



# EVENT MARKETING

HOW TO MAXIMISE YOUR ROI AND TURN  
LEADS INTO BUSINESS

# PART 3 EVENT FOLLOW UP MARKETING CHECKLIST ✓

# FOLLOW UP!

You've collected lots of lovely hot leads. Don't let them get away...



## DATA MANAGEMENT

Get the attendees onto your CRM ASAP (if someone can do this while you are at the event, even better!)

Group your event leads together – this makes it easier to keep on top of them and to keep in touch



## EMAIL

Contact them via email

Include a photo of yourself so that they remember you



## SOCIAL

Connect with them via LinkedIn (again, it's best if this is done at or directly after the show – while they remember your face)

Make sure you publish positive content about the event – let your prospects/clients know it was a success!



## TELEPHONE

Call them ( Give them enough time to settle back in, but don't wait so long that they forget your conversation)

If you don't have time, delegate this to someone else. They can arrange an appointment for you to meet each other and pick up where you left off.

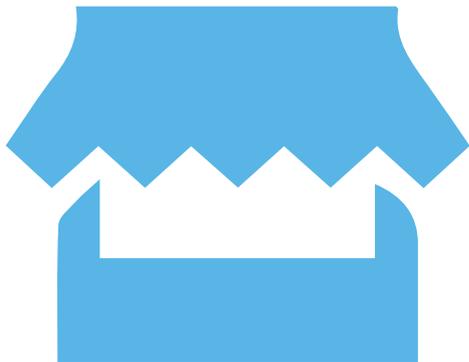
If you don't manage to make contact, make sure they go in to your main marketing communications pot.

# TOP TIPS

## FOLLOW UP USING THE 3 PRONGED APPROACH



### RESEARCH THE NO SHOWS

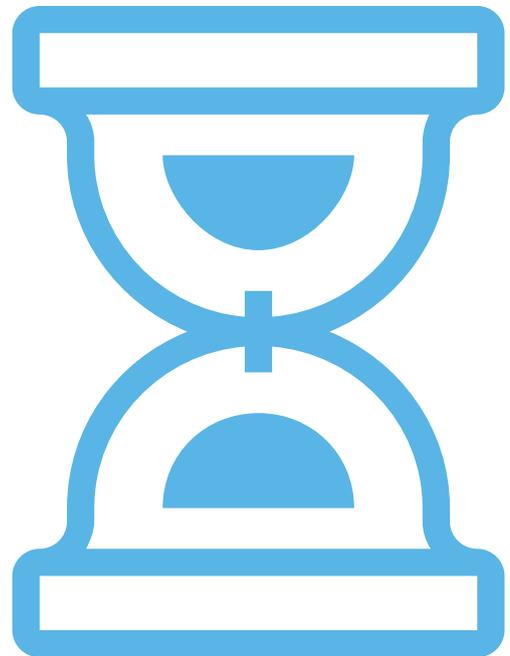


Some events are small enough for you to know who doesn't attend.

**CALL THEM ALL AND  
CHAT**

IF YOU CAN'T CALL  
the attendees within

**2-5 DAYS**



**OUTSOURCE  
YOUR FOLLOW UPS**

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If you would like to know more about how Chartered Developments could help your business then please contact Peter Rosenwald.



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