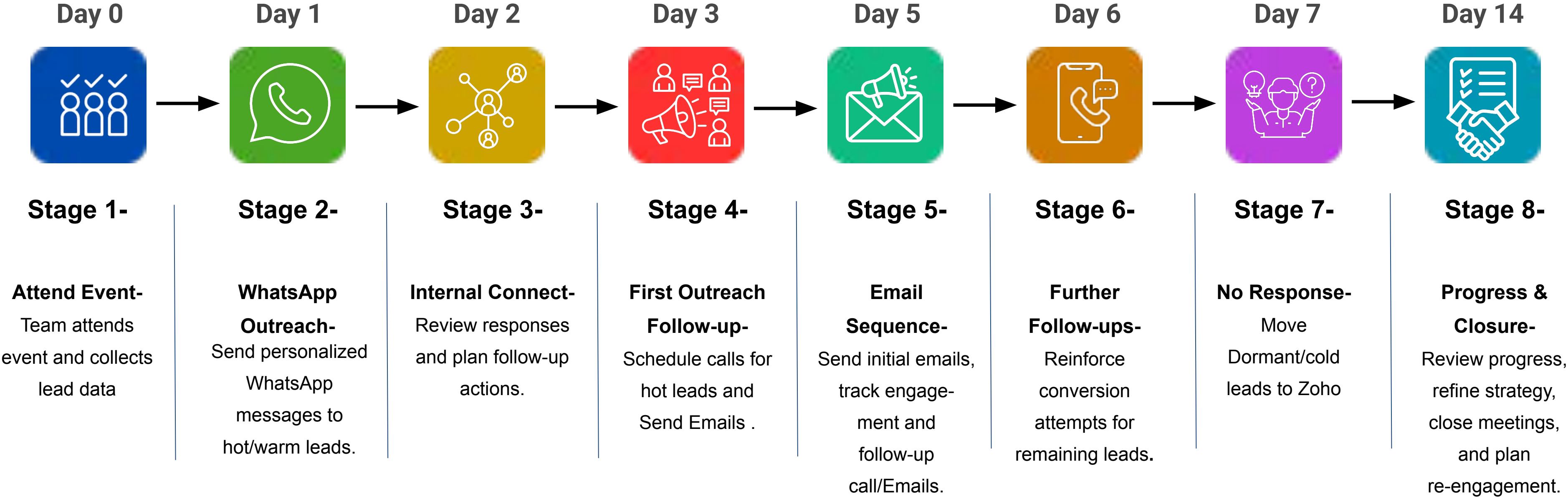


# Event Leads Lifecycle: From Event to Engagement

## Standard Operating Workflow



# Pre-Event Leads Lifecycle: From Planning to Performance

## Standard Operating Workflow

