



**How to Turn Events
into Revenue Engines**

A Comprehensive

**Playbook &
Checklist**

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Events are often perceived as high-cost endeavors that can be challenging to justify. Yet, when executed effectively, they can become some of the most effective tools in your B2B marketing arsenal.



The supply chain industry has undergone significant transformation in the past few years, with shifting consumer behaviors, new technological demands, and an urgent need for greater resilience. These changes have not only altered how businesses operate but also how they buy products and services.

A multi-channel approach utilizing virtual events, webinars, and online content as vital tools for lead generation and stakeholder engagement worked as a necessary lifeline, ensuring continuity in uncertain times. But now businesses have shifted gear back to focus on in-person experiences, recognizing the deeper, more impactful connections-especially in a complex, relationship-driven industry like supply chain management. This is where industry-centric events come into play, providing critical real-time insights into the changing dynamics and addressing evolving challenges.

Aligning Events with Overall Marketing Goals to Maximize ROI

B2B marketers expect spending on events and sponsorships to increase by 8% CAGR between 2024 and 2028. - **Marketing Strategy Outlook 2024, Plural Strategy**

64%

of consumers retain positive impressions of brands they interact with at live events. ([Freeman, 2024](#))

Strategic alignment is the key to turning events into a profitable marketing channel. In the supply chain domain, where relationships are paramount, events offer unique opportunities to make impactful connections. To maximize ROI, events need to be more than just a line item in the budget - they should be integrated with broader marketing objectives. When aligned with your overall marketing strategy including content marketing, social media, and PR, events can justify return on investments in attending or sponsoring industry events.

Why Investing in Industry Events is Crucial for a Cohesive Marketing Strategy

B2B marketers project that events and sponsorships budgets will grow by 8% CAGR between 2024-2028.

Events unify and amplify other marketing efforts.

They offer the perfect opportunity to present a consistent brand message across channels—from pre-event promotions on social media and email campaigns, to post-event follow-ups that leverage event insights for targeted content marketing. This creates a feedback loop where the event not only serves as a live interaction but becomes the centerpiece of an integrated marketing effort. For instance, thought leadership shared at an event can be repurposed into blog posts, whitepapers, and webinars, expanding the event's influence across different platforms.

Events boost demand generation.

In addition, event investments align with both demand generation and brand building efforts. By offering immersive experiences, businesses can nurture long-term relationships, foster trust, and accelerate the buyer's journey - all critical elements in a B2B environment.

Furthermore, events offer a powerful means of gathering valuable data insights from attendee behavior, feedback, and engagement that can refine broader marketing strategies.

Event-related content, such as presentations or panel discussions, can serve as key touchpoints in lead nurturing campaigns, providing relevant, high-value content that speaks directly to your target audience's pain points.



Without event marketing, a brand's strategy could lack the personal connection and trust-building opportunities that often make the difference in long-term customer relationships.

Types of Events that Deliver ROI

1. Trade Shows

These large-scale events provide access to a concentrated audience, making them ideal for showcasing products, driving brand visibility, and networking. Trade shows are particularly effective in the supply chain, where face-to-face interactions are critical for building trust and establishing business relationships.

2. Conferences

Conferences create a dynamic environment for thought leadership, knowledge sharing, and networking. Through speaking engagements, workshops and panel discussions conferences provide opportunities to learn, raise awareness for your brand, build trust that will lead to business deals.

3. Workshops and Seminars

These smaller, more focused events offer businesses the chance to engage with their target audience in a more intimate setting. Workshops and seminars are ideal for learning more about your prospects' challenges, educating potential customers about how your product or service can solve their challenges and create value. By offering hands-on experiences or in-depth discussions, businesses can create a direct and personal connection with attendees.

4. Corporate Events & Customer Forums

These internal or customer-focused events provide a space for businesses to nurture relationships with existing clients and partners. By creating exclusive experiences for key stakeholders, companies can deepen trust and loyalty while gathering valuable feedback. This also helps foster long-term business relationships and improve customer retention.



Research from Harvard Business Review highlights that 70% of companies cite customer retention as a key driver of long-term revenue growth, underscoring the importance of investing in relationship-building events.

Execution Best Practices - Event Success Playbook

Although attending trade shows, conferences, workshops, seminars are critical components of a well-rounded marketing strategy, they all require efficient planning and resource allocation. Here are a couple of best practices to help you optimize event budgets and maximize returns.

Effective Event Logistics: Managing Timelines, Budgets, and Resources

To ensure successful participation, creating a detailed timeline that includes every stage—from researching the most suitable events, registration and travel arrangements to post-event follow-up—is essential. For supply chain and tech companies, attending events often means coordinating with various stakeholders, including sales, marketing, and operational teams.

- Begin with a clear budget that allocates funds for booth setups, targeted sponsorship and speaking opportunities, travel, accommodations, and promotional materials.
- Research which events to go to.
- Prioritize resources that add value, like specialized team members who can interact with prospects and demonstrate your solutions or products.

Proper logistics management minimizes unforeseen issues and helps ensure a smooth, impactful event experience.

Pre-Event Marketing Strategies to Maximize Attendance

Building momentum before an event significantly enhances visibility. Here are targeted pre-event marketing tactics for supply chain and tech firms:

- Plan and execute effective social media campaigns to promote your presence, share key speakers, and announce exclusive sessions or product demos.
- Engage in relevant industry discussions and leverage hashtags specific to the event to increase reach.
- Leverage email marketing to reach your prospects, current customers, and industry professionals. Highlight the different ways they can engage with you - planned product reveals, workshops, or networking opportunities with experts.
- Collaborate with trusted media partners like Pesti Group to leverage the media, industry influencers, associations, select newsletters - Supply Chain Radar Reserve PR budget to write a press release and announce company news at the event. Then pitch the press release to journalists for interviews and publications at and after the event to maximize exposure.

Create Memorable On-Site Experiences

Exhibiting at or even attending these dedicated events can open doors to creating engagement, opportunities and long-term relationships. To leave a lasting impression, consider these high-impact tactics tailored to the supply chain and logistics tech industry:

Prioritize Networking and Relationship

Building Opportunities - Face-to-face interactions like VIP meet-and greets, networking lounges with key partners, customers, and stakeholders foster direct engagement and offer a high return on investment. If exhibiting, create dedicated spaces within your booth area where attendees can connect with your brand and have memorable conversations.

Book Pre-Scheduled Appointments

Maximize your time at the event by securing pre-scheduled one-on-one meetings with decision-makers and prospects. Coordinating appointments in advance ensures you make the most of your networking opportunities while demonstrating professionalism and preparation.

Live Demos and Interactive Product Displays

Demonstrate your solutions live. Logistics and supply chain professionals value hands-on experiences that showcase real-world applications.



Measure Event Success

For logistics and supply chain technology companies, measuring the success of industry events is essential to justify marketing budgets and refine strategies for future events. To gain maximum value from events, approach each event as an asset for lead generation, brand building, and critical market insight.

1. Calculate ROI: Response Rates, Leads Generated, and Sales Conversions

Calculating ROI for events is crucial to understand the return on marketing investment. Some key metrics to track include:

Response Rates and Engagement

Track the percentage of target attendees who registered, participated, and actively engaged with your brand through surveys, app downloads, booth visits. Also, monitor brand mentions in industry publications, social media engagement, and attendee sentiment post-event.

Leads Generated

Digital badge scanning, in-app lead forms, and interactive kiosks allow seamless collection of contacts and identification of qualified leads. By integrating this data with CRM systems or even an Excel sheet, you can assess lead quality and nurture prospects post-event.

Sales Conversions

Calculate the sales conversion rate by tracking how many leads are converted into customers. This is a direct indicator of the event's success in generating revenue and fostering business relationships. This will be one of the most useful piece of information to research which events to go to next year.



2. Post-Event Analysis

Conducting a thorough post-event analysis is key to understanding what worked and what needs improvement. Analyze the following:

Feedback

Identify patterns in attendee feedback, topics of technologies or product showcases that garnered the most interest to explore strengths and areas for improvement.

Competitive Analysis

Observe competitors' tactics to get and steal new ideas for engagement and help you differentiate your strategy.

3. Timely Follow-Up with Attendees

Post-event follow-up is essential to maintaining the momentum created at the event. Ensure timely engagement by:

Personalized Outreach

Send personalized emails to attendees and leads. This could include highlights from the event, product demos, or one-on-one follow-up calls.

Nurturing Campaigns

Implement an email sequence that provides additional value, such as educational content or industry insights, to keep prospects engaged.

4. Repurpose Event Content

Repurpose event content to maximize its long-term value and reach:

Recorded Sessions and Videos

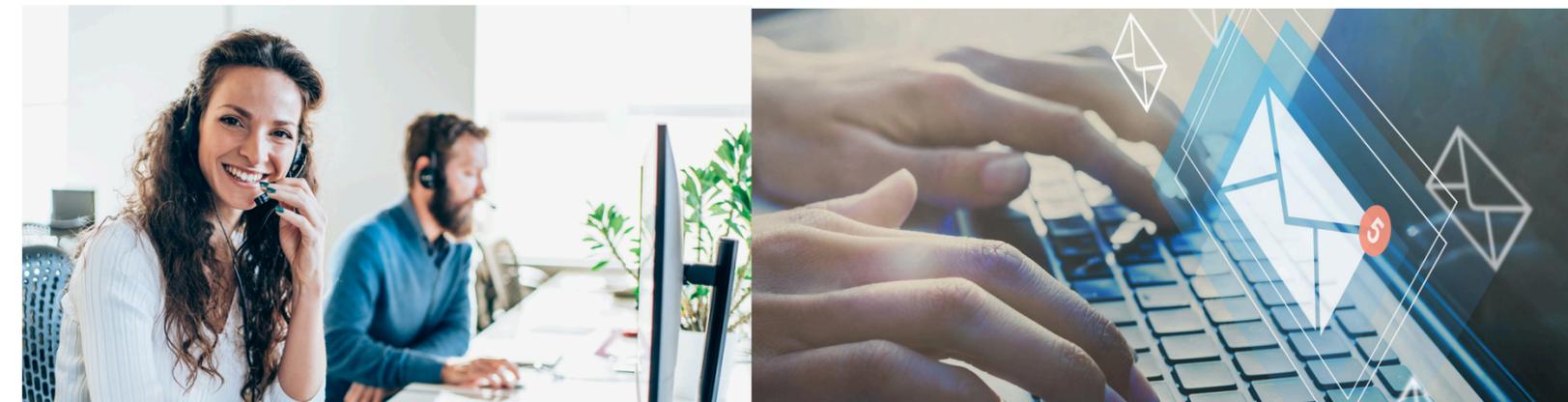
Share recorded on-demand sessions as a gated content for lead generation. Use byte-sized event clips for social media content plans to drive traffic to the gated content landing pages.

Photos and Highlights

Use event photos, key takeaways, and testimonials for social media posts, email campaigns, and future event promotions.

Presentation Slide Decks and Blog Posts

Transform presentation materials into blog posts, case studies, or industry reports to provide ongoing value and drive continued engagement.



Bonus Checklist: Your Roadmap to Event Success

(1/2)

Here's a quick roundup and a checklist you can use for a structured approach to planning, executing, and measuring the impact of your event strategy.

PRE-EVENT PLANNING

Define Clear Objectives

- Identify primary goals, such as lead generation, brand awareness customer engagement, or partnerships
- Identify events where your prospects are
- Set measurable success metrics aligned with these goals

Choose the Right Event Type and Format

- Select the format that aligns best with your objectives (e.g., trade show for lead gen, workshop for education)
- Consider both industry-hosted events and proprietary events based on audience and goal alignment

Budget Strategically

- Allocate funds across key areas like sponsorships, booth setup, travel
- Reserve funds for high-impact items, such as media exposure and event-specific content

Craft a Targeted Marketing Campaign

- Use multi-channel promotions like social media, email, and influencer partnerships to drive attendance
- Tailor messaging to resonate with logistics, supply chain, and tech audiences

Bonus Checklist: Your Roadmap to Event Success

(2/2)

Here's a quick roundup and a checklist you can use for a structured approach to planning, executing, and measuring the impact of your event strategy.

ON-SITE EXECUTION

POST-EVENT FOLLOW-UP

Enhance Attendee Experience

- Use interactive tools, like event apps and live Q&A, to engage participants and gather real-time feedback
- Book meetings before the event starts
- Ensure your booth or event area reflects brand values and is inviting for networking

Analyze Event Metrics

- Assess engagement data, new leads, social media mentions, and other metrics against your success criteria
- Use this data to refine future strategies and evaluate ROI

Engage Leads and Attendees

- Follow up promptly with tailored emails, content, or product demos.
- Nurture connections by sharing event highlights, takeaways, and recorded sessions to keep momentum.

Repurpose Content

- Maximize the impact of recorded sessions, photos, and presentations by repurposing them across your content channels.
- Leverage these assets in future marketing campaigns to amplify the event's long-term value.

How Pesti Group Helps You Succeed at Events

Events remain a cornerstone of B2B marketing, offering unparalleled opportunities to build relationships, showcase expertise, and drive ROI. Whether you are attending, sponsoring, or organizing an event, Pesti Group provides an end-to-end solution to help you maximize your investment and achieve tangible results.

1. Media Coverage to Amplify Your Brand

Tap into our extensive network of high-profile journalists to secure on-site interviews and guaranteed publications.

PARTNER ACTIVITIES WITH ASCM

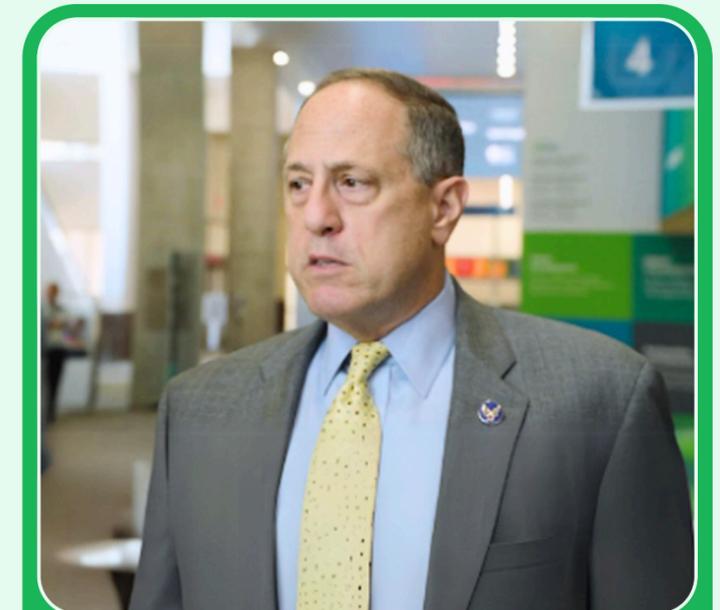
As events and marketing consultants for ASCM, we have had a chance to interview high-profile industry influencers and celebrities



Gunther Steiner, Former principal of the Haas FI Team in conversation with Richard Crawford TV host and producer.



David Edelman, Harvard Business School Fellow in conversation with Richard Crawford.



General Lee Levy, Former Commander of United States Air Force, and CEO of the Levy Group

2. Keynote Speaking & Thought Leadership

As trusted advisors to industry event organizers, we help secure speaking slots for your leaders. From keynote speeches to panel discussions, we position your company as a thought leader, elevating your voice in the industry.

3. Leverage the Power of Podcasts

Capture the energy of live events with on-site podcast recordings. Whether it's interview opportunities with your executives or exclusive content creation for your audience, we turn events into evergreen marketing assets.

4. Maximize Networking with Appointment Setting

Let us handle meeting logistics while you focus on meaningful conversations. From pre-scheduled appointments to on-site coordination, we ensure you meet the right prospects and decision-makers effortlessly.

5. Achieve Industry Recognition with Awards

We assist you with award submissions, ensuring your innovations and milestones stand out, drive credibility and are showcased to industry leaders.

6. Multi-Channel Marketing Support

From event promotion campaigns – social media, newsletters, and emails–to creating a custom landing page for assets like white papers or reports, we support your event presence that guarantees leads, interviews and meaningful conversations.



**SUPPLY AND
DEMAND SHOW
AT OUR
PARTNER
EVENTS**



Manifest

**IN 2024-25,
WE BOOKED
MEETINGS FOR
OUR CLIENTS AT TOP
INDUSTRY EVENTS.**

MANIFEST (58 MEETINGS)

DELIVER (21 MEETINGS)

**PROCUREMENT &
SUPPLY CHAIN LIVE (15 MEETINGS)**

ASCM CONNECT (12 MEETINGS)

Take the First Step to Build Your Event Success Story

[Book a Discovery Call Today!](#)

and take the first step toward dominating your next event

