

SERVICE TYPE

Event Success

INDUSTRY

Saas

PROBLEM

The client had organised an industry roadshow with 20 events around Australia and Asia. The client had been using email and social media to promote the events, but the registrations were not on target. The client had a database of 4,000 contacts which they needed to be called, qualified & invited to their local event, assisting with increasing the event registration numbers. Confirmation calls were also required 24-48 hours before the event to ensure attendance for catering purposes.

SOLUTION

Gen Leads was able to put together a dedicated event calling team, that were able to call, qualify and book the leads into their local event. Early in the campaign via confirmation calls Gen Leads was able to identify that the client had a one in two attendance rate which we were able to use to our advantage and booked in double the required attendees to allow for those that did not attend. During these calls we were able to ensure that people had the correct event information, dietary requirements were noted and assist with any questions regarding the events.

RESULT

At the end of the campaign, it was revealed that Gen Leads was able to book out 15 of the 20 roadshow events.

Due to the success of campaign, Gen Leads now manages the clients roadshow events, with campaigns being completed twice a year as well as the clients exclusive partner lunches and the clients yearly Christmas event.

75%
conversion rate

15 sold out
events around
Australia

1 in 2
attendance rate