WireBuzz Conference Checklist

Pre-Conference Stage:

- [ ] Tasks 120 days before the conference:
    - [ ] Prepare:
        - [ ] Map out conference goals
        - [ ] Determine the specific amount of leads needed to prove positive ROI
        - [ ] Figure out how many days you and your team have before the conference
        - [ ] Assemble your conference booth team
        - [ ] Schedule for KOL interviews
        - [ ] Arrange and prepare booth assets with QR codes for landing pages
        - [ ] Optimized and organized sales database for new leads
    - [ ] Research:
        - [ ] Specific persona groups
        - [ ] Pain and frustrations points for each personas
        - [ ] Attendance expectations
        - [ ] Virtual attendance expectations
        - [ ] Core demographic changes
        - [ ] Content topics that need to be captured
        - [ ] Key opinion leaders in attendance
        - [ ] Life science conference production crews for KOL interviews
        - [ ] Lectures, speakers, and significant announcements anticipated for the event
        - [ ] Benefits of a WireBuzz Strategy Session
    - [ ] Create:
        - [ ] Accountability chart to optimize lead generating goal by conference hours
        - [ ] Personalized journey pages for each persona group
        - [ ] Hyper-relevant and personalized email drip sequences (5) for immediate use
        - [ ] Booth demo video
        - [ ] Booth loop video

Conference Stage:

- [ ] Tasks During Conference:
  - [ ] Dispatch Conference Teams
    - [ ] Lead Nurturing Team:
      - [ ] Engage with prospects and leads
      - [ ] Actively enter prospects into your sales database by persona group
      - [ ] Gauge and determine interest levels for each prospect
      - [ ] Use badge scanner to get leads into your follow up process (1 for 2 people)
      - [ ] Establish lead generation contest to inspire your booth team
    - [ ] Content Capture Team:
      - [ ] Utilize accountability chart to optimize conference content capturing
      - [ ] Identify speakers, data, product theaters, or lectures to film
      - [ ] Schedule as many KOL interviews as possible
      - [ ] Capture conference news for email follow up sequences
      - [ ] Hire a production crew to assist during the event
  - [ ] Distribute Email Sequences
    - [ ] Direct leads and prospects to correct journey pages
    - [ ] Focus on being hyper-relevant to maximize prospect attention

Post-Conference Stage:

- [ ] Post-Conference Tasks:
  - [ ] Review Persona Information:
    - [ ] Determine how accurate your persona research was
    - [ ] Analyze changes to your persona group or audience demographic
    - [ ] Update messaging
    - [ ] Discuss whether there was anything you saw at the conference to introduce into your next strategy
    - [ ] Determine the value of the data discussed
    - [ ] Decide whether the audience found the event to be valuable
    - [ ] Send out hyper-relevant email sequences

- [ ] Optimize Email Sequences:
  - [ ] Ensure your emails are directing prospects to appropriate journey pages
  - [ ] Include video content
  - [ ] Incorporate information and content from the conference into the design
  - [ ] Communicate data with sales reps
  - [ ] Continuously tracking your results and engagements
- [ ] Utilize:
  - [ ] Pre-conference assets to target prospects
  - [ ] Backend analytics to evaluate prospect interest levels
  - [ ] Insights to identify prospects with immediate purchasing attention
  - [ ] Flag interested buyers to sales team follow up
  - [ ] Determine how many leads converted compared to event investment
- [ ] Did you prove-out ROI?
- [ ] Prepare for the next conference:
  - [ ] Reflect on possible improvements for next event
  - [ ] Analyze results against your pre-conference goals set in your accountability chart
  - [ ] Identify areas of success and improvement
  - [ ] Repeat steps listed in the pre-conference stage
  - [ ] Schedule a strategy session with WireBuzz