



EVENTS THAT DRIVE REVENUE

A STRATEGIC PLANNING BLUEPRINT



Marketing in *Progress*

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Events are not just “marketing noise” — they are increasingly strategic drivers of pipeline and enterprise outcomes. Knowing that the global events industry was valued at around USD \$1.4 trillion in 2024, and is projected to grow toward \$2.5-2.9 trillion by the early 2030s, this is not an area marketing teams can afford to overlook.

But how can marketers truly take advantage of the event landscape when events are often overpowered by the biggest spenders?

Answer: Your event activation strategy.



Nearly 60% of marketers state their event investments have led to improved ROI.

Specific to B2B marketers, nearly 65% identify lead generation and sales conversations as top objectives of event participation.

As one senior sales-leader observed on the Marketing in Progress podcast:

“The most meaningful value from events isn’t the booth or keynote—it’s the work you do before and after that unlocks sales impact.”

In other words, the strategic build-up and follow-through matter far more than simply being present.

Here’s how you can maximize the investment in your event calendar by driving deeper engagements and qualified leads.

B L U E P R I N T

Before the event



Setting the stage: Strategy and goals



Define your purpose and goals for the event.

Ensure alignment between marketing and sales teams on why participation at a specific event justifies the budget, and determine your goals for the event (e.g., target pipeline value, number of sales qualified meetings). Ensure your goals align with organizational KPIs.



Align with sales on target accounts and personas.

Since about 65% of B2B marketers cite lead generation and sales conversations as top event goals, collaborate with Sales to identify high-value accounts and buyer roles you want to influence.



Set KPIs and measurement frameworks early.

Establish how you'll track success. This could include the number of meetings, target account engagement, pipeline influenced, demo requests, and/or deal acceleration.



Establish a strong messaging narrative.

Ensure message consistency across Marketing and Sales. Your narrative should directly address the needs of your target personas and support your GTM priorities.

Tactical execution



Content calendar

From social posts to targeted emails delivered as part of a strategic nurture stream, create your pre-show content to drive awareness of your brand before you even set foot on the show floor.



Prepare sales enablement materials and talk tracks.

Customize assets based on vertical, persona, buying stage, and known account pain points.



Finalize internal workflows & responsibilities.

Align booth staffing, meeting owners, messaging leads, and data capture roles.



Book meetings with high-value accounts.

Pre-scheduled meetings consistently deliver the highest ROI. Outreach should be account-specific to increase acceptance rates.



Ensure tech & data systems are ready.

Given that 44% of B2B companies lack event-to-CRM integration, ensure your badge scanners, qualification forms, and workflows sync cleanly into CRM + automation tools.

B L U E P R I N T

During the event



S t r a t e g y



Prioritize quality over quantity.

Focus on deep, strategic conversations with target accounts, not general booth traffic. Research shows that higher-quality interactions at events convert at significantly higher rates.



Support real-time collaboration between Sales & Marketing.

Use live channels (Slack/Teams) to communicate hot leads, competitive intel, and meeting updates quickly.



Document insights that inform pipeline movement.

Capture intent signals, buying triggers, objections, competitor mentions, and product feedback.



Maintain consistency in storytelling.

Ensure everyone communicates the same narrative to ensure a consistent story across every channel and touch point.

T a c t i c a l e x e c u t i o n



Execute previously scheduled meetings.

Treat these as high-value selling moments. Come prepared with relevant materials and context.



Capture meaningful qualification data.

Avoid badge scans only. Record role, pain points, buying stage, and next steps. Given that 46% of attendees spend only 15–30 minutes at exhibits, every touch counts.



Track daily performance.

Monitor meetings completed, interest signals, and target account activity so you can pivot mid-show.



Collect real-time intelligence.

Document recurring themes from buyers to inform your follow-up and fuel greater product and marketing insights for future campaign activation.

B L U E P R I N T

After the event



S t r a t e g y



Convert conversations into pipeline.

Your first 24–48 hours are critical. Follow-up should directly acknowledge the event conversation, buyer's needs, and next-step recommendations.



Provide Sales with strategic, context-rich handoffs.

Include detailed notes, scoring, buyer signals, and recommended outreach sequences.



Assess business impact using the KPIs established upfront.

Measure pipeline influenced, opportunity creation, meetings held vs. booked, and conversion rates.



Refine your event playbook.

Use data learned to adjust target accounts, messaging, internal processes, and resource allocation.

T a c t i c a l e x e c u t i o n



Execute personalized follow-up sequences.

Send tailored recaps, resources, and invitations for relevant next steps.



Conduct a structured post-event sync with Sales.

Review hot leads, assign ownership, and align outreach sequences.



Clean and standardize CRM data.

Ensure every lead is categorized, tagged, scored, and routed properly.



Produce a post-event outcomes report for leadership.

Highlight pipeline created, quality of conversations, target account engagement, partnership discussions, and validated ROI.



Update templates, checklists, and internal playbooks.

Identify what worked and iterate on what didn't to improve efficiency and ROI for future events.

Data-informed strategy = Predictable event impact

Events are not a nice-to-have visibility driver; they are strategic revenue engines anchored in data, alignment, and disciplined follow-through.



By using our event strategy blueprint, you'll create a repeatable, revenue-driven event model that delivers measurable ROI and strengthens your entire go-to-market engine.

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