



Standardize Meeting Automation Across 100s of your Company's Events

Gain Efficiency and Visibility from All Types and
Sizes of Events and Increase Sales Pipeline

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Intro

As the CMO of JiffleNow, I have the privilege and opportunity to interact with several top leaders in the Events Industry. One such recent interaction was remarkably different from many other earlier conversations. It was an eye-opener for us and, according to the client, **a game-changing strategy for their marketing and sales success.**

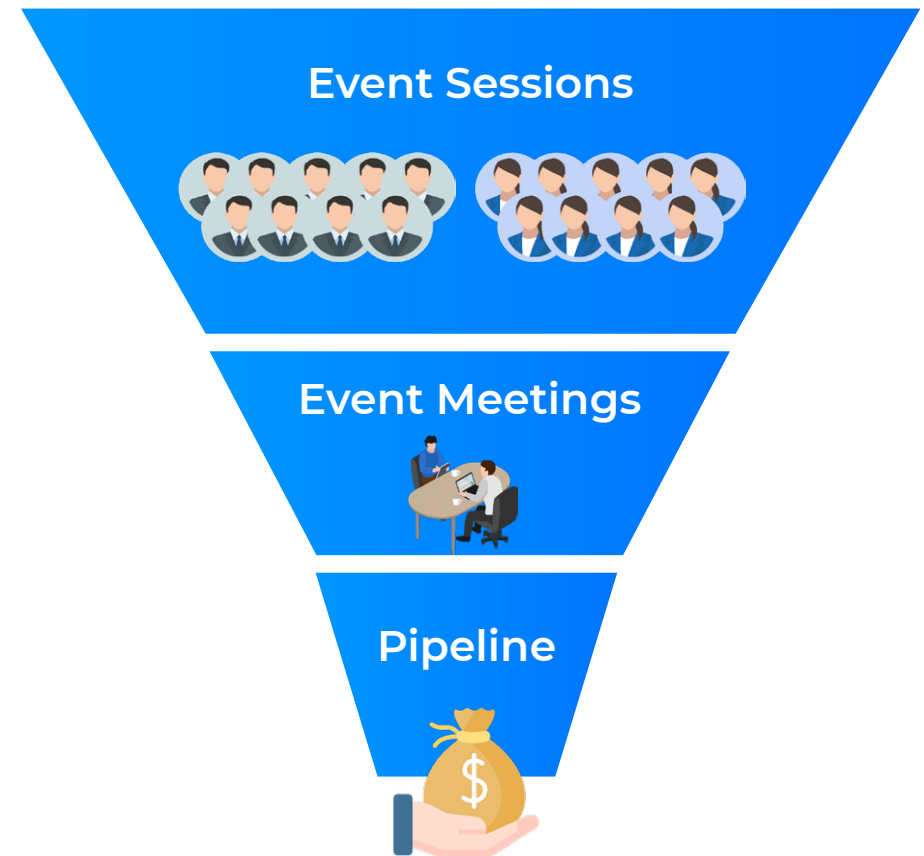
We met the Vice President of Global Events of a large American multinational company. The company has more than a dozen business units spread across the globe. Like most significant enterprises, it lays a considerable impetus on organizing and sponsoring large corporate events, numerous medium-sized regional events, and smaller field events.

We discussed the value such events contribute to their business success. As expected, we found that a major contributor to that success was the quality and quantity of customer meetings. That reaffirms what we have experienced and learned from numerous customers - the business is done at B2B meetings at events.



Events Influence Revenue

As we continued to discuss, we acknowledged that large-scale events were managed with the utmost precision, in-person or hybrid. They are planned for several months, so meetings with event attendees are pre-scheduled. By leveraging the JiffleNow eEvent software for scheduling meetings and sign-up for sessions, they could automate the workflows for a large volume of engagements with key customers, prospects, and partners. These meetings directly impacted their sales pipeline, which in turn affected revenue. Progressing sales opportunities closer to wins provided the best ROI metric. This metric is also known as “influenced revenue.”



Strategy For All Events

As the VP of Events of a Fortune 500 company, she was fully aware of all the high-profile events that the company participates in and which BU is interested in what type of events. So we were very interested in better understanding the company's overall event strategy.

But as we dug deeper about events, other than the top 15 large corporate and industry events, we both realized *a stark difference in the amount of information and visibility they had when it came to 100s of medium and small events*. How frequent are these events? How or whether customer meetings are scheduled? What is the impact they have? How are they being managed? We tried to understand why this was the objective of these events. Was the aim to share information, or did the company expect these event investments to help advance sales cycles, convert qualified leads into sales opportunities?

The answer was crystal clear. ***'We want all event investments to help us achieve our goals of driving pipeline and influencing revenue!'*** affirmed the VP of Events.

That got us thinking. The combined expense for all the other events in resources, time, and budget was as large as the mega-events. *The investment was clearly to drive business opportunities. Then why were the not-so-large-scale events being treated differently*, and why was there a lack of visibility into how effective they were? The reasoning the client's team described was a revelation for us. 'Since we don't use a simplified meeting scheduling software for medium and smaller events, we don't have a way to book customer meetings and track performance.'

Benefits of Standardizing MAP across all Events

Increase ROI for all event investments

100s or even 1000s of mid to small events have a similar potential as top tier events to increase customer engagement

Improve consistency

Provide a consistent and standard way of organizing customer meetings at all events

Enhance productivity

Eliminate the reliance on obsolete tools such as spreadsheets and emails to schedule, manage, and analyze event meetings

Boost alignment across teams

Lead to better alignment across all teams that manage different types of events

Provide better visibility

Make it easy to assess the impact of meetings across all events through detailed meeting metrics

The Gap

There was a disconnect between how we viewed meeting scheduling and how some marketers viewed meetings for smaller events. The regional or field marketing teams assumed that events with less than 100 attendees might not need a meeting automation tool to book appointments and could manage this manually. But they did not realize the adverse impact of this decision.

The company launched or participated in the following types of events:

Tier 1: Mega corporate event: 3

Tier 1: Large industry events: 12

Tier 2: Mid-sized events: 81

Tier 3: Small events: 832

Rounding off the total for medium and small events, the company attended over 900 such events. At an average of 10 business meetings per event - that's a whopping 9,000 customer meetings that were not scheduled or managed consistently. Whenever the meetings were scheduled manually, there were fewer and limited data visibility, resulting in a huge missed opportunity to drive better results.

The client and JiffleNow's team realized they were missing an ample opportunity to drive more business consistently. Automating the process of scheduling, managing, and tracking all B2B meetings across all types and sizes of events can be standardized based on a proven methodology and relevant technology across all business units and across teams and groups - sales, corporate marketing, regional / field marketing, and demand generation.

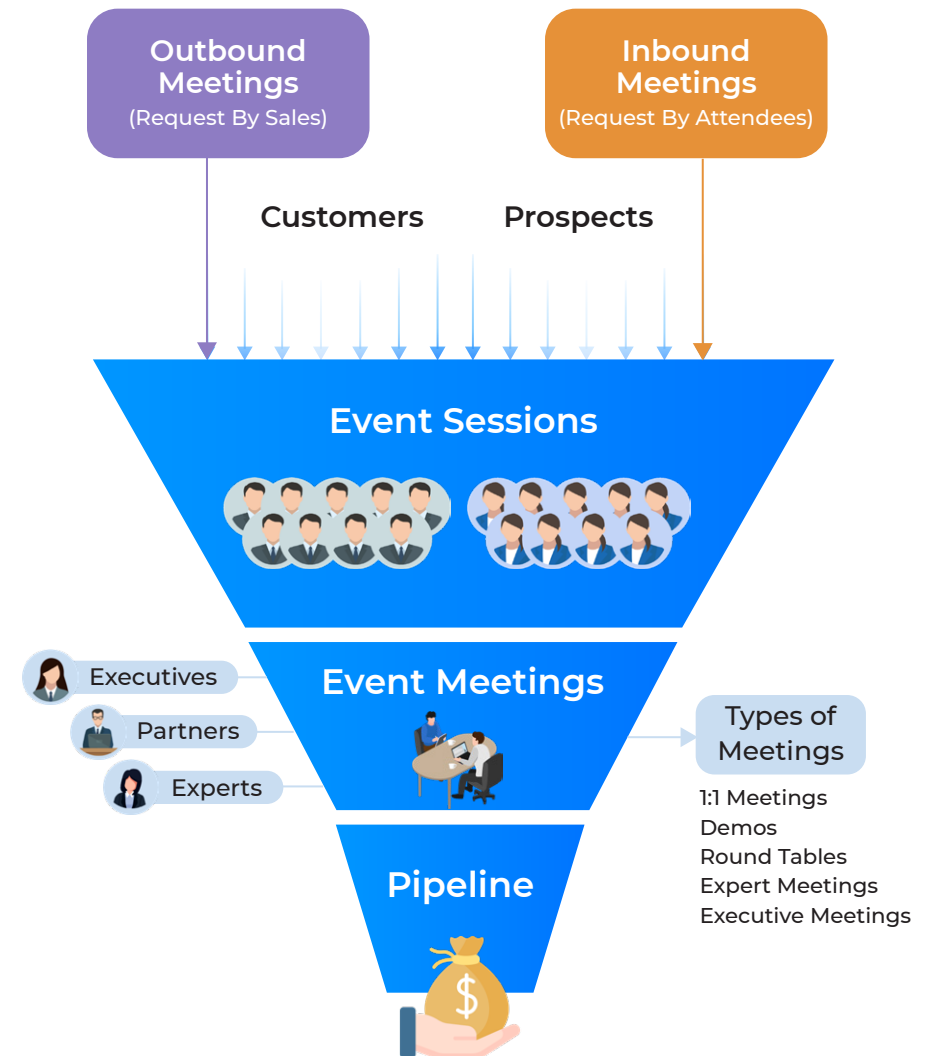


The Value of the eEvent App

The VP of global events, the CMO, and heads of marketing for multiple BUs decided to maximize the outcomes of all investments. By extending the use of JiffleNow's eEvent App for meeting automation from just the large events to all events and programs across multiple BUs, they could drive the following value:

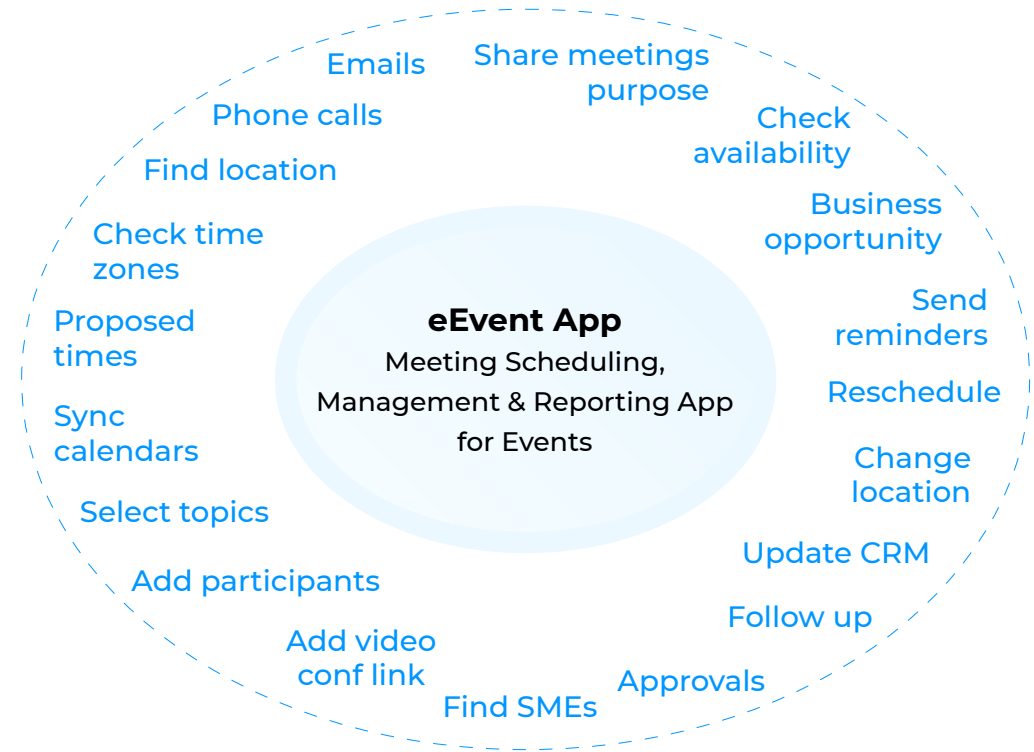
1. Inbound and Outbound: Scheduling meetings can be sales-initiated (outbound) and attendee-initiated (inbound). Any marketer knows that inbound requests can increase customer interest in a company and its product. JiffleNow eEvent App makes it easy for event attendees to book meetings and sign-up for sessions. The Inbound Meeting Request Page using a link enables attendees to select from various meetings, such as demos, expert meetings, and executive meetings and topics of interest. The configurable page provides the available time slots for attendees to select. Meeting managers can then auto-process or manually approve each request. Sales teams with Salesforce integrated eEvent App can also schedule outbound meetings with customers and prospects from within the Salesforce app or through the eEvent web app.

2. Visibility: Visibility into what's happening at each event, how much impact they have, and what doesn't work well are some crucial information for the company. It helps make better decisions such as the experts and representatives that should be attending such meetings in consecutive years, what segment of customers meet at which events, what is the theme of topics, etc., and more. With eEvent software, one gets essential detail of the customer engagements such as the number of meetings scheduled, the number of customers met, meeting leadership board, meetings by topic, meetings by executives, influenced revenue, and much more.



3. Efficiency: Scheduling meetings with JiffleNow eEvent software enables all teams - events, regional and field marketing, to book more qualified appointments. When regional and field marketing teams have to schedule meetings manually, they may skip them because they lack resources and bandwidth. These teams are not used to making meetings a vital part of their smaller events. Streamlining customer engagement management and capturing the data from all events can be a standard process to increase overall efficiencies.

4. Security: One cannot stress enough the importance of security and compliance when it comes to sensitive information of this scale. Details such as which customers you are meeting, the topics of discussion, and the opportunities it will create, are incredibly critical information. With JiffleNow, the data is secure across all layers. Eliminate the risks posed by using legacy tools and manual operations. JiffleNow eEvent app also supports Single Sign-on (SSO), WAF to protect against Denial of Service (DoS), Role-based access for users, and AES-256 encryption for data.



Conclusion

Making all your enterprise-wide events as powerful/successful as the top-tier events are vital. Collectively they can generate more excellent value with standardization and better alignment with sales and field marketing teams. Besides building awareness at events, the ultimate aim is to help the sales cycle and increase the revenue pipeline. Our experts are available to explain how to drive meetings at all types of events - mega corporate events, large industry events, and mid-sized and small events.



About the Author



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Ravi Chalaka is the CMO and VP of Products at JiffleNow, the world's leading software company for B2B meeting scheduling, management, and reporting at events and campaigns. Ravi is an expert in marketing, product, and business strategy, who has successfully developed and executed plans for demand generation, branding, product management, marketing, and partnerships in highly competitive B2B enterprise markets. During his career, Ravi created and established leading brands and a strong market position, building solid teams, generating qualified leads, and accelerating revenue growth for a wide range of B2B solutions based on SaaS, AI, Big Data, IoT, and IT infrastructure and software. Ravi has MBA degrees in marketing and finance, and as a thought leader, he has presented at numerous industry forums and sessions.

JiffleNow is the leader in automating the scheduling, registration, management, and reporting of B2B meetings and sessions. Its software is enterprise-class and supports unique workflows and data security requirements. JiffleNow software is proven and trusted by Fortune 1000 companies. **Learn more at jiffleNow.com**