

Client Roundtable - March 27, 2025



Power Up Your Events



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POP IN CHAT:

What are you most hoping to
get out of our roundtable
today?



Engagement throughout the Event Lifecycle

1. Event Registration
2. Pre-Event Engagement
3. Sponsorship Interest
4. Post-Event Strategies





What are the Key Benefits?

Maximize Event Registration - use targeted, conversational outreach

Boost attendee Engagement - stay informed and involved before, during, and after

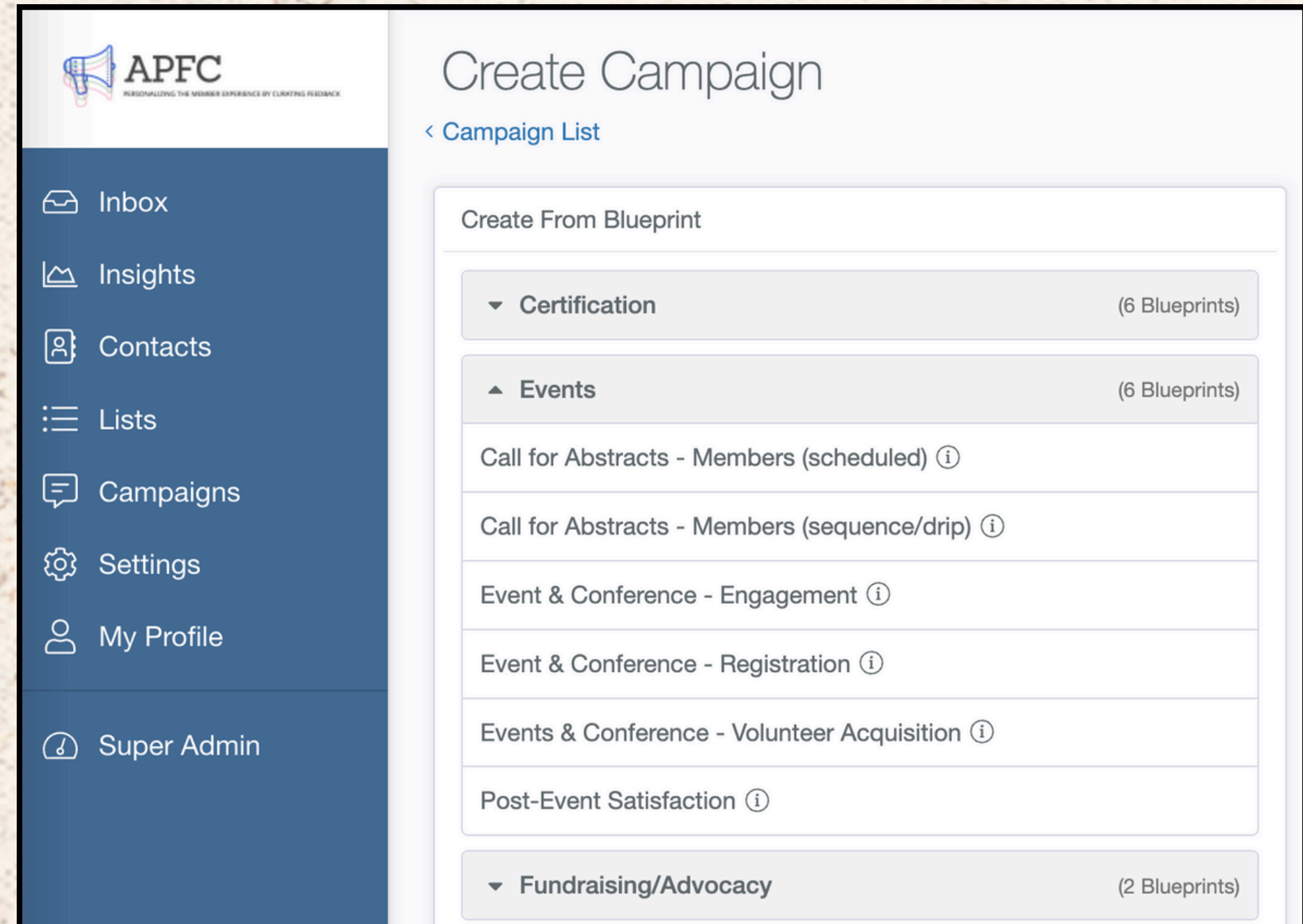
Convert non-members - nurture leads and grow membership



There's a blueprint for that!



- Event & Conference - Registration
- Event & Conference - Engagement
- Call for Abstracts
- Sponsor Acquisition
- Post-Event Satisfaction



It's not just about the conferences



- Webinars
- Networking events
- Membership meetings
- One-off events
- Advocacy & legislative events
- Special Interest Group (SIG) meetups



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POP IN CHAT:

What are your biggest
challenges in driving event
registration?

Conference Registration - Segmentation



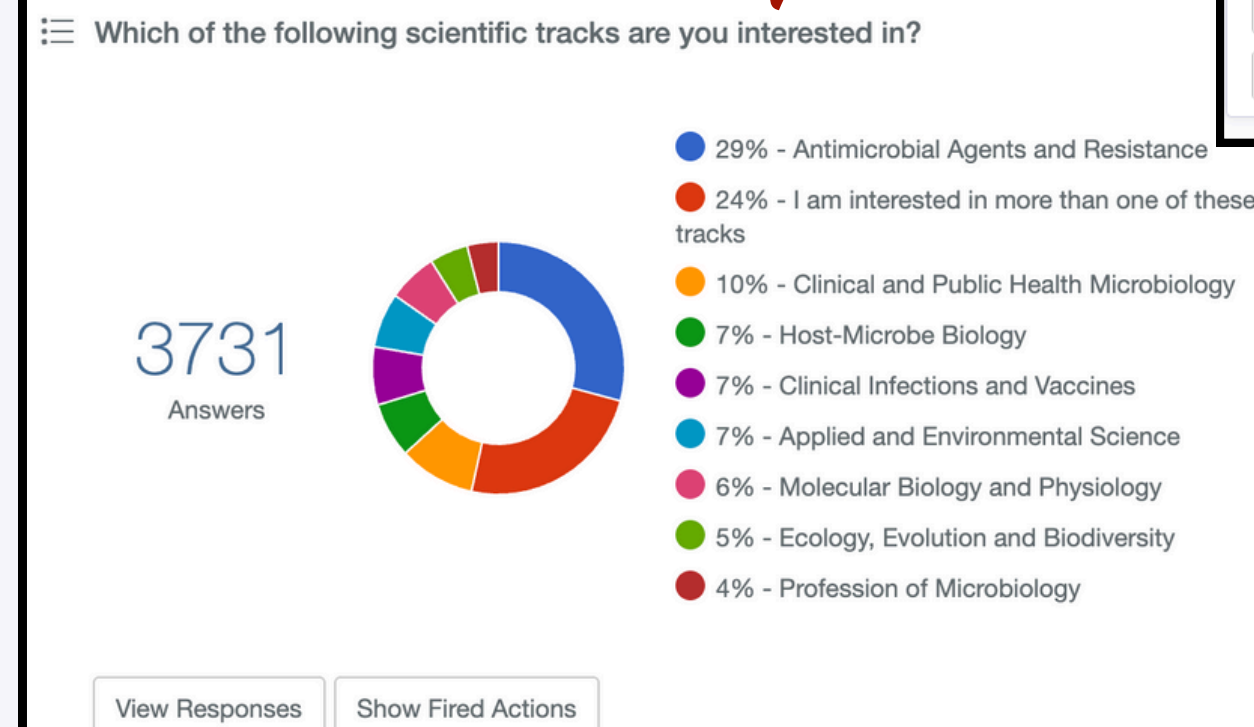
American Society for Microbiology

- Branch questions to first determine if members are planning to submit an abstract
- Follow up questions are tailored to whether the member is planning to submit

As the excitement builds for ASM Microbe 2025 in downtown Los Angeles, we want to make sure we're sending you information and opportunities that matter most to you.

Which of the following scientific tracks are you interested in?

- Antimicrobial Agents and Resistance
- Clinical Infections and Vaccines
- Ecology, Evolution and Biodiversity
- Molecular Biology and Physiology
- Applied and Environmental Science
- Clinical and Public Health Microbiology
- Host-Microbe Biology
- Profession of Microbiology



x- ASM Microbe 2025 Segmentation Q2

✓ Active

Design History Settings

Check-in

Do you plan to submit an abstract?

Change

Add Question



1000+
Planning to
Submit an
Abstract!

Conference Registration - Segmentation



What do you need to get started?

Financial Support

Abstract Guidelines

Detailed Program Schedule

List of Sessions Accepting Abstracts

Something Else

If you chose 'Something Else' please elaborate here

📁 Saved Workflows **➡ Create New Workflow** ✎

⚙️ ☆ Click to Name Workflow ☒

➡ If Question Answered matches Selection = Financial Support

Then Redirect to URL - <https://asm.org/Events/ASM-Microbe/Present/Travel-Awards>

Add Another Action

⚙️ ☆ Click to Name Workflow ☒

➡ If Question Answered matches Selection = Abstract Guidelines

Then Redirect to URL - <https://asm.org/Events/ASM-Microbe/Present/Abstract-Guidelines>

Add Another Action

- The client then started a new campaign to continue nurturing those that indicated needing financial support
- An additional campaign was started for those that indicated needing abstract guidelines

 **ASM MICROBE**
JUNE 19-23, 2025 | LOS ANGELES

Thank you for participating in our recent survey and sharing your need for financial assistance to participate in ASM Microbe 2025. We appreciate your transparency and are here to help! ASM offers a variety of travel awards designed to help offset expenses, so you can focus on advancing your science.

To provide the most relevant resources for you, could you let us know where you are located?

I'm located in the U.S.

I'm located outside of the U.S.

Great—Thank You for Sharing!

Below are travel award opportunities available to participants in the U.S. Take advantage of these resources to make your ASM Microbe 2025 experience achievable:

Fellows Travel Award | Amount: \$1,000

This award recognizes outstanding abstracts submitted by fellows advancing research in one of ASM Microbe's scientific tracks. Includes complimentary registration.

Eligibility Requirements:

Great—Thank You for Sharing!

Below are travel award opportunities specifically designed for scientists outside the U.S. All travel awards below include complimentary registration.

Bill & Melinda Gates Foundation Travel Award for Scientists from Low and Low-Middle Income Countries | Amount: Full Travel Support

This award supports scientists from low- and low-middle-income countries, enabling their attendance at ASM Microbe 2025.

Eligibility Requirements:

Conference Registration



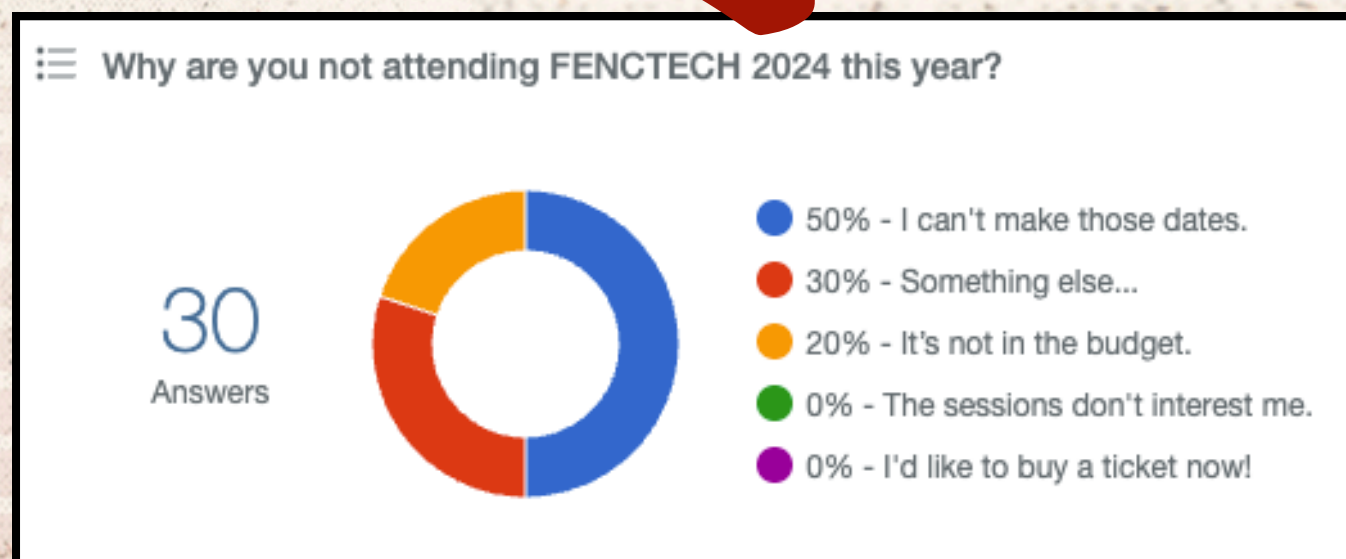
American Fence Association


- Campaigns were set up for members and non-members
- Client received valuable insights from those not attending


➡ If Question Answered matches Selection = I can't make it this year.

Then Redirect to Another Question - X - FENCETECH 2024 - Not Attending - Why? (members) and Remove from this Campaign

[Add Another Action](#)



**FENCETECH/
METALFAB 2024**

MUSIC CITY CENTER
NASHVILLE, TN
JANUARY 24-26, 2024

150 members said "Yes!" the first day

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POP IN CHAT:

What are things you wish you
knew about your attendees
before they arrive?

Pre-event Engagement

ICMG

- Ahead of their conference, ICMG reached out to registered members to confirm information for their name badges
- Contacts were enrolled in the campaign after registering
- Information collected was written back to their AMS
- Saves client time from having to make changes at the registration counter



ICMG | INTER-COMPANY® MARKETING GROUP
Where Connections Are Made!

Verify Name Badge

☐ Informal, we're thrilled to welcome you to the ICMG conference, February 3-5, in Tampa!

Before you arrive, we want to ensure your name badge is correct. we have:

Preferred Name: ☐ Informal

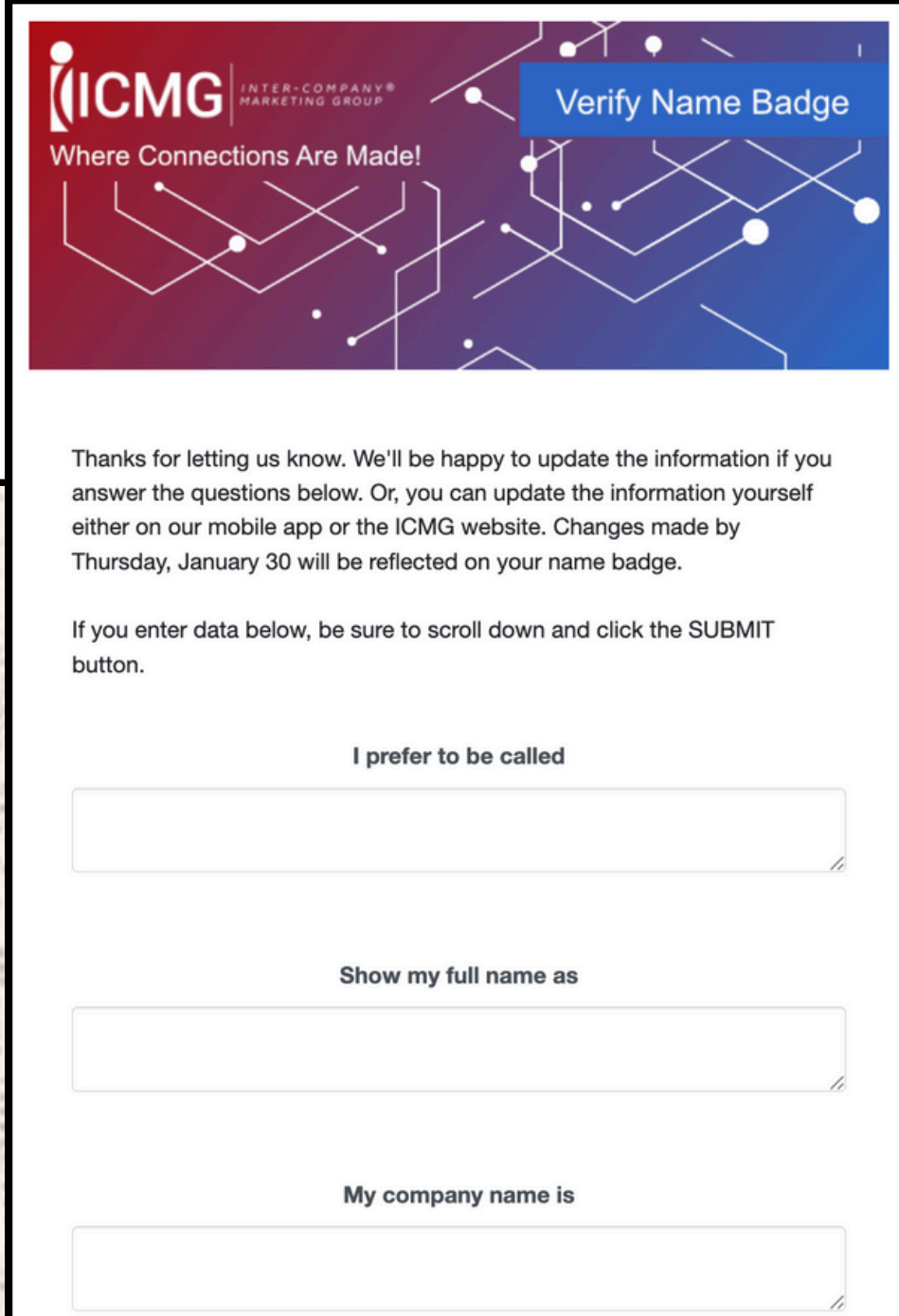
Full Name: First Name Last Name

Company: Organization



70% Engagement

21% Requested Changes



ICMG | INTER-COMPANY® MARKETING GROUP
Where Connections Are Made!

Verify Name Badge

Thanks for letting us know. We'll be happy to update the information if you answer the questions below. Or, you can update the information yourself either on our mobile app or the ICMG website. Changes made by Thursday, January 30 will be reflected on your name badge.

If you enter data below, be sure to scroll down and click the SUBMIT button.

I prefer to be called

Show my full name as

My company name is

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POP IN CHAT:

What strategies have worked
(or not worked) for securing
sponsorship interest?



Sponsorship Interest



- Outreach to companies that support the commercial real estate development industry
- Gathering interest in sponsorship opportunities for future conferences throughout the year



Hi ,

Experts agree that 2025 will be a good year for commercial real estate.

NAIOP is gearing up for our full slate of 2025 conferences: I.CON East, I.CON West, I.CON Central (new!), I.CON Cold Storage and CRE.Converge.

Can we help you with any of the below?

Send me information about sponsoring NAIOP events

Send me information about advertising with NAIOP

Help me register my team for 2025 conferences

Show me how to submit a speaker or session for NAIOP events

No thanks, all set for now

We're thrilled that you're considering bringing your team to our 2025 conferences. Our events are a fantastic opportunity for professional growth and networking.

Follow the links below to learn more and register for these events:

[I.CON West](#), March 26-27, 2025, Los Angeles, California

[I.CON East](#), June 4-5, 2025, Jersey City, New Jersey

[CRE.Converge](#), Sept. 8-10, 2025, Toronto, Ontario, Canada

*Not open yet; [join the email list](#).

[I.CON Cold Storage](#), Oct. 6-7, 2025, Phoenix, Arizona

*Not open yet; [join the email list](#).

[I.CON Central](#), Nov. 3-4, 2025, Columbus, Ohio

*Not open yet; [join the email list](#).

Have questions? Our team is on standby to help you with the registration process. Contact education@naiop.org.

Thinking about sponsoring an event? Contact Christopher Ware, ware@naiop.org for details.

If you're more interested in local events, visit your [local chapter page](#).



Hi there, - We sent you some information last week about increasing company visibility with NAIOP members.

Do you have any interest in sponsorship or advertising with NAIOP?

Yes! Please contact me for next steps.

Maybe - can someone follow up with me?


Not now, thanks.

63
Companies
said "Yes!"

Post Event Follow-up



Members who attended



Hi Colleague,

Thank you so much for joining us at yesterday's **PACE Awareness Networking Meeting!** We'd like to hear about your experience:

How satisfied were you with this event?
(5 = very satisfied)

1


2

3

4

5

Sincerely,




Robert Greenwood
SVP, Communications and
National PACE Association
robertg@npaonline.org

Did you have a key takeaway?

Is there anything we could have done to enhance your experience?

Submit

No-shows



Hi Colleague,

We missed you at yesterday's **PACE Awareness Networking Meeting!** We are checking in to learn more:

Why were you unable to attend?

I plan to watch the recording

I forgot or my calendar didn't alert me


I couldn't find the link to join

I was busy or something came up

No longer interested

Another reason

Sincerely,



Robert Greenwood
SVP, Communications and Member Engagement
National PACE Association | npaonline.org
robertg@npaonline.org



We have a new product for that!



Arizona Society of CPAs

- Utilizing our new Website Engagement product, they've created a pop-up on their website asking members if they're planning to attend their upcoming mixer
- Redirect and Website Interaction workflow actions

Question Workflows

Click to Name Workflow

If Question Answered matches Selection = Yes, I will be there

Then Redirect to URL - <https://www.ascpa.com/cpe/059649cq:spring-finance-mixer-c-p-as-bankers>

Add Another Action

Click to Name Workflow

If Question Answered matches Selection = Maybe

Then Website Interaction - <https://www.ascpa.com/cpe/059649cq:spring-finance-mixer-c-p-as-bankers>

Add Another Action

Click to Name Workflow

If Question Answered matches Selection = Not this time

Then Show Text on Landing Page

Add Another Action

Click to Name Workflow

If Question Answered matches Selection = Tell me more

ascpa

Arizona Society of CPAs

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Advocacy

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Career Center

Students

Your connection to the CPA profession

About the ASCPA

Our Spring Finance Mixer is May 14 at Seasons 52.

Will we see you there?

Yes, I will be there

Maybe

Not this time

Tell me more

ascpa

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Spring Finance Mixer: CPAs & Bankers

May 14

7:30 pm – 10:00 pm EDT

(Check-In 7:30 pm EDT)

Add to Calendar

Seasons 52

2502 E Camelback Rd Ste 140

Phoenix, AZ 85016

Get Directions

Member Price \$30.00

Non-Member Price \$75.00

Overview

Elevate your network at the Spring Finance Mixer! The ASCPA is partnering with the Risk Management Association – Arizona Chapter to bring CPAs and bankers together for an

Member Price

Non-Member Price \$75.00

Member Price \$30.00

Add to Cart

ascpa

Arizona Society of CPAs

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Find a CPA

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Overview

Elevate your network at the Spring Finance Mixer! The ASCPA is partnering with the Risk Management Association – Arizona Chapter to bring CPAs and bankers together for an

Member Price

Non-Member Price \$75.00

Member Price \$30.00

The Spring Mixer is an excellent opportunity to expand your professional network. The ASCPA is partnering with the Risk Management Association – Arizona Chapter to bring CPAs and bankers together.

By attending, you can make valuable connections with top-tier finance leaders. Don't miss out on this opportunity to network, exchange ideas and ignite new collaborations with the best in the business.

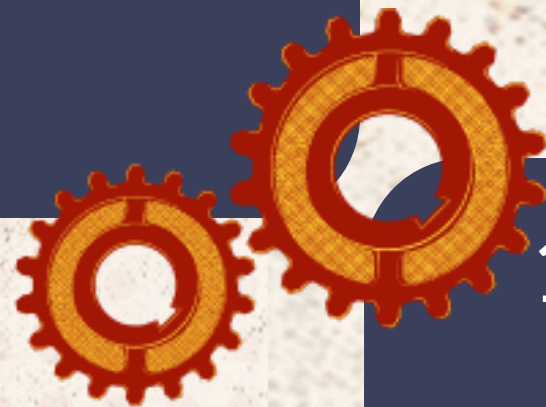
Registration Fees: Members \$30 | Non-Members \$75. Your registration includes tasty appetizers and two complimentary drinks.

Member Acquisition

American Society for Microbiology

- Segmented audience from first conference campaign
- Outreach to non-member abstract submitters
- Early bird registration offer

20% Engagement
Rate!



188 said “Yes”
&
107 Student
Interest



ASM
Membership

**Presenting at ASM Microbe? Get the Lowest Registration Rate by
Becoming an ASM Member.**

Great news! If your abstract is accepted, you can register for ASM Microbe 2025 at the lowest rate. There is even a **special student poster presenter rate of just \$175**—but only if you’re an ASM student member.

ASM student membership is only **\$35**, and it gives you access to this exclusive savings opportunity, plus career and networking benefits.

♦ **Take the following steps to qualify for the lowest rates:**

- 1 . Become a **2025 ASM member**
- 2 . If your abstract is accepted, follow the instructions in your disposition letter sent on March 5th.
- 3 . Register before **March 19**.

After March 19, regular registration rates apply—don’t miss this chance to save on your registration!

Yes, I want to join/renew now

I'm a student, tell me more about this special offer

I am not ready yet

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POP IN CHAT:

Do you have any questions for
your fellow PropFuel users?

Scan me!



Other campaign examples



- Pre-event polling
- Speaker and session preferences
- SMS - Event Reminder
- Session recommendations
- Engagement check-ins (QR codes)
- “What’s Next” - future event interest



Product updates!



- Integrations
 - Wicket, Rhythm, Salesforce, Fonteva, re:Members (Impexium)
- Campaign Management
- Website Engagement
- Platform infrastructure

Coming soon...

- Global search tool!

