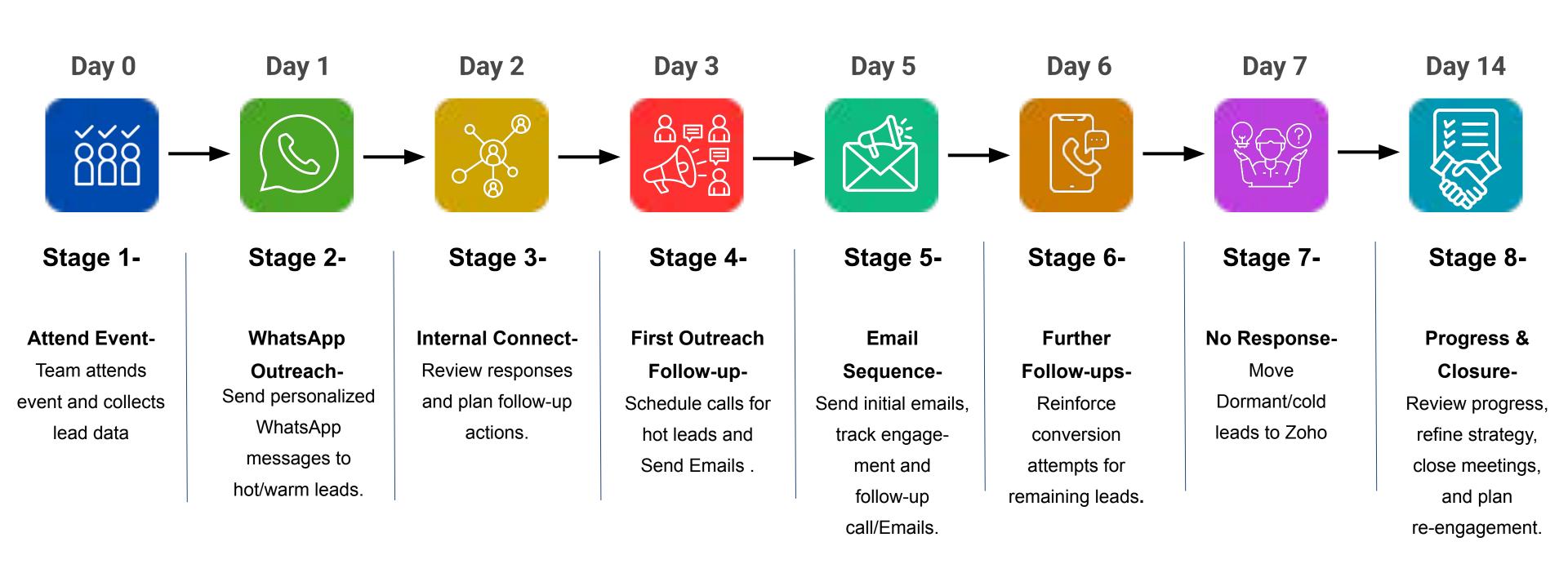
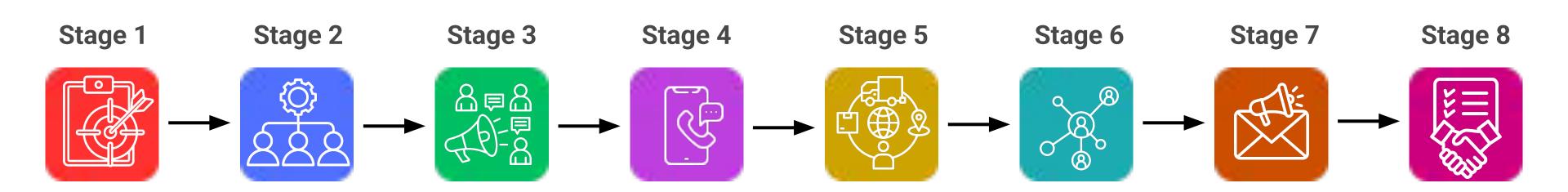
Event Leads Lifecycle: From Event to Engagement

Standard Operating Workflow



Pre-Event Leads Lifecycle: From Planning to Performance

Standard Operating Workflow



Set Event Objectives-

Define clear goals and metrics for the event

Team Alignment & Role AssignmentAssign roles and

clarify responsibilities

Attendee List & Early Outreach-Segment contacts

and reach out to prospects

Meeting Scheduling & CRM

PreparationSchedule meetings
and prepare CRM
templates

Collateral & Logistics

logistics.

Preparation- Co
Prepare marketing briefi
materials and

Team Briefing & Mock Run-

Conduct team
briefing and mock
sessions

Social & Internal Promotion-

Announce participation and notify contacts

Final Checklist & Go-Live-

Review readiness and arrive early