

2/17-20 → NRB

🔥 Be Clear, Be Confident, Be Compelling. Every Connection Counts 🤝

📍 National Religious Broadcasters (NRB) Conference 2026

📅 February 17-20, 2026 – Nashville, TN

👥 Expected Attendance: 6,500 Christian communicators

💰 Investment: \$400,000

🎯 Owner: @Jason Rosoff

📊 Reporting Rhythm: Daily (onsite), Weekly (pre/post-event), 30-60-90 Day ROI report

✓ 6,500 attendees → 655 contacts → 193 meetings → 66 deals → 19 wins → \$2.28M

- 👉 Source of truth:
- MISSION & SUCCESS
- THEME & STORY
- AUDIENCE, PROMOTIONAL & DISTRIBUTION LAYER
  - 📌 Meeting Goals
  - 🏆 Meeting tracker
  - 📅 17 Meeting Generation Tactics
  - Pre-NRB
  - During-NRB
- EXPERIENCE & CONVERSION
  - 🎤 Speaking session
  - 🏡 Booth presence
  - 🎥 VIP interviews
- OPERATIONAL READINESS
  - ✅ TASK LIST
- OWNERSHIP, RISKS & WATCHLIST
  - 📅 17 Post-NRB bookings
  - 👤 Appendix Staff Training
- POST-EVENT PLAN

👉 Source of truth:

🔗 Meetings Dashboard

🔗 Run of Show

🔗 Task List (Jira)

MEETINGS DASHBOARD  
MEETINGS DASHBOARD  
🔗 Pre-NRB Landing Page

Run of Show  
Run of Show  
🔗 Post-NRB Landing Page

Task List (Jira)  
Task List (Jira)  
🔗 Public Meetings Link

## 1 MISSION & SUCCESS

NRB 2026 is PRAY.COM's most strategic B2B event of the year, designed to position the company as the **undisputed leader in innovation for AI-powered ministry technology**, while converting high-intent Christian media and ministry leaders into a measurable pipeline and revenue.

This event is not just about visibility—it's also a **pipeline and category leadership play**.

KPI	2025 Actual	2026	Growth
Meetings	152	193	+27%
Deals Created	52	66	+21%
Deals Won	15	19	+21%
Pipeline	\$8.19M	\$10.42M	+21%

#### 🚫 Non-Negotiables

- Achieve **all 193 meetings** during the event
- 100% of contacts captured correctly in HubSpot
- Clear, consistent positioning across booth, stage, and demos
- Flawless execution of all pre-scheduled VIP interviews

## ② THEME & STORY

#### 💡 Campaign Theme

Solve Your Growth Problem

- Reach/Evangelism
  - PRAY Radio/TV, PRAY Studio
- Engagement/Discipleship
  - AI Counselor, PRAY Studio,
- Monetization/Donations
  - SuperFunnel (PRAY), Ads

1 product a day: How can we help solve their growth problem?

- **AI Counselor:** Disciple followers on the PRAY App and your Website. Custom to your ministry
- **SuperFunnel**
- **PRAY Production Studio:** Entire prompt to the video studio to increase production

Tagline:

**Modern Tools. Timeless Truth. Maximum Reach.**

*Modern Tools: PRAY Science*

*Timeless Truth: America Prays*

*Maximum Reach: Superfunnel*

Additional lines:

- “Your Message. Their World. Real Impact.” — Bridges traditional ministry and modern behavior
- “Tomorrow’s Ministry Tools. Today’s Results.” — Emphasizes cutting-edge + immediate outcomes
- “Innovation That Amplifies Your Calling” — Partnership positioning
- “Data-Driven. Spirit-Led. Kingdom-Focused.” — Balances technology with spiritual guidance

## ③ AUDIENCE, PROMOTIONAL & DISTRIBUTION LAYER

### 👤 Primary Audience Profile

#### Target Roles:

- Primary: Senior Pastors, Executive Pastors, Ministry Founders/CEOs
- Secondary: Media Directors, Communications Directors
- Tertiary: Development Directors, Marketing Directors

#### Demographics:

- Age: 35-65 years old
- Organization size: \$1M+ annual budget, 5-50+ staff
- Geographic: Primarily US-based, some international
- Education: Bachelor's minimum, often seminary-trained

#### Psychographics:

Motivations	Pain Points	Aspirations
Need to demonstrate ROI to boards	Traditional broadcast reach is declining	Lead thriving digital ministry
Want to reach digital-native believers	Donor acquisition costs are unsustainable	Be recognized as an innovative leader
Excited about AI but uncertain how to implement	Lacks credible impact data	Build sustainable funding models
Seeking proven partners, not experimental vendors	Managing 5-10 fragmented platforms	Use tech as ministry multiplication
Desire to be part of something larger	Fear of being left behind	Partner with values-aligned organizations

### ❤️ Meeting Goals

Phase	Channel	2026	2026 Each
Before NRB	Sales Team 1:1	100	20

	Marketing	28	6
	LS team 1:1	20	10
<b>At NRB</b>	In-person	35	7
	QR Code	10	2
<b>Total</b>	<b>193</b>		<b>45</b>

## 🏆 Meeting tracker

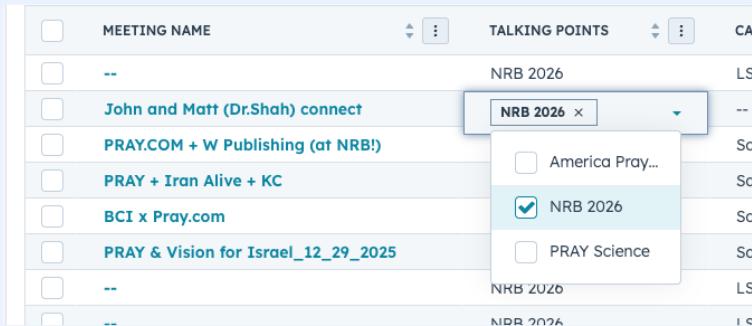
Pre-NRB activities:

- Any **meeting** completed after Dec 1, 2025 with “NRB” in the title, description, or transcript will appear [here](#)
- Any **SMS, LinkedIn, or WhatsApp** messages logged after Dec 1, 2025 containing “NRB” will appear [here](#)
- Any **Email** sent after Dec 1, 2025 with “NRB” in the subject will appear [here](#)
- Any **Call** logged after Dec 1, 2025 with “NRB” in the title, notes, or summary appears [here](#)

NRB Meeting:

- Any **meeting** scheduled to start between Feb 15, 2026 and Feb 21, 2026 will appear [here](#)

ⓘ If the activity is not counted on the lists, you can manually include it by editing the property “**Taking Point**” at the activity.



## 17 Meeting Generation Tactics

1. Pre-NRB	2. During-NRB	3. Post-NRB
<p>Multi-Touch Persistence:</p> <ol style="list-style-type: none"> <li>1. Marketing Enablement &amp; Sales 1:1 initiatives</li> <li>2. Marketing Initiatives</li> <li>3. Leader Success Team 1:1 Initiatives</li> </ol>	<ol style="list-style-type: none"> <li>1. Same-Day Booking Tactics using In-person qualification playbook</li> <li>2. “VIP Fast-Track” for Recognizable Prospects</li> <li>3. Self-booking via qualification QR</li> </ol>	<ol style="list-style-type: none"> <li>1. Follow-Up meeting booked using dedicated form</li> <li>2. Self-booking via qualification QR Code.</li> </ol>

## Pre-NRB

**Potential Companies Attending:**

- [#1 Previous NRB attendees](#)
- [#2 Previous NRB attendees](#)
- [#3 Previous NRB attendees](#)
- [#4 Previous NRB attendees](#)
- [NRB 2026 Exhibitors](#)
- [Potential attendees based on digital activity and profile](#)
- Exhibitors customers list: **TBD**



Marketing will contact potential attendees inactive over 365 days in the CRM who are not opportunities, customers, churned, or owned by the Ads & Others team.

Tactic	Approach	Status
<b>Email Campaign Sequences</b>	<p><a href="#">Outreach sequence</a> - #1 outreach introduces us and asks if the company will attend NRB.</p> <ol style="list-style-type: none"> <li>1. If the contact does not open, we will try <b>five more reach outs</b>, using different approaches.</li> <li>2. If the contact opens but does not engage, we will follow up four more times.</li> <li>3. All emails have A/B testing for subject and content.</li> </ol>	<span>LIVE</span>
<b>Digital ads and content distribution</b>	<ol style="list-style-type: none"> <li>1. LinkedIn / Meta - “The 2026 Ministry Media Benchmark Report”</li> <li>2. LinkedIn - Faith Meetings Science Research Guide</li> <li>3. Nurturing sequence featuring 3 Case Studies</li> <li>4. LinkedIn - Meeting Request</li> <li>5. LinkedIn / Meta - Event Week Retargeting</li> </ol>	<span>WIP</span>
<b>LinkedIn Outreach DMs</b>	<ol style="list-style-type: none"> <li>1. Connection</li> <li>2. Invite to a Warm-Up</li> </ol>	<span>PLANNED</span>

## Qualification

First Name*	Last Name*
<input type="text"/>	
Work Email*	
<input type="text"/>	
Mobile Phone Number	
 +55	<input type="text"/>
Ministry/Organization URL*	
<input type="text"/>	
<p>Where is your ministry currently investing to reach people?*</p> <p>Select all paid distribution channels you're actively using.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/>  Christian TV networks</li> <li><input type="checkbox"/>  Christian radio networks</li> <li><input type="checkbox"/>  Satellite radio</li> <li><input type="checkbox"/>  YouTube advertising or promoted content</li> <li><input type="checkbox"/>  Podcast hosting/distribution platform</li> <li><input type="checkbox"/>  Streaming TV platforms</li> <li><input type="checkbox"/>  Custom mobile app (iOS/Android)</li> <li><input type="checkbox"/>  Church/ministry website with video streaming infrastructure</li> <li><input type="checkbox"/>  Email marketing platform</li> <li><input type="checkbox"/>  We only use free platforms</li> <li><input type="checkbox"/>  Just getting started (no active distribution)</li> </ul>	
<p>50%</p> <div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"> <div style="width: 50%; height: 100%; background-color: #f9a; position: absolute; left: 0; top: 0;"></div> </div>	
<b>Next</b>	

QUALIFIED → Calendar Link	UNQUALIFIED
IF they mark any of TV or Radio	IF they did not mark any of TV or Radio
<b> Lead Routes</b>	
<ul style="list-style-type: none"> <li>The meeting link appears for him to book during or after NRB.</li> <li>He can choose to be randomly assigned to an AE or select who he wants to speak with.</li> <li>If he chooses not to select anyone, but his company is already using a CRM and has an owner, he will be assigned to his owner's calendar. Otherwise, the calendar shown will be for the next available AE.</li> </ul>	<ul style="list-style-type: none"> <li>Thank-you page</li> <li>Nurture sequence</li> </ul>
<b> New Lead assignment:</b>	
<ul style="list-style-type: none"> <li>If the contact has a Ministry SaaS owner: <ul style="list-style-type: none"> <li>If they reply, the owner receives the response.</li> <li>If they book a meeting, it will be with the owner.</li> </ul> </li> </ul>	

- If the contact has no owner:
  - If they reply, Nay receives the response and reassigns.
  - If they book a meeting, it will be randomly assigned among the AEs.

Would you like to meet with a specific team member?  
If you talked to someone at our booth, please select their name below. If not, you can skip this question.

What are your top priorities for ministry growth this year?  
Select up to 3 that matter most.

Reaching more people beyond our current audience  
 Expanding to new platforms  
 Going global with translated content  
 Automating content workflows and reducing manual work  
 Consolidating multiple tools into one platform  
 Getting our team out of admin tasks and back to ministry  
 Improving member and donor engagement  
 Building or improving our mobile app  
 Creating recurring touchpoints with our audience  
 Growing our donor base and recurring giving  
 Proving ROI on our content and media spend  
 Monetizing our content or audience  
 Understanding who's watching/listening and how they engage  
 Tracking content performance across all platforms  
 Connecting media exposure to attendance and giving  
 We're exploring what's possible - show us everything  
 Pricing and partnership options  
 Not actively growing right now, just staying informed

Your information is secure. We will never share your details with third parties. By submitting, you agree to receive event-related communications from PRAY.COM. Unsubscribe anytime. For details, check our Privacy Policy.

100%

[Previous](#) [Reserve Your Time Slot](#)

## During-NRB

 CONNECTION →  REGISTRATION →  ENRICHMENT →  COMMUNICATION

### Source 1: Attendee Badge QR Scan

- **Context:** Someone scans their NRB attendee badge at your booth
- **Registration System:** QR Code Scan - NRB System (Nay will download and upload it on HubSpot constantly)
- **Data Captured:** Name, email, company, title (from NRB badge data)

### Source 2: In-Person Quick Chat

- **Context:** Someone scans their NRB attendee badge at your booth
- **Registration System:** photograph QR Code from attendee badge - send it via email, so marketing can scan it.
- **Data Captured:** Name, email, company, title (from NRB badge data)

### Source 3: Banner QR Code (Meeting Booking)

- **Context:** Scans QR to book meeting immediately or for later date
- **Data Captured:** Full form submission (distribution channels, growth intent, meeting preferences)
- **Registration System:** form is natively integrated with HubSpot

#### Source 4: In-Person Qualified Conversation

- **Context:** Meaningful conversation with booth staff, demo interest
- **Data Captured:** Name, email, company + NOTES from conversation + booth staff name
- **Registration System:** record person name, company and conversation information via audio on a Claude website that will send the information for HubSpot

## ④ EXPERIENCE & CONVERSION

### Event Presence & Booth Strategy

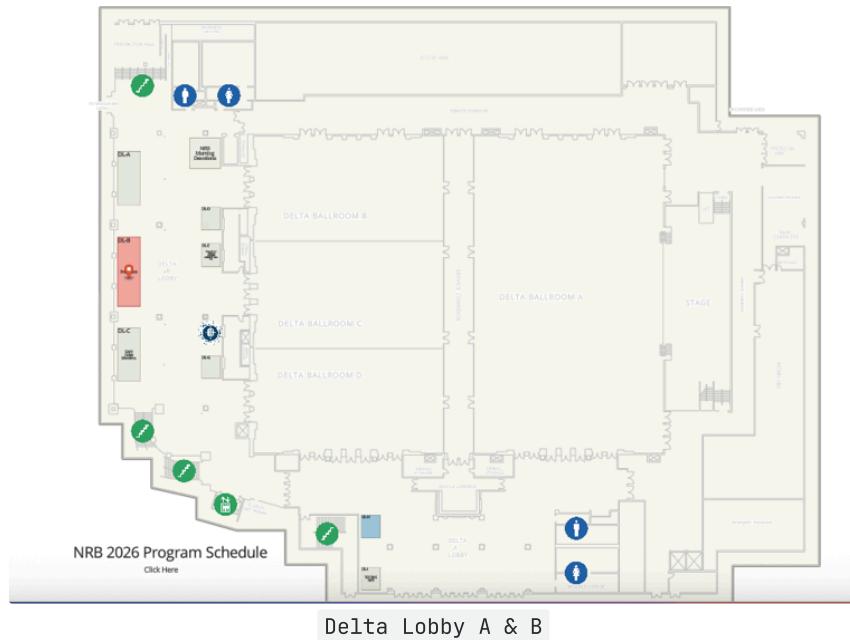
1. Main-stage **speaking session**
2. High-traffic **booth** presence (Delta Lobby A & B)
3. **VIP interviews** and pre-scheduled executive meetings
4. Coordinated paid + owned promotional campaigns

#### 🎤 Speaking session

🎤 PRAY.COM Session: [Forum - From Parables to Prompts: Storytelling in the Age of AI](#)

- Friday, February 20 - **9:00 AM - 9:45 AM** - Delta B Ballroom

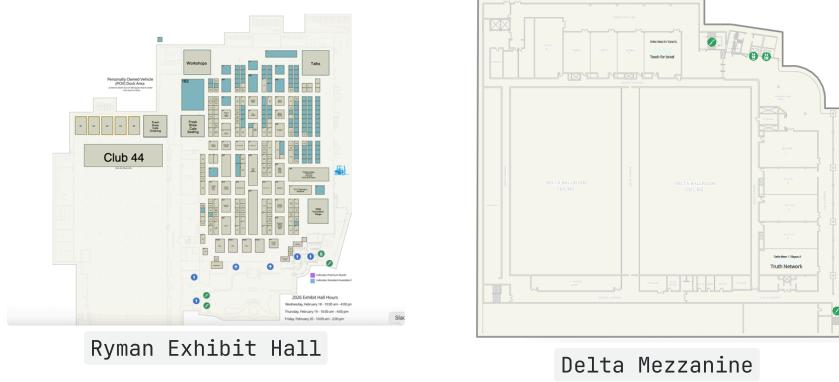
#### 🏡 Booth presence



Delta Lobby A & B

🏡 PRAY.COM booth: [Delta Lobby A & B — DL-B](#)

Other spaces:



### VIP interviews

	Leaders	Contact	AE	Scheduled?	Meal
1	Gary Wilkerson	Lisa Lowe	Matt		
2	Grace Grace	Nina Keegan, Michelle Humphreys	Matt		
3	Barry Meguiar	Katie Pender	Matt		
4	GEB America	David Groves	Robby		
5	Hank & Brenda Kunneman / Gamechangers	Bob Pettigrew	Robby		
6	Chip Ingram	Greg Kuluca	Matt		
7	Yael Eckstein	Robin & Jocelyn	Robby		
8	Jeff Schreve	Casey Shannon	Matt		
9	Richard Ellis	Richard E. & John Gillespie	Matt		
10	Tim Hatch	Tim, Brandon, Shane	Matt		
11	Jack Graham	Jason Graham	Matt		
12	Ed Young Jr	Dave Clark	Matt		
13	Chris Mitchell	Chris	n/a		
14	VOM	Tosha Wyatt	LS		
15	Roy Edwards	Roy Edwards			
16	Rabbi Schneider	Dustin Roberts	Russ		
17	John Mark Caton	Will Chapman	Russ		

18	Tony Perkins	Chris Curry	Robby		
19	ICR	Michael Hansen	Russ		
20	Christ In Prophecy	Nathan Jones, Tim Moore	Russ		
21	Voice of Prophecy	Ruben Gomez	Russ		
22	Mike Novotny		Matt		
23	Jeff Wickwire	Jeff Kelly	Matt		
24	Kristianne Wargo	Kristianne	Russ		
25	Dr. Tony Evans	Gabe Smith	Matt		
26	Dr. Kumuyi	Dammy	Russ		
27	Billy Lambert	Stephen Nortier	Matt		
28	Samantha Taylor	Samantha	Richard		
29	Lance Wallnau	Chelsea	Robby		

📎 **Embedded:** Booking link + CRM snapshot

## 5 OPERATIONAL READINESS

### ✓ TASK LIST

Summary	Assignee	Status	Due date
Marketing Enablement to help 1:1 meetings booking	Nay Luchetti	<span>IN PROGRE...</span>	Nov 14, 2025
Confirm attendee registration and sponsorship deliv...	Jason Rosoff	<span>TO DO</span>	Nov 21, 2025
Landing page: "Book a Meeting at [Event]" (pre-nrb)	Nay Luchetti	<span>IN PROGRE...</span>	Nov 21, 2025
Draft initial PR & press release schedule	Jason Rosoff	<span>IN PROGRE...</span>	Nov 28, 2025
Equipment and technology requirements	Jason Rosoff	<span>TO DO</span>	Dec 31, 2025
Catering arrangements	Jason Rosoff	<span>TO DO</span>	Jan 2, 2026
Merch Logistics Coordination	Claudia Villa De ...	<span>IN PROGRE...</span>	Jan 2, 2026
NRB - Train everyone to book hotels/travel (ramp)	Andrea Trevino	<span>IN PROGRE...</span>	Jan 10, 2026
NRB Signage Design	Jose Silenzi	<span>IN PROGRE...</span>	Jan 16, 2026
NRB Exhibit Booth Design	Jose Silenzi	<span>IN PROGRE...</span>	Jan 16, 2026
NRB Screens Collaterals	Max Bard	<span>TO DO</span>	Jan 30, 2026
Prepare content showcase (demo videos, case studi...	Matthew Potter	<span>TO DO</span>	Jan 30, 2026
Live Panel Coordination	Jason Rosoff	<span>TO DO</span>	Jan 30, 2026
In-person qualification playbook	Andrea Trevino	<span>IN PROGRE...</span>	Jan 30, 2026

Summary	Assignee	Status	Due date
Plan and manage @Booth interviews	AM Aaron Magnuson	TO DO	Feb 6, 2026
1:1 LS outreach → 25 Meetings	AM Aaron Magnuson	TO DO	Feb 6, 2026
Marketing outreach→ 25 Meetings	NL Nay Luchetti	IN PROGRE...	Feb 6, 2026
Event-Specific Landing Page (during-nrb)	NL Nay Luchetti	TO DO	Feb 6, 2026
Order booth equipment, displays, signage	JR Jason Rosoff	TO DO	Feb 6, 2026
Promotional items and handout cards	NL Nay Luchetti	TO DO	Feb 6, 2026
Manage photos and testimonials capture @NRB	MB Max Bard	TO DO	Feb 6, 2026
Ambassador Team to assist with the event	NR Nate Roemer	TO DO	Feb 6, 2026
Team training: event messaging, demos, lead-captur...	AT Andrea Trevino	TO DO	Feb 13, 2026
Functional, Contingency + Ship materials	JR Jason Rosoff	TO DO	Feb 13, 2026
Lead Recording System & Process	NL Nay Luchetti	IN PROGRE...	Feb 13, 2026
Social countdown campaign	NL Nay Luchetti	TO DO	Feb 13, 2026
Schedule targeted social posts.	MM Marle Mae	TO DO	Feb 13, 2026
NRB - Prepare giveaways (ship to venue or hotel)	NL Nay Luchetti	IN PROGRE...	Feb 13, 2026
1:1 Sales outreach → 100 Meetings	RK Russell Kirkpatri...	IN PROGRE...	Feb 13, 2026
Booth setup & tech verification	JR Jason Rosoff	TO DO	Feb 17, 2026
NRB In-person Encounters	MP Matthew Potter	TO DO	Feb 20, 2026
VIP meetings & media interviews	AM Aaron Magnuson	TO DO	Feb 20, 2026
Capture photo/video for post-event marketing		TO DO	Feb 20, 2026
Launch "Thank You" email campaign + demo follow-...	NL Nay Luchetti	TO DO	Feb 27, 2026
Upload all leads to HubSpot & categorize by ICP	NL Nay Luchetti	TO DO	Feb 27, 2026
NRB - Return shipment and booth breakdown	NL Nay Luchetti	TO DO	Feb 27, 2026
Sales team follow-up calls	AT Andrea Trevino	TO DO	Feb 28, 2026
ROI & KPI report (leads, meetings, impressions, con...	NL Nay Luchetti	TO DO	Mar 5, 2026
Lessons learned session (Confluence summary)	JR Jason Rosoff	TO DO	Mar 7, 2026

⌚ Synced just now • 39 items

### Readiness Checklist

Area	Owner	Status
Booth	@Jason Rosoff	🟡
Links, Systems, Tracking	@Nay Luchetti	🟡
Venue, Travels, Hotels, and Meals		🟡
Run of Show	@Jason Rosoff	🟡
Assets, Signage, Giveways		🟡

🔗 [Live Link: Ops deliverables](#)

## 6 OWNERSHIP, RISKS & WATCHLIST

Risk	Mitigation
Shipping delays	Ship two weeks prior, track shipments
Misaligned messaging	Pre-event alignment meeting w/ Sales & Marketing
Tech demo issues	Backup offline demo assets
Data loss in lead capture	HubSpot test import pre-event
Staff illness or travel disruption	Assign backup booth staff

### Post-NRB bookings

#### 1. Hubspot Calendar (or similar): NRB-specific booking links

- a. All bookings auto-create contact + company
- b. Meeting notes synced in real-time
- c. Activity tagged with "NRB 2026" campaign

#### 2. Mobile Check-In App:

- iPad at the booth with Calendly dashboard
- Staff can see upcoming meetings + walk-ups
- Quick reschedule capability

### Appendix Staff Training

#### Meeting Structure: The 30-Minute Framework

##### Minutes 1-5: Relationship & Discovery

- Warm greeting, offer beverage
- "Before I show you anything, tell me about {{Organization}}. What brought you to NRB this year?"
- Listen for pain points, budget signals, decision timeline

##### Minutes 6-15: Customized Demo

- Screen share on iPad showing their ministry's data (if public)
- Walk through 2-3 relevant platform capabilities based on discovery
- Show specific case study matching their ICP

##### Minutes 16-25: ROI Conversation

- "Here's what this could look like for {{Organization}}..." (custom projections)
- Address objections proactively
- Discuss pricing (transparent, not evasive)

##### Minutes 26-30: Next Steps

- If hot: "Want to move forward? Here's the process..." (close for trial or proposal)
- If warm: "Makes sense to take this back to your team. Can we schedule a follow-up Zoom for [specific date] to present to your senior pastor/board?"
- If cold: "Doesn't sound like timing is right. Can I check back with you in [3/6 months]?"

#### **Post-Meeting (Immediate):**

- Update HubSpot with notes, next steps, deal stage
- Send thank-you email within 2 hours with promised materials

**Booth Conversation Framework: The 3-3-3 Approach (3 Questions, 3 Minutes, 3 Next Steps)**

#### **Phase 1: Qualify (60 seconds)**

- **Opening:**
  - "Welcome to the Ministry Innovation Lab! Have you heard about [PRAY.COM](#) before?"
  - [If yes] "Great—what brought you to the booth today?"
  - [If no] "Perfect—I can show you something relevant to you specifically. Quick question: Are you with a church, ministry, media org, or agency?"
- **Qualification Questions:**
  - "What's your role in [their organization]?"
  - "Are you currently broadcasting content, or primarily focused on in-person/local reach?"
  - "What's your biggest challenge with reaching your audience right now?"
- **Disqualify gracefully if:**
  - Individual contributor with no budget authority
  - Organization under \$500K annual budget
  - No current content production/distribution
- **Graceful Exit:** "Really appreciate you stopping by! Let me get you [giveaway] and some materials. If your situation changes, here's how to reach us [card]."

#### **Phase 2: Demonstrate Value (90 seconds)**

- Based on qualification, show the most relevant capability:
  - **For Mega-Churches / Established Media Ministries:** "Let me show you how [Similar Ministry] reached 10x more people for 75% less cost..." → Walk to Analytics Wall, show case study, emphasize ROI
  - **For Growth Churches / Digital-First:** "Can I show you how our AI turns one sermon into 12 platform-optimized pieces in under 5 minutes?" → Walk to AI Studio, conduct live demo
  - **For Agency/Network Multipliers:** "You probably have multiple clients with similar challenges. Let me show you our white-label partnership model..." → Walk to Meeting Lounge, pull up partnership deck

#### **Phase 3: Next Step (30 seconds)**

- **For Hot Prospects (Engaged, Asked Questions):**
  - "This feels like it might be relevant to [their organization]. Want to grab 20 minutes while you're here at NRB? I can pull up your specific situation on our analytics tools."
  - [Pull out iPad with calendar]
  - "I've got tomorrow at 10am or Thursday at 2pm—which works better?"

- **For Warm Prospects (Interested, But Hesitant):**

- "I don't want to take up your whole conference. How about this: Give me your email, I'll send you [case study / ROI calculator / trial access], and if it resonates, we can connect by Zoom after NRB?"

- **For Long-Term Nurture:**

- "This might not be a fit right now, but I'd love to stay connected. Here's our Innovation Guide [premium printed piece]—it has real workflows from ministries like yours. And take a notebook—you've got a lot of sessions ahead of you."
- 

#### Staff Training: Objection Handling

##### **Objection 1: "I'm too busy at the conference to meet."**

**Response:** "Totally understand—NRB is packed. That's exactly why we're pre-scheduling. Think of it this way: you're here to find solutions, and I can show you something specific to [their org] in 20 minutes. Would 7:30am coffee work? I know mornings are quieter."

##### **Objection 2: "We're already working with [Competitor]."**

**Response:** "That's great—they're a solid option. Quick question: Are you seeing real-time analytics on engagement, or is it more of a distribution-only relationship? [Listen] The reason I ask is most ministries use us *alongside* their existing partners because we solve a different problem: [specific capability competitor lacks]. Worth a 15-minute look?"

##### **Objection 3: "We don't have budget for new technology."**

**Response:** "Appreciate you being upfront. Can I ask—what's your current annual spend on broadcast or content distribution? [Listen] Here's why I'm asking: Most ministries we work with actually *save* money by switching to us—like 70%+ savings. So it's not adding budget, it's reallocating it more efficiently. Can I show you a quick ROI comparison?"

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## 7 POST-EVENT PLAN

Metric	Target	Actual	Variance	Status
ROI (90 Days)	406%	–	–	Pending
Total MQLs Captured	655	–	–	Pending
Deals Won	19	–	–	Pending
Influenced Pipeline	\$2.28M	–	–	Pending
Cost per Deal	\$23,573	–	–	Pending

#### Follow-Up Commitments

- Day 1:
- Week 1:
- Day 30:

- Day 90:

 **Linked:** Post-event deliverables

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#### What Worked

#### What Didn't

#### Metrics vs Target

- Attendees:
- Meetings:
- Deals:

#### Recommendation

- Repeat
- Revise
- Retire