



OPPORTUNITY & GROWTH

The virtual event market will grow from \$14 billion in 2018 to \$18 billion by 2023.

Most of us have experienced large industry conferences with sessions and exhibit halls. And let's not forget the massive trade shows where hundreds showcase their products and services and it literally takes days of walking to visit all the booths or you just miss out. They do offer a great platform for one on one conversations, but they also generate missed opportunities and create massive follow up work. The virtual world has revolutionized many business applications and conferences and trade shows are no exception. The Philantrepreneur Foundation (TPF) recognizes a valuable opportunity to use a virtual format to reach those that need it most – the nonprofit sector, and directly impact the Return on Investment (ROI) for potential business partners and supporters.

What's in it for you?

More and more industries are shifting their marketing efforts to digital events to reap the benefits of their convenience, reach and budget friendliness. Although a lot has changed, the purpose which drives the sponsor or exhibitor component of large conferences and trade shows has remained constant:

- Marketing your business and its offerings and
- Generating leads for conversion.

The revolutionary technology behind virtual events satisfies both these purposes and don't forget the added *Cause Marketing* benefits when events are affiliated with the nonprofit sector. Gain valuable marketing, lead generation and the boost in company reputation of doing good.

The advancements in marketing are evident through social media and digital ad space. However, some marketing and sales executives struggle to see the fulfillment of lead generation for conversion. Perhaps they are still working from an old paradigm. The rise and success of digitally based strategies such as opt-in landing pages, customer funnels and click ads all provide analytical data supporting that lead generation do just as well, and often even better, in virtual environments. Here are six detailed reasons.



1. GENERATES MASSIVE REACH

Virtual events accommodate a much wider audience by removing all geographical restraints. Important stakeholders who could not have attended the event for in-person interactions can easily login and start engaging with you 24/7. You can go beyond your local audience to potentially a global one which can skyrocket your business. After carefully choosing the category of event that best suits your purpose and target audience, you can ensure a bigger and more diverse event attendance and naturally, a larger pool of lead prospects.

2. SHORTENS THE SALES CYCLE

At a virtual event, visitors are exposed to your service, are given a demonstration and undergo negotiation all within minutes. This significantly accelerates the sales funnel which otherwise could have stretched into weeks. By registering for the event, visitors organically pre-qualify themselves before the event takes place and can replace the first sales call — moving prospects through your sales funnel faster.

3. DOUBLES AS A MARKETING CHANNEL AND AN E-COMMERCE PLATFORM

The dynamic nature of virtual events for sponsors and exhibitors opens several features at your disposal for lead generation and sales which could include:

- Immediate content download and sharing
- Direct sales link to products (ecommerce sales grew by 15% in 2018)
- Direct product demonstration link
- Direct appointment link
- Automated real time database generation

If you're looking for a wider audience and higher volume just having virtual access widens the net cast and heightens chances of lead generation. Your products are seamlessly marketed and positioned to relevant audiences. Plus, you can integrate an e-commerce component enabling visitors to buy products which allows you to generate revenue in a short amount of time. Is that ROI?

4. DELIVERS INFORMATION THROUGH INTERACTIVE CONTENT

People love real-time communication, and this also applies to their professional interactions. According to *The Social Habit* and *Jay Baer*, **32% of users who have ever interacted with a brand on social media expect a reply in 30 minutes or less**. Therefore, live videos, tweets and webcasts are becoming increasingly popular. Virtual events are designed for such interactions through instant chat, social sharing, on-demand webinars and live Q&A sessions.

Webinars are great opportunities to develop leads by sharing freebies (like e-books) with visitors to warm them up and then position benefits in an environment with very few distractions. These tools help extend your reach and loop in more participants. They also build a lead nurturing environment where someone is always available to answer a prospect's query through the convenience of digitization. People are more likely to engage with you if you take the guesswork out of the process and virtual events help you achieve this leading to more conversions.



5. ENABLES DATA-DRIVEN LEAD-TRACKING

Customer relations management (CRM) is done automatically. How many business cards will need to be entered into a customer management system? NONE! Every visitor to the event and your exhibit will be automatically entered and stored in a data base, even if they don't initiate a chat. That is a massive ROI and saves extensive amounts of office work. There will be post-event reports to shed a lot of light on the event's and your booth's performance. They pinpoint statistics like:

- Number of attendees
- Content views & download volume
- Number of interactions
- Volume and value of transactions performed
- Number of applications dropped

These figures can be used to uncover crucial insights, help improve content for the next event and show what worked and what didn't. For instance, it will identify where participation spiked in your webinars and develop related content to keep participants tuned in during your next event. These figures are helpful in gauging both the quantity and quality of leads generated. The reports also furnish data collected from visitors at registration for your sales team to pursue. A data-driven approach based on visitors' level of engagement in the event can be monumental in determining the sales stage that they lie in. This eases the lead qualification process and maximizes event ROI.

6. A VIRTUAL EVENT IS NOT A ONETIME AFFAIR

This is the best part of going virtual and ROI: your engagement has an extended marketing shelf life and access to the TPF Virtual Conference is open for *90 days* after its scheduled time has passed. You still have a door open for an additional stream of prospects to access your products and services and reach out for a transaction. You also accumulate contact information of prospects and registrants after the event, to send educational/promotional material to them and convert them into valuable leads.

With virtual events, the options for lead-generation and lead-nurturing are endless. Have you noticed the recent mushroom growth of professional seminars and virtual fairs around you? Now you know why that is.

FAQ

Setup Time required: On average it takes less than 60 minutes and comes with full technical support. Compare that to travel, setup and breakdown time required for live events. If using a video/webinar that should be created in advance which brings us to another perk. You can use a promotional in other promotional platforms, any way you want.

Staff Time Required: There are several options and levels of engagement. Do you want to have a 'live chat' session or respond to chat room emails? Of course, staff will respond to product inquires and follow up on leads but isn't that a part of the process.

What is the ROI? Are you poised to be active in the digital marketing arena? Do you want to gain global exposure? For the price (or less) of a 7 day ad campaign, your company receives targeted exposure for 90 days.

Attendance Projections: Of the 1.56 million nonprofits registered in the United States about two-thirds (1.09M) are public charities. TPF past conferences had extensive reach within the public charity arena with attendees from as far away as Colombia, France and Canada. TPF 2020 Virtual conference will launch a national marketing campaign, utilizing \$10,000 Google Adwords Grant, traditional social media marketing and already established connections. If we attract only 1% the attendance projection is estimated at 11,000.

Next Steps – Join the Movement

We invite your company to reap the benefits of convenience, reach and budget friendliness provided by a virtual platform. The Philantrepreneur Foundation knows the audience because we also are a 501c3 with a mission to build nonprofit capacity through education, awareness and resources. This conference will meet our mission goals and serve the sector. You can serve it too and create a valuable marketing platform for your company.

Exhibitor and sponsors are being accepted now. We'd love to have you as a part of the movement.

www.PhilantrepreneurFoundation.org/Virtual-Conference

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