

Pre and Post Event Promotion
Cost: \$7,357 Package Code: G2

- Schedule your event, we'll handle the promotion!
- Customizable in support of solution focus for your upcoming event.
- Includes integrated, multiple touch points to Prospect:

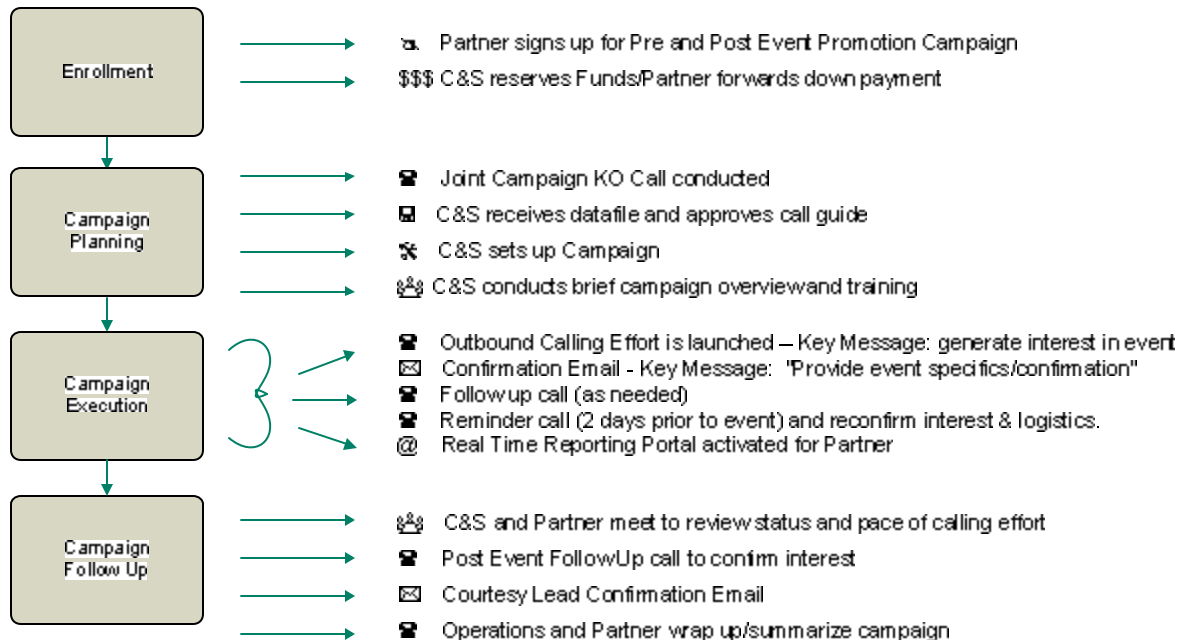
- Touch 1: Outbound Boost Call
- Touch 2: Email, with attached event information or Confirmation Email
- Touch 3: Follow Up Call, as needed
- Touch 4: Reminder Call, 2 days prior to event, reconfirming interest/logistics
- Touch 5: Post Event Follow Up Call to confirm interest/establish lead
- Touch 6: Courtesy Lead Confirmation Email

This marketing option is a good fit for partners considering investing in an upcoming web based or drive to event. C&S will procure a prospect list using agreed to criteria and launch an outbound event boost calling effort to drive awareness and attendance at your event. In addition, outbound calls will be placed to all registrants and attendees to produce qualified leads immediately following the event.

Campaign Elements: Prospect List Procurement, Campaign Management, Web Based Services, Call Guide/Campaign Set Up, Real Time Activity & Campaign Reporting, Outbound event boost/registration/follow up services to include email/phone.

Campaign Costs	\$7,357
List Size	1,000
Email Touch Point (Agenda)	v
Phone based Confirmation Calls 2 days prior to Event	v
Confirmation Email Sent upon each Registration	v
Post Event Follow Up Lead Generation Calls	v
Decision Makers Discovered/Verified	v
Prospect Intelligence Gathered / Not Interested Analysis	v
Additional Opportunities uncovered for further cultivation by Partner or C&S	v

Campaign Flow



Partners interested in learning more about this program or have questions, email Christine Barker, Channel Partner Specialist, at sage@colwell-salmon.com, or call 877.497.6570.