

Make your **B2B** events a success



Do you want to

- › attract more high-quality attendees?
- › partner with a single events supplier – from invitation to post-event reporting?
- › pass qualified leads to your sales team faster?

Outsource helps B2B companies plan, stage and manage their events. We build and manage events of all sizes from multi-city road shows with hundreds of delegates to highly targeted boardroom briefings for senior executives.

Companies come to Outsource because we're specialists who know how to work with business audiences, and we're a one-stop service provider.

Outsource can manage every aspect of your event – including all the elements traditional event management companies don't touch.

That includes:

- audience acquisition via our in-house call centre
- online or print invitation creation and distribution
- venue sourcing
- multi-channel registration management
- post-event reporting and lead qualification.



“Outsource clearly understands what it takes to make business-to-business events a success. Their assistance in identifying and securing delegates for one of our recent key events was invaluable. We exceeded the numbers we expected and the dropout rate was very low – almost none.

Our entire sales and marketing team were very impressed with Outsource from the minute they started working with us. They really understand the concept of being a partner and took our objectives on as their own.”



Brett Hannath
Marketing Manager, Tibco Software Inc



Event services that Outsource offers include:

- event concept development
- venue searching and package negotiation
- speaker searching and management
- invitation list acquisition
- web registration landing page development
- print and email invitation creation and delivery
- registration processing
- audience attendance driving
- confirmation calling
- event collateral production
- transport and accommodation management
- on-ground event support
- post-event reporting
- lead qualification for sales or channel partners.

Five ways to increase attendee numbers at your next event

In Outsource's experience applying all or some of these tips can increase your response rates by up to 30 per cent.

1. Market to clean data

In twelve months as much as one third of database contacts can become obsolete. If you want to maximise your marketing ROI then validate or clean your data before you send your invitation.

2. Follow up invitations with a call

You'll be amazed how many people never saw the invitation. It's not until someone speaks to them and resends the invitation that they read it and register. Outsource's call centre is often used for this purpose.

3. A meal is always an attraction

Everyone is busy and most people enjoy the chance to network with peers over lunch, breakfast or drinks.

4. Confirm with attendees

Ring the day before the event (and confirm by email when they register as well). That final ring-around can really make a difference to minimising the drop out rate.

5. Use customers or expert third parties as co-speakers

A well known business identity or IT analyst offering their personal view or experiences always makes for good content.

About Outsource

Outsource can help if you need new clients, want to reduce customer attrition or cross-sell more effectively.

Our proposition is simple.

Our team of marketing consultants, project managers, data experts, event managers, contact centre agents and designers become your extended marketing and sales support team.

Outsource provides a flexible, scalable resource which can provide as much of your marketing and sales support function as you need.

Whether it's strategic consulting to develop programs and plans that will accelerate sales, or creating sales collateral, events, lead generation and cleaning data, Outsource can create a solution that makes sense for your business.

14 years experience of B2B marketing and sales support and a heritage in the IT industry means Outsource understands how to help companies position and sell complex solutions.

For more information please visit www.outsource.com.au

