive access to ProspectaBase, the UK's leading IT Industry end user database, each campaign is complemented with use of intelligence rich target data.

Using a combination of outreach channels from digital to social and telemarketing, CPB markets your event to raise awareness and drive attendance.

Specific aspects CPB are able to support:

- Identifying potential delegates, companies and individuals
- Promotion to your target market
- Audience acquisition
- Nurturing of registrations until the day of the event
- Attendance confirmation and verification of turnout
- Post-event follow up and evaluation
- Post-event survey

Virtual Event or Webinar Promotion Timeline



VIRTUAL EVENT OR WEBINAR CAMPAIGN NUTS AND BOLTS

We recommend starting event promotion activity 6-8 weeks prior to the event date. A campaign briefing takes place to discuss the event as well as to decide on outcomes and target audience criteria (vertical, company size, geography, target job titles, etc). Resource is decided for each service remit and a workflow is created for the upcoming activity.

The registration nurturing process is discussed to ascertain the variety of services to be utilised, which could include any or all of the following;

- Telemarketing
- eMarketing
- Digital marketing via TechKnow.Online
- Social
- Post-event survey and lead generation

Clients compile all necessary eMarketing/digital assets and share with CPB, for integration within CPB's marketing automation platform. All communications are set up as per the workflow and a briefing document is prepared by CPB; this forms the basis for educating CPB's telemarketers on the task.

Calling commences. Decision makers or senior influencers within targeted accounts are approached and - if opportunity exists - CPB telemarketers register the contact for the event. All registrations are flagged via the registration landing page, which generates a "thank you for registering" communication. The registered contact then receives weekly update emails via CPB's marketing automation platform.

A registration report is shared with the client, via CPB's Sales Lead Manager portal, by 9:30am each day, providing an overview of results from the previous day of calling.

OUR PEDIGREE

Having worked in the IT industry for over 20 years, CPB is experienced in delivering marketing campaigns across a plethora of solutions, products and services in IT, network security and infrastructure.

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CPB ACCREDITATIONS

CPB is serious about what it does and ensures our people have the right level of IT/technical knowledge to act as brand ambassadors for your products. CPB's agents undertake vendor sales accreditations to ensure they're up to speed with the latest innovations, portfolio developments and product USPs.

Our team has now obtained over 75 accreditations from 21 vendors.



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