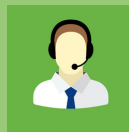




Event Promotion

Creating a Buzz for Your Next Event



INTRODUCTION

Events are used extensively within the IT industry to promote new products or services and provide an agreeable environment for establishing business relationships. With the investment that goes into planning, hiring a venue, catering and booking guest speakers, you need to ensure that the event is 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.



OVERVIEW



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

Having worked with 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. 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.

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

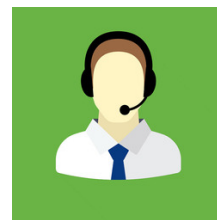
Specific aspects CPB are able to support:

- 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

EXAMPLE REGISTRATION NURTURING LIFE CYCLE:



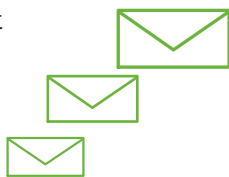
Target audience is approached by CPB's agents via telemarketing. eMarketing & digital assets are broadcast



Contacts are qualified and registered via the telephone. Contact details are entered into registration landing page



Weekly comms are set up, to be sent to each registered contact, keeping them updated on the event agenda, guest speakers, venue logistics, etc.



"Thank you for registering" email is automatically sent to the contact's email address



Registration courtesy calls take place, as a reminder of the event. Reminder email alerts are also despatched



Post-event activity commences; to include lead generation reports, event feedback and surveys



EVENT PROMOTION: CAMPAIGN SET UP

We recommend a 6-8 week window between event promotion activity commencing and the event date. A campaign briefing takes place to discuss upcoming event, venue, messaging, agenda etc. As well as to decide on ideal outcome for volume of attendees and target audience criteria (vertical, company size, geography, target job titles, etc).

The registration nurturing process is discussed to ascertain the variety of services to be utilised;

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

Resource volume is decided for each service remit and a schedule / workflow is created for the upcoming activity.

Client compiles all necessary eMarketing/digital assets and shares with CPB, for set up within CPB's marketing automation platform. All communications are set up, as per the already compiled schedule/workflow.

A briefing document is then prepared by CPB and circulated for approval, and it is this that forms the basis for educating CPB's telemarketers on the task in hand.

Calling commences. Decision makers or senior influencers within the targeted accounts are approached and the CPB telemarketer endeavours to qualify whether an opportunity exists and in turn registers the contact for the event.

All registrations are flagged via the designated registration landing page, which generates a "thank you for registering" email. The registered contact then receives weekly update emails from CPB's marketing automation platform.

Registration notes / report is published to the client, via CPB's Sales Lead Manager portal (SLM), by 9:30am the following day.

A statement of results is circulated each morning, outlining a holistic 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.

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 20 vendors, and this number continues to rise.



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