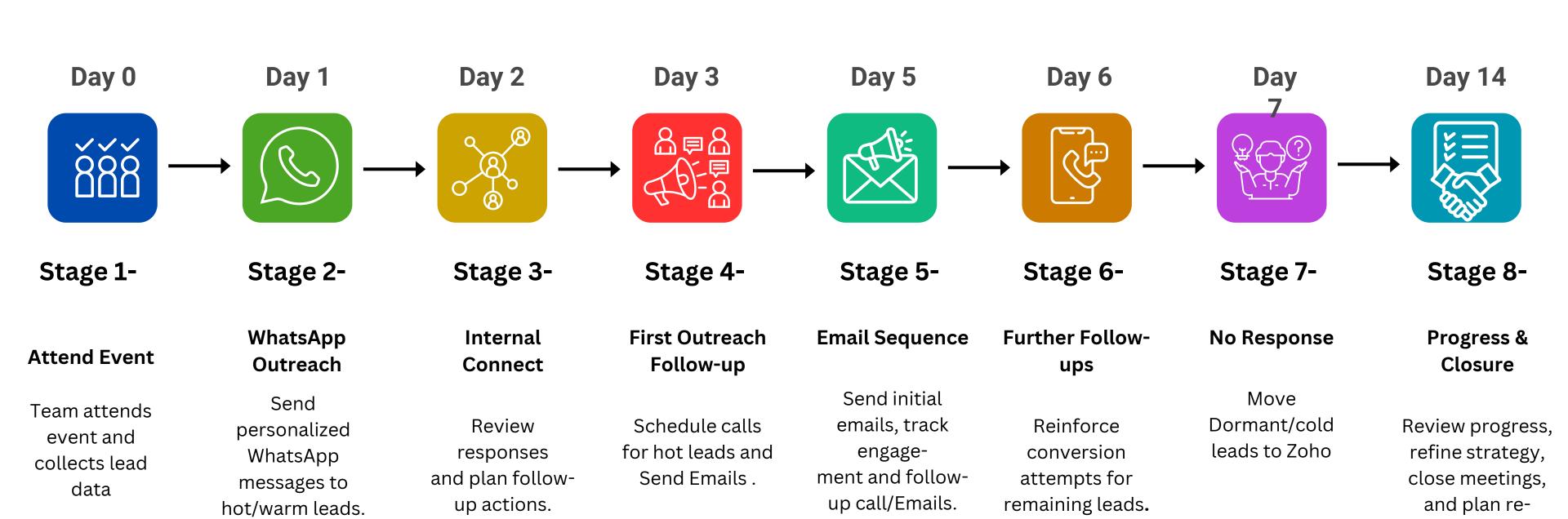
Post-Event Leads Lifecycle: From Event to Engagement

Standard Operating Workflow



engagement.

Pre-Event Lifecycle: From Planning to Performance

Set Event Objectives

Define clear goals and metrics for the event

Attendee List & Early Outreach

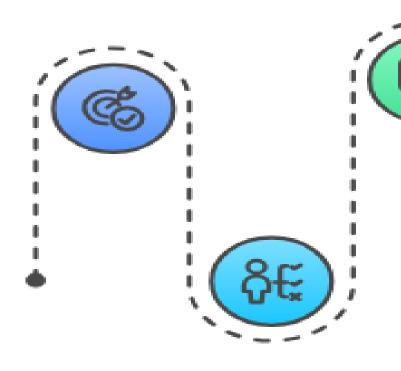
Segment contacts and reach out to prospects

Collateral & Logistics Preparation

Prepare marketing materials and logistics

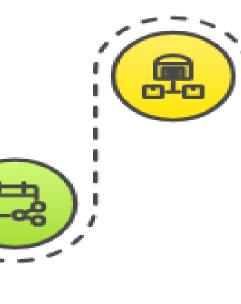
Social & Internal Promotion

Announce participation and notify contacts



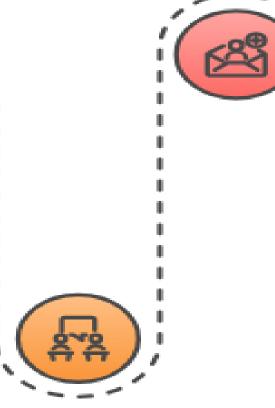
Team Alignment & Role Assignment

Assign roles and clarify responsibilities



Meeting Scheduling & CRM Preparation

Schedule meetings and prepare CRM templates



Team Briefing & Mock Run

Conduct team briefing and mock sessions



Final Checklist & Go-Live

Review readiness and arrive early