

Maximize Your Trade Show ROI With an Intelligent Virtual Assistant

83% of B2B Marketers invest heavily in events, yet less than **50%** of Marketers have a standardized process to measure the value of their investment.^{1, 2}

The **#1** way to get value from and visibility into your investment is to book more meetings.

To get the most out of your next trade show, here are some tips to ensure greater visibility into your investments and boost your number of meetings.

Conversica AI Assistants make it easier to identify, schedule and manage leads at your next event, and maximize your return on your trade show investment.

\$570 BILLION³

Annual spend on sponsoring, hosting and attending B2B events

How to Calculate Event ROI

To calculate event ROI, you need:

Pre-event baseline data | Post-event data | Total cost of attending

EXAMPLE

Goal: Generate 50 leads through pre-event meetings and sign-up forms at the event	Total Cost: \$9,300
Pre-Event: 8 sign-ups	Divide the cost by the number of leads generated to get cost per lead:
Post-Event: Generated 72 leads through sign-up forms	$\$9,300 / 80 \text{ leads} = \116.25 per lead

Compare this cost-per-lead to your other channels, and you'll begin to understand how trade shows fit in as a Marketing channel and enjoy more visibility into your ROI.

Optimizing Event ROI Through Intelligent Virtual Assistants

Pre-Event Outreach

47% of executive leaders³ agree that in-person events are the most critical marketing channel to achieve key business objectives. To increase booked meetings ahead of a trade show, businesses should employ an Intelligent Virtual Assistant to touch leads at scale.



Pre-event outreach handled by Conversica AI Assistants results in:

8–21%

New Engagement Rates

16–25%

Hot Leads

1–7%

Hot Leads Worked

Post-Event Engagement

68% of B2B Marketers³ use in-person events for lead generation initiatives. To boost trade show ROI, Marketers and Salespeople need to follow up on leads and prospects following events. Fortunately, Conversica AI Assistants can help.



Post-event engagement handled by Conversica AI Assistants results in:

15–41%

New Engagement Rates

12–19%

Hot Leads

2–5%

Hot Leads Worked

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Pre-Event Outreach Results

Extreme Networks added over **\$200K in pipeline** after leveraging a Conversica AI Assistant for pre-event outreach.⁴

Post-Event Follow-Up Results

The Sacramento Kings saw a **3X increase in post-event outreach** and **millions of dollars added to their pipeline**⁵ from their use of Intelligent Virtual Assistants from Conversica.

Businesses can maximize their trade show ROI by raising awareness, booking more pre-event meetings and following up with every lead post-event through the use of Intelligent Virtual Assistants.

Learn more about Conversica AI Assistants at www.conversica.com

References:

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- ² "The Complete Guide to Measuring Event ROI," SummitSync, Mar. 2018. <https://www.summitsync.com/blog/trade-show-roi/guide-to-measuring-event-roi/>
- ³ "Maximizing Trade Show ROI with Conversica and SummitSync," Conversica, Oct. 2019. <https://www.conversica.com/resources/ebooks/maximize-trade-show-roi-2019/>
- ⁴ "Conversica Brings Extreme Success to Extreme Networks," Conversica, Jun. 2019. <https://www.conversica.com/resources/case-studies/extreme-networks/>
- ⁵ "Making an Event Marketer's Dream Reality with Artificial Intelligence," Conversica, Oct. 2019. <https://www.conversica.com/webinars/Making-an-Event-Marketers-Dream-Reality-with-AI>