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consulting

PRACTI STRATEGY REPORT

SUMMARY

A SaaS startup is heading to its first big industry conference (industry: corporate training) in mid November in Las Vegas. Our task is to help the sales team make the most out of this opportunity to generate sales leads both ahead and at the event.

- Service Description: These guys have a training software or Methodology that hastens employee training and development process in terms of time frame, retention and Evaluation.
- Target Market: Businesses with between 100 and 3000 employees
- Strong areas for training: health & safety, compliance, onboarding

OUR DELIVERABLE

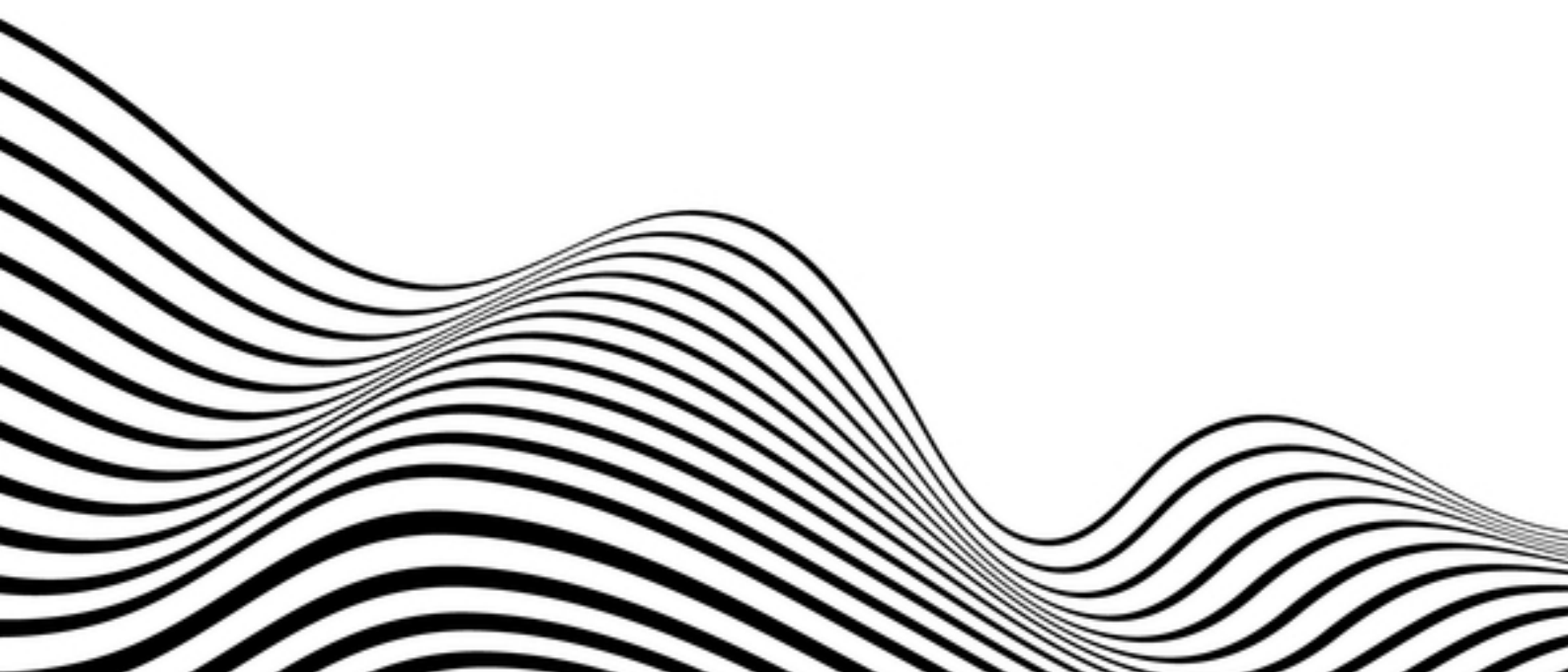
We are to develop an Action Plan for Marketing efforts Before, During and After the Program.

BUSINESS SUPPORT SERVICES
Made by Sam & Wright



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BEFORE THE CONFERENCE

Contact and reach meaningful agreement with the Speakers

Objective: To have Keynote speakers bring up your product during their speeches as illustrations.

TACTICS

- Reach out to keynote speakers of the event. You want to tell them how they have been an inspiration to you and your company. Your team should prepare a short proposal (250 words) that describes what Practi is and how the life work of these speakers inspired some of your creativity.

What is the catch?

The most realistic expectation here, however, is to create an impression in their minds and then introduce yourself formally during the program.

Best case

- Get a reply, get more conversational.
- Offer an incentive to speakers in exchange for them using your company as illustration during their speech.

THE KEYNOTE SPEAKERS

Penn Jillette ||author, actor, a renowned magician and entertainer.

We need to engage him on the idea of talking about the company during his session, emphasizing on how Practi as a provider for e-learning can create a better environment for both the magicians and the magic.

Tony Debrose, who works with Research Group Lead, Pixar Animation Studios while creativity is often associated with art, it is equally important in problem-solving. We would sell the idea of how we think creativity can be applied to film and movie making.

Karen McGrane, who is the Managing Partner, Bond Art + Science. She would be talking about the creative ways that adaptive content can support tailoring content according to context, and ways that can go wrong.

Maxwell Planck: Technical Founder, Oculus Story Studio. In this keynote session, one who would be talking about world of virtual reality (VR) and explore how VR is shaping the future of content.

DEVELOP ELEVATOR PITCHES

- Objective: To help you network during the events

The sure thing at a conference like Devlearn is that you will definitely bump into people from all works of life that share the same E-learning passion you do. Here are categories of people you'd encounter;

- Competitors
- Clients
- Investors
- Random people with the passion to work towards a common goal.

Therefore, preparation for the different scenarios and situations your team members will find themselves is paramount. Natural and honest elevator pitches for these scenarios is a fast and effective strategy to have when these scenarios come up.

There should be 5 elevator pitches for these possible scenarios;

- **Meeting a prospective client:** A forward-looking elevator pitch with the goal to gain the potential client's interest in the product or service you want to pitch.
- **Meeting Speakers:** During the elevator pitch preparation for speakers, you should ask yourself what exactly each of these speakers can do your business. This is so that when you finally engage them face to face, you know when to "call for action."



- **Joining a conversation:** A less-product oriented but more of an intellectual talk that drives the attention of people towards you. By this, they want to listen to the new guy, hence, you have to keep up with initially displayed intelligent level.
- **Leaving a conversation:** You do not want to leave disruptively or without impact. You want a pitch that would continue to reiterate PRACTI's name in the minds of the participants.
- **Promotion at the end of the media chat:** the focus of the media chat/interview is to discuss the event proceedings, the high points of the events and some noteworthy experience you have so far but the focus of the interviewee is when and how to bring PRACTI in; that would be done towards the end of the event.

In developing and practicing these speeches put the following into consideration:

- Explain Practi's expertise in relation to the Unique Sales Proposition (focus on what Practi does rather than what the organization is).
- Start with the problem statement, things lacking in other platforms and why Practi provides a solution.
- Develop pitches that would spur inquisitiveness from the listeners

EFFECTIVE USE OF SOCIAL MEDIA

Objective: To help your business stay visible when people search for the events on social media.

TACTICS

- Like the social media pages of the conference and comment on their posts, leaving your website link as a signature to the post.
- Promote your attendance of the conference
- Use social media softwares like Hootsuite, Buffer etc to monitor the happenings of the event, search important keywords and hashtags for the event.

- Search for as many attendees as possible, get their social account information; this could also be gotten from the event's organizers. Lay more emphasis especially on the popular people and industry influencers. For instance, you can have... "Oh so we heard @..... is coming to #DevLearn 2016, cool! We really can't wait. #DLSketchnote
- Write a short review of Devlearn and put it on your website, let the keywords be practi, devlearn, 2016, DLSketchnote, the themes. These articles should reflect the positive side of the event and the fact that you will be part of it this year. The goal of this is to pop up on search engines and improve your rankings.
- Join the groups created on Devlearn on facebook, linkedin and other popular social media sites available

IDENTIFY AND MEET MEDIA OUTLETS

Objective: To develop video, audio and written content that can be used for branding and marketing after the event

TACTICS

Media outlets

- Get a list of media outlets coming to cover the event
- One popular/big media outlet is enough to do the trick; but to be on a safe side, hold meetings with several; say 4 presenters, so at least you hit one or two.
- Meet the presenters or anchors to discuss how the interview sessions would be at the event. You want to have something scripted because then, you can dictate how you want Practi to be portrayed.

Seek for Conference Exhibitions

- Before the conference, make inquiries of conditions to be met, amount to be paid, and ways of getting an exhibition stand (Booths) to make a presentation on the Practi's interactive platform.



- This exhibition session should include an interactive session where training managers can have a demo of how the platform works for free. Proper technologies should be put in place, prior to the start of the conference.



DURING THE EVENT - ACTION PHASE

Social Media Engagement

Objective: To improve your Google ranking

TACTICS

This is the time to engage the Devlearn's Facebook Fan Page and LinkedIn groups you joined and Twitter list(s) you created using the researched and documented keywords and hash tags for the conference.

- There is need to update live and regularly during the event using relevant keywords and hash tags.
- Someone on the sales team may be assigned to monitor trends and feeds on activities posted on various social media platforms. Participating in social media discussions can also increase the organization's publicity at the conference. Respond to questions, interact, retweet or favorite as necessary
- Like and comment on social media profiles of the event organizers, keynote speakers, influencers, media partners and yes, even your competitors. The aim is to increase exposure by all means.
- Post live pictures and videos on social media platforms; the pictures of your employees with keynote speakers and influencers of the industry should also be posted live.

MEET PEOPLE; COMPETITORS, POTENTIAL CLIENTS, INFLUENCERS, SPEAKERS

Objective: To build a strong Network

TACTICS

From the homework the sales team must have done, some important group of individuals would have been recognized. The most important group of people of high interest to the sales team is the training managers.

- This is the period when most of the marketing materials will be put to use. There must be an exchange of business cards and brochures during discussions. Your elevator pitches play a strong role here. You want to practice how to actually get these people to remember your face or something about you when the later review your business card.
- The whole activity in this stage should be about discussions on the Practi's Platform, taking pictures with relevant people and potential customers. If there is an exhibition, some members of the sales team should be actively involved in answering questions about the product and also showcasing the demo to participants.

Split the attendees into 2 teams

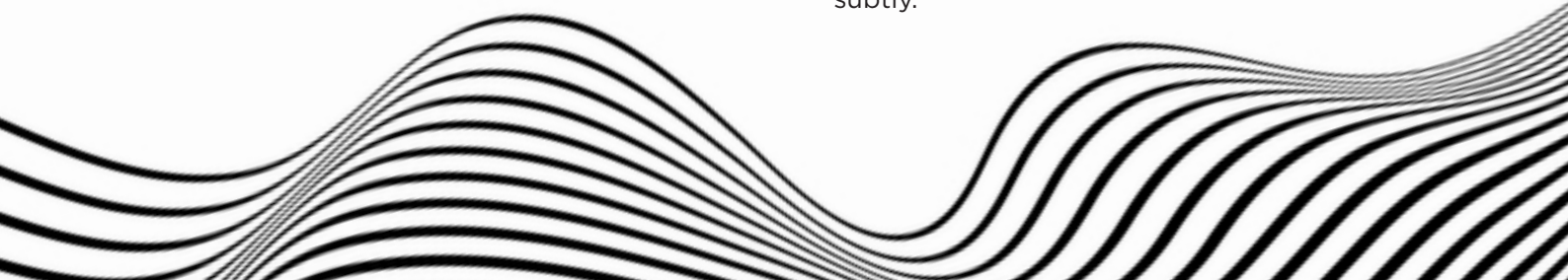
- 1. The Talking team:** They will probably be uniformly dressed, if need be, they will be responsible for the physical work, talking to people, sharing business cards and other marketing materials, taking pictures, selling the product, using the developed elevator pitches
- 2. The Listening team:** they scoop the competitors, act like customers, sell practi to other customers as if they are too. People tend to believe the review and advice of other customers, hence, your listening team members pose like they are customers.

CARRY OUT A PRE-PLANNED INTERVIEW

Objective: Branding, content development

TACTICS

Hopefully, the initial meeting the media partners of the events would have been successful. So here is the time to stage the interview. Keep it concise and relevant to the event while still using the avenue to pitch your products and services subtly.



- The already developed elevator pitch for media chat comes in here
- Let the interview be focused on the activities of the event, chipping in your company's pitch at towards the end of the chat.

N: B: The created signage would serve a lot of purpose; hence it should convey information about the company without any indication of DevLearn on it, so as to make it usable for other purposes. Hence, this signage should be placed at a very visible and strategic location in the event environment.



POST-CONFERENCE PLAN – FURTHER ACTIONS AND EVALUATION PHASE

TACTICS

The Following actions should be taken after the event:

- Promotion of photos and videos, especially the media coverage or interview done during the event; this should be done on your social media profiles; even your present customers need to see this.
- Follow up on the business cards collected and leads' information gathered.
- Creating gallery on the website to upload the photos and videos taken at the event.
- Let the individuals met during the conference know that it was great to have connected with them, and remind them about the conversation that was made during the meeting.

The evaluation of impact should be done as thus:

- How many new sales leads were obtained; the conversion rate should be measured later, perhaps after a particular time frame, say 6 months;

$$\text{Conversion rate} = \frac{\text{No of actual sales}}{\text{Number of Leads}}$$

- How many more social media followers were obtained?
- Is there positive impact on the number of unique page views on the website?
- How exposed is the PRACTI brand - the above analysis will inform this section
- Analyze the quantity and quality of potential clients
- Do you have better insights into your competitors operations or strategies?



