The quality of your team’s follow-up will determine the ROI of your trade shows. Most planners struggle to get leads into their sales team’s hands fast enough—and opportunities are lost in the process.

They check guests into their VIP experiences using tools like Cvent’s Universal Lead Capture to standardize and systematize, allowing them to capitalize on every opportunity.

THE HIGH-IMPACT TRADE SHOW PLANNER

Capturing Leads
- The highest performing trade show planners capture more leads and deliver a higher ROI.

Lack of tracking hampers your ability to ensure follow-up and demonstrate ROI.

Cvent’s Universal Appointments to automate the process of setting sales and executive team appointments.

Free up time with a dedicated tool that prioritizes follow-up and assigns tasks to sales using automation.

By using tools like Cvent’s Universal Appointments, planners can achieve:

- 75% of leads
- 2/3 of the dollars invested
- On average, it takes 8.0179 emails to schedule a meeting between multiple people
- It takes 1/2 the workday for the average planner to get leads into their sales team’s hands fast enough

THE HIGH-IMPACT TRADE SHOW PLANNER

Pre-Show Appointment Setting
- Pre-Show Appointment Setting allows you to see when and how prospects interacted with your brand.
- How do the highest performing trade show planners capture more leads and deliver a higher ROI?

THE HIGH-IMPACT TRADE SHOW PLANNER

Post Show Follow-Up
- Post Show Follow-Up capitalizes on VIP leads and drives higher ROI.
- Robust reporting provides complete transparency into sales and ROI opportunities.

THE HIGH-IMPACT TRADE SHOW PLANNER

VIP Events
- VIP Events are home to your highest quality leads.
- The “events within events” you host are home to your highest quality leads.

THE HIGH-IMPACT TRADE SHOW PLANNER

Sources:
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- https://www.marketingdonut.co.uk/exhibitions-and-events/exhibiting/planning-your-follow-up-after-an-event