

# EVENTS MADE MSpEasy

Tips and Templates for MSP Success



## SALES MADE MSPEASY

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## INTRODUCTION

For managed service providers looking to step up their events game, you've come to the right place. Tradeshows, conferences, lunch and learns and webinars are tried and true methods for building brand awareness, driving new leads, upselling current customers, forming new partnerships and, best of all, driving more profits. But only if you know how to make the most of it!

Whether you're attending, sponsoring or hosting an event, we've got some tips and templates that make events MSPeasy - *see what we did there?* So sit down and take some notes, let's make your next event KICK BUTT!



**Make sure and leverage all the outlets you have to get the word out, via phone calls, email, social media posts, snail mail, sky writing, etc. Let people know the 3 W's: When, Where and What's in it for them!**



## Pre-Event Preparations

There are logistics galore when it comes to events and this is often where MSPs get tripped up. Make sure to give yourself plenty of time to prepare for an event so you don't have to waste money and/or time on last minute rush orders or additional promo efforts. Below are some basic pre-event prep tips.

## Spread the Word

Alerting your prospects about the event is obviously critical. Make sure and leverage all the outlets you have to get the word out, via phone calls, email, social media posts, snail mail, sky writing, etc. Let people know the 3 W's: When, Where and What's in it for them!

## Pre-Event Promo Email

Two to three weeks prior to the event, send out a [Pre-Event Promo Email](#) to prospects. Not a fan of email? Customize the same message, print out and send via snail mail - whatever it takes to build awareness.

## Get Social!

Whether you're a social media guru or not, it's highly likely that your clients (or future clients) are on one form of social media or another - whether they are tweeting at a company for support help or part of a niche community on LinkedIn - so get involved! Here are some basics for MSPs looking to boost event awareness through social media.

First and foremost, make sure you have a Twitter and LinkedIn account for both yourself and - more importantly - your business. This is the bare minimum and is practically fundamental for companies these days. Once you've confirmed your event presence, it's time to start alerting your networks on the details of the event.

Open with a brief statement of how you help solve customer problems and end with the essential event details (name/date/location). Don't forget to provide a link to event registration page or details.

## Promoting Event via Twitter

Open with a brief statement of how you help solve customer problems and end with the essential event details (name/date/location). Don't forget to provide a link to event registration page or details. Having a hard time keeping the post within the 140 character limit? Use [BITLY](#) to shorten the URL. It's quick, easy and free! In Twitter, you can tweet 3-5X a day; just make sure to switch up the content to give your tweets variety.



Attach an image to your tweet (if space allows). Statistics show that tweets with images get more attention (in the form of clicks, likes and retweets). This image could be snagged from the event page (a logo perhaps) or could be a picture of your booth at a previous event.




### Quick + Dirty Twitter Tips:


- Does the event have a hashtag? Use it! It will raise awareness of your presence at the event among other attendees!
- Attach an image to your tweet (if space allows). Statistics show that tweets with images get more attention (in the form of clicks, likes and retweets). This image could be snagged from the event page (a logo perhaps) or could be a picture of your booth at a previous event.
- Tweet a shout out to the events social team by using said events Twitter handle (i.e. @event or @companythrowingevent). This will alert them to your tweet, which they will likely retweet, adding to the post exposure. A win, win.
- Datto partner? Make sure to [follow us on Twitter](#) and mention @Datto in the tweet. We'll make sure and retweet your post to increase its exposure.

### Promoting Event via LinkedIn

Share any future event presence from your company pages on LinkedIn and encourage your employees to like and share the posts from their personal accounts to increase views. Like with Twitter, open the post with a statement of how you help solve customer problems and end with the essential event details (name/date/location/link).



**By leveraging a multi-faceted outreach, incorporating a blend of techniques that are classic (phone calls, postcards, etc.) and modern (email, social media, etc.) in your promotional strategy, you will likely reach a wider variety of potential customers.**



#### **Quick + Dirty LinkedIn Tips:**

- LinkedIn is the most professional of the social universe - your posts in this space should be mindful of that.
- Unlike Twitter, there is no character limit for LinkedIn posts, but keep it short and to the point. Don't forget to link to the event website if there is one.
- In LinkedIn, limit yourself to 1 post per day to avoid follower drop off.
- Attach an relevant image to your post from the event page (a logo perhaps) or from yourself at a previous event.

Remember, no one will know about you and the event unless you tell them. Also important to note, different types of media reach different types of audiences. By leveraging a multi-faceted outreach, incorporating a blend of techniques that are classic (phone calls, postcards, etc.) and modern (email, social media, etc.) in your promotional strategy, you will likely reach a wider variety of potential customers.


#### **Day of Event**

Game time! Make sure to give yourself enough time to shower and have a good breakfast - no matter how long the event is, they can be exhausting for anyone (all that smiling!). Here are some basic “day of” considerations to keep you calm and collected. For live events and tradeshow, keep the following in mind:




## What to Bring

- Essentials:
  - Business cards
  - Fish bowl to collect business cards
  - Business collateral, sell sheets and/or case studies
  - A positive attitude and lots of energy - both are contagious
  - A water bottle and/or non-messy snack to keep energy up (granola bars, apples, etc)
- Awesome Additions:
  - Company branded table cloth
  - Company signage
  - SWAG (Stuff We All Get), such as:
    - Branded bags for attendees to carry all their new giveaways in
    - Branded pens (include website URL), koozies, stress balls, etc.
  - Candy/Bottled water = crowd pleasers
  - Sales rep and/or current customer to help praise your services (and give you breaks when you need them). Make sure to take them to dinner as a thank you afterwards!



**Always prepare for technology fails! If your booth includes a digital presentation or if you intend on leveraging anything that needs power, make sure to have extra wires/cords.**



## **Prepare for “Day Of” Disasters**

- Always prepare for technology fails! If your booth includes a digital presentation or if you intend on leveraging anything that needs power, make sure to have extra wires/cords.
- Make sure you have practiced your pitch prior to the event because there's nothing worse than stuttering in front of a hot lead. At the very least make sure you and anyone representing your company can identify the top three benefits of your service and can present them easily.
- Breath mints, no need to explain this one. You and your future customers will be grateful!

## **Take Pictures**

Have someone take a photo of your team at the booth and send the image to whomever is managing your social media pages to post and encourage event attendees to stop by your booth (leveraging the event hashtag, of course!). If this event is reoccurring, you'll be able to use these photos in future promotional efforts.

## **Basic Booth Etiquette**

No matter how much effort you put into preparing for the event, designing your booth, customizing brochures, emailing prospects, etc., your booth performance - how you greet and engage with attendees - will make or break your success. Here are some basic booth tips for you (and any event staff with you) to follow:

- Dress professionally.
- Maintain eye contact with visitors.





**No matter how much effort you put into preparing for the event, designing your booth, customizing brochures, emailing prospects, etc., your booth performance - how you greet and engage with attendees - will make or break your success.**

- Keep the booth tidy and well-organized.
- Avoid alcohol, garlic and spicy foods - and only eat during breaks.
- Keep the gum at home. Use mints or brush your teeth to keep it fresh.
- Mute the mobile.
- Don't trash talk the competition - it's unattractive and unnecessary.
- Be honest. If someone asks you a question and you don't know the answer, don't make something up! Instead, take down the attendee's contact info and let them know that you will reach out to them as soon as you find out (and put your money where your mouth is).
- With booth conversations, it's all about the 80/20 rule: listen to booth visitors 80% of the time and speak 20% of the time.

Don't ever forget that your booth is essentially a stage - the event attendees, your customers, your industry peers, and your competition are monitoring your behavior.

### **Post-Event Follow Ups**

The biggest mistake you can make is not following up with those sparkling new contacts after the event. If getting new customers or upselling current ones is your goal, you need to put the time in. So make sure you've got a game plan post-event to spend reaching out to leads, via email, phone calls, etc. even the ones who seemed a bit cold - your ROI depends on it!.



**Two to three days post-event, send a Post-Event Follow up email to prospects with whom you met. Bonus points if you can customize said email with something you discussed with said person - they will be impressed and feel special.**



## Post-Event Email

Timely, personalized follow-up is the best touch point for your prospects. Two to three days post-event, send a [Post-Event Follow up](#) email to prospects with whom you met. Bonus points if you can customize said email with something you discussed with said person - they will be impressed and feel special.

For MSPs who have access to a full list of event attendees, send a [Post-Event Follow up](#) email to those whom you didn't encounter at the event. You never know where you'll find your next customer.

## WEBINARS MADE MSPEASY

Webinars are an impactful and cost-effective way to showcase services to new prospects or present educational content on a hot topic (for example, how to prevent ransomware) to showcase your company's thought leadership. Combining the interactive elements of a trade show with the convenience of the Internet, webinars are particularly appealing for some as they allow people the chance to investigate a vendor from a safe distance while still being able to ask questions/get personal - almost like online dating! Here are some tips for successful webinars.

### Pre-Webinar Preparations

These online presentations should be carefully crafted well ahead of time. They will be what attendees are staring at during the 30-60 minute webinar and will be a reflection of you and your brand. Take the time to make sure they are clear, organized and error-free!



**Give yourself (and any other webinar participants) enough time to create a slide deck that is on brand, focused and visually appealing. In general, the less text on the slides, the better. You want attendees to be actively listening and not reading.**

## The Presentation



After you've solidified the main details of the webinar, such as the title, the participants, the date and the time, get started on the webinar presentation. Give yourself (and any other webinar participants) enough time to create a slide deck that is on brand, focused and visually appealing. In general, the less text on the slides, the better. You want attendees to be actively listening and not reading.

Where to start? The first 1-3 slides should be introductory. Start with slides that introduce yourself, your services and any other speakers. Make sure these slides include professional photos, company logos, job titles and perhaps a fun fact. Next, add a slide with bullets giving the attendees a brief look at the agenda before diving right in.


Keep content educational and helpful - not pushy or salesy. A great way to get yourself to do this is by adding a slide of "takeaways" to the end of the presentation to ensure your listeners leave with valuable information.

At the end of the webinar, schedule at least 15 minutes for attendee Q&As. Create a slide to present while you're taking these questions, like the one below.





**A Q&A facilitator can help keep track of all questions asked as well as the order in which they are asked in. This is also useful in fielding any bizarre or off-topic questions you might not want to deal with during the event.**



Once you're satisfied with the content of the presentation, add some clean and relevant graphics to the slides (or tap a creative to do it for you).

### **Create a Webinar Team**

Select two responsible individuals who are available during the live webinar for the following roles:

- The Webinar Producer: Tap an honest team member or friend to listen in (remotely) to ensure sound, visuals and overall pace are good. Make sure this person is someone who will tell you like it is. During the dry run (and live webinar), have the producer alert you via chat pane if anything goes wrong from an attendee's point-of-view.
- The Q&A facilitator. It's also nice to give your audience an option of submitting questions they have during the webinar to one of your helpful team members. A Q&A facilitator can help keep track of all questions asked as well as the order in which they are asked in. This is also useful in fielding any bizarre or off-topic questions you might not want to deal with during the event.
  - PRO TIP: Prior to the webinar, pull together a list of seed questions to use in case no questions are asked during said Q&A and give it to your this will help you avoid any long awkward silences.

**Tap your webinar producer to take notes throughout the dry run for each speaker (pros and cons). After the dry run, ask this person: how could that have been even better for a prospect? Share all these notes with the rest of the webinar team.**



### The Dry Run

Schedule a dry run (or several!) with all speakers and your webinar team to practice going through the presentation. Draft up and share the loose schedule for the order of the webinar and share with participants. Who will speak first? Who will introduce whom? How many minutes does each person have? What do you want to spend the most time on discussing?

Tap your webinar producer to take notes throughout the dry run for each speaker (pros and cons). After the dry run, ask this person: how could that have been even better for a prospect? Share all these notes with the rest of the webinar team.

If the dry run is a disaster, don't panic. Simply schedule another one or two until you get it right. It's important to have at least one solid dress rehearsal prior to the big day!

### Spread the Word

The more places the details of your webinar are posted, the more likely it will be for your target audience to discover it (and sign up). Here are some great tips for spreading the word.

#### Website, Blog and Social

Do you have a website? Of course you do! Guess what? Your website is the PERFECT place to promote this webinar. Get the details up on your site as soon as they are set in stone and don't forget to include the link to register. Where exactly should this go? An events page or a resources page would be fitting, but anywhere is good as long as it is somewhere that gets traffic/views.



**If your company has a blog, whip up a quick post about the webinar and focus the content around the value for prospects in attending this free event. Also, if your company sends out a newsletter, this event should be one of the headlines.**



What about a blog post? Absolutely! If your company has a blog, whip up a quick post about the webinar and focus the content around the value for prospects in attending this free event. Also, if your company sends out a newsletter, this event should be one of the headlines.

How about social? You're really getting the hang of this aren't you? Just as I recommended for tradeshow, make sure and leverage social media networks to promote webinars as well.

### **Pre-Event Promo Email**

At Datto, we drive the most registrations for webinars via promotional emails. We recommend you promote your webinar via 3 separate, spaced-out emails to your target audience. It may seem like a lot of emails to you, but most people get the information and sit on it for a while until the day before the event.

- Email 1: Send the first email out two weeks prior to the webinar. Yes, [here](#) is a template you can use for that.
- Email 2: One week prior to the webinar, send out a [second promo email](#) to the same audience.
- Email 3: Finally, on the day before the webinar or the morning of, send out a [third and final promo email](#) - a last call reminder that is sure to boost last minute registrations.
- In the last two emails, add a "call to action" for those who are unable to attend the live webinar but would like to "view the recording" when it's available (and put your money where your mouth is!)

**In the last two emails, add a “call to action” for those who are unable to attend the live webinar but would like to “view the recording” when it’s available (and put your money where your mouth is!)**



After the webinar, post the recording to your website and shared for external views and to a business-grade FSS solution, like [Datto Drive](#), for your internal team to access and share out quickly to warm prospects. This will further extend the webinar ability to generate leads.


Lastly, if you have any other participants on your webinar, share these tips with them as well in order to ensure they are also promoting the upcoming webinar. Have them send out the same promo emails to their relevant prospects and double your list of possible attendees.

## Day of Webinar


Here are some quick “day of” tips to ease your nerves and ensure your webinar will run as smoothly as possible.

### Prepare for “Day of Disasters”

- A few hours prior to the webinar, work with your producer to test all your equipment and run through your presentation one last time. Double check the sound and visuals are solid.
- Have all of the webinar speakers and staff sign in anywhere from 15 - 30 minutes early.
- Make sure you are hosting from a place with little background noise and that you have a reliable internet connection.
- Have a bottle of water handy to sip during the presentation in case your throat gets dry.



**Using the word “you” in place of “I” is an effective way to let your audience feel more connected with you and what you are saying. It makes a presentation feel much more like a conversation**



### **Presenting Like A Pro**

- Relax, breathe, articulate your words and speak slowly. You are ready, prepared and competent. Don't let your nerves get the best of you.
- Speak to people, not to the computer. Remember, even though you can't see them, your prospects are listening. Speak as you would in a conversation with real people.
- Using the word “you” in place of “I” is an effective way to let your audience feel more connected with you and what you are saying. It makes a presentation feel much more like a conversation
- During the presentation, on the agenda slide, make sure attendees are aware of the time allotted at the end for Q&As and to hold their questions until then or, if you have a Q&A Facilitator, make sure they know how to submit questions to that person.
- Don't let any questions go unanswered, even if the 15 minutes is up. Make sure you tap your Q&A facilitator to help you get back all attendees who had questions you never got to. If possible, email them within the week so they don't think you blew them off.





**In general, only about 25%-50% of registered webinar attendees actually show up. This is why it is so important to make the content available for those who intended to show up but didn't make it. Have 200 people register for your webinar and 100 attend? Congrats! Turns out that's a great ratio for webinar attendance.**

## Post-Webinar Follow Ups

For the most part, those who registered for your webinar are hot leads that are interested in your services. Make sure to follow up with them within a week to see how your business can solve their challenges.

After the webinar is over, make sure you grab the link to the on-demand webinar recording. For webinars, you'll want to send two different follow up emails:

- [Email 1](#) - Attendees: Send a follow up email to attendees thanking them for their attendance and include the link to on-demand webinar recording for them to watch again and share with others.
- [Email 2](#) - No Shows: Send a follow up email to registrants that didn't attend with the same link.

In general, only about 25%-50% of registered webinar attendees actually show up. This is why it is so important to make the content available for those who intended to show up but didn't make it. Have 200 people register for your webinar and 100 attend? Congrats! Turns out that's a great ratio for webinar attendance.

Post the webinar recording on your website, to your [resources page](#) or elsewhere, so you can track who visits and downloads. You can also put it behind a landing page so anyone new has to enter their email address to download it. Make sure it's discoverable! Let your social network where it is when it's available.



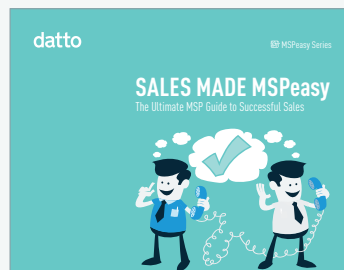
## TO SUM IT UP

For managed service providers, events, whether hosted online and on-prem, can be highly effective resources for driving new customers through the door and for reminding current customers why they are with you. When executed correctly, they can generate a healthy amount of new opportunities and even snag clients away from competitors. So don't be shy - keep putting yourself out there and you will see your efforts pay off. Prepare, promote, execute and follow-up! Also, confidence is EVERYTHING. You'll be building new connections and making it rain in no time.

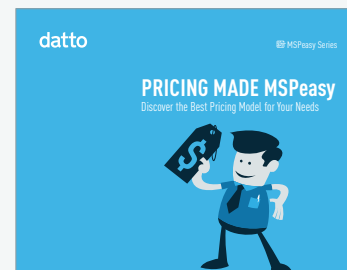
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