**Event SOP**

\*Use Event Tab in Sales and Marketing OneNote to Keep Track\*

People Flying will book own Flights through RouteSpring (once it is booked get their flight information)

* You can pull this information from RouteSpring
* Get admin access to the team for RouteSpring to see travelers information

You will register team for event

* This will change based on event
  + You will register through cvent portal
  + Or register through event site

Book hotel for event

* Created an excel sheet with hotels near the event (hotel name, how much per night, how much total, and distance from event)
* Send to Vikram to get hotel approved
* Book hotel with employees name and email

Be in charge of SWAG and Deliverables (OneNote Events Tab will be a good Resource for this as well as SharePoint Events Folder)

* Backdrops
* Creation of Posterboards if needed
* New Swag (most of SWAG is through Queensboro)

Will be in charge of Booth Set Up:

* Booth themes or games at bigger events
* Event Deliverables
* Marketing Folders
* Ipad with LeadCapture License
* SWAG
* Backdrop or pop up banners if needed

Be in Charge of anything through the Cvent Portal

* If you have any questions reach out to JP

Peer Group for Evolve – SP301

You will send out Flight / Travel / Event Sheet week before event

* Include Hotel, Hotel, Address, Hotel Confirmation
* Ticket Confirmation
* Flight Information and Confirmation Number
* Event
* Event Location
* Event Dates
* Hosted Dinner information if applicable

Hosted Dinners Research & Bookings

* Create an excel sheet with:
  + Dinner or Activity options near event
  + What type of food (ex: Italian, Mexican, Steakhouse)
  + Price Range
  + Distance from Hotel
* Reach out to JP & Alec to approve which one they want to go with
* Call / Email the Restaurant or Facility to schedule

Content:

* Created a list of content you want the guys to get before the event (Email it to them)
* Remind them at event for content
* Create and post content to social media in real time
* Go heavy on event content - we get the most engagement during this time
* Some examples of event content:
  + Booth # if we have a booth
  + Announcement that we will be at event
  + Giveaways / Booth Games if we are doing anything
  + Time Lapse of event or booth set up
    - Include but not limited to Registration Picture
    - SWAG Pictures
    - Booth Pictures
    - Team Attendees Pictures
    - Videos
    - Pictures with Kaseya Workers
    - Pictures with Signs
    - Pictures with Partners
    - Pictures at Welcome Reception & Partys

Company Bio:

At ProVal Technologies, our team of experts specializes in Automation, RMM Consulting, Backup Management, and 24X7 Monitoring, all geared towards enhancing your MSP's NOC capabilities. Our expertise allows you to shift your focus towards serving your customers, while we efficiently manage the critical technical aspects of your operations.

Company Category Solutions:

A screenshot of a computer

Description automatically generated