

Your Decisive Competitive Edge.

## Athena's On-Demand Event Marketing Program

Athena's On-Demand Event Marketing Program leverages the best of our **Synchronized Relationship Acquisition and Management Process™ (RAMP)** to focus on generating high volumes of attendee's for both live and web-based events. The program supports one customer event to help generate attendance and post campaign follow up activities to move opportunities into active sales cycles.

### Athena's On-Demand Event Marketing Program includes:

- Targeting, profiling and database development of the most qualified customers and prospects
- Cleaning of database list and email research find
- Assistance with event content and promotional offerings
- Free public relations activities for broad based market awareness (radio, industry papers, newspapers)
- Content design and development of direct mail, email, web registration and telemarketing scripts
- Call Center training and execution of follow up calls for registration and lead generation
- Event registration, confirmation and reminders to decrease attendee attrition
- Event support activities for both live and web-based (using webex services). Examples include live event registration, survey hand outs, general event preparations, etc.
- Post event phone follow up for lead qualification and sales appointment booking (including follow up emails and direct mail pieces for attendee's and no show's)
- Nurture marketing for continued relationship building efforts

### Benefits:

- Dedicated marketing resource to execute all support functions related to filling your event
- Post event follow up with all attendee's and no show's to maximize lead qualification and conversion rates
- Allows sales team to focus on selling and closing qualified opportunities
- Measure and quantify your Event Marketing Return-on-Investment using Athena's Campaign Analysis tools
- Creates market awareness within your targeted markets regarding your businesses products and services

### Client Responsibilities:

- Booking of event location, catering and promotional items for event
- If web-based, Athena will host via our webex account (unless customer has existing webex account).
- Presentation materials, speakers, sponsors and other related event activity execution

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