



EVENT MARKETING

HOW TO MAXIMISE YOUR ROI AND TURN
LEADS INTO BUSINESS

EVENT MARKETING

The Top 5 Mistakes... Mistakes

#1 Poor Communication



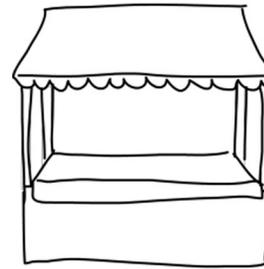
Social – not enough, or dull, standard posts



Email – wrong timing, content or contact



Telephone – no time put aside to call clients or prospects ahead of the event



#2 Poor stand management

- Too much chit chat between stand personnel
- Stand personnel that are engrossed in phones, laptops and tablets
- Selling, not Gelling. Too much mundane "Let me show you what we do..."

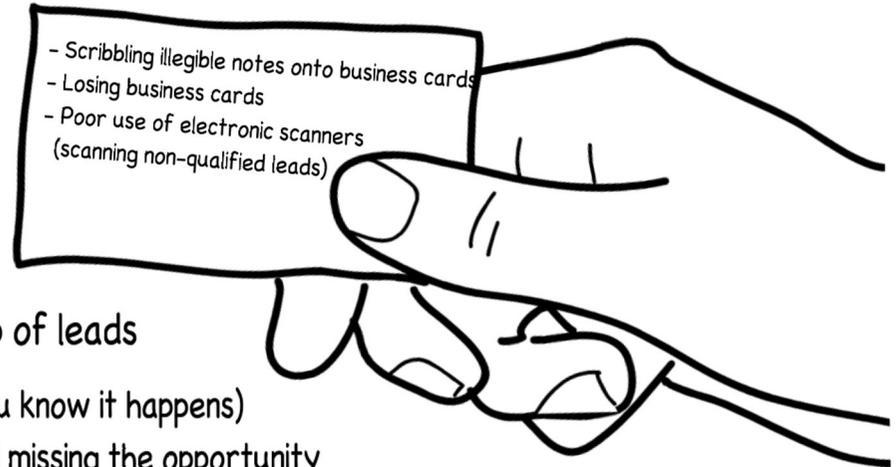


#3 Failure to qualify prospects on the day.

Not identifying if they are...

- The correct contact
- The correct company
- What issues you can help them with

#4 Poor lead capture and management



#5 Poor or no follow up of leads

- No time to follow up (You know it happens)
- Following up too late and missing the opportunity
- Following up by email only, with a dull message
- Not utilising social media to keep in touch or to communicate the success of the event.



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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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