



The Ultimate Guide to Scheduling Customer Meetings at Your Events

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Doing more with less at B2B events

As the global events industry continues to grow, organizations are becoming increasingly aware of event marketing's power. Eager to generate pipeline and maximize revenue, enterprise companies are taking a renewed interest in B2B events. Simultaneously, event programs are poised to return stronger than ever post-pandemic.

Here's the problem: **Few companies are positioned to make the most of this opportunity.** Why? Many rely on manual processes or outdated tools to book important meetings with customers and prospects at their events. Meetings and sessions are where business opportunities get made, which is why they're mission-critical to any event marketing strategy.

Investing in an event program is challenging enough. But running one that facilitates growth, optimizes resources and does more with less? **That's a problem only one technology can solve.**

In this guide, we'll walk you through everything you need to know about scheduling B2B meetings and attendee sign-ups for sessions as effectively and efficiently as possible. From the impact of events and the importance of engagements to the technology you need and everything in between, you'll learn exactly what it takes to simplify the process and boost ROI.

How events impact your business

Events are powerful B2B marketing channels that organizations of all shapes and sizes can leverage to their advantage. In fact, 83% of brands say that event marketing consistently increases their sales.¹ Even more — at least 97% — believe that events have a major impact on achieving positive business outcomes.

Both in-person and hybrid events help organizations achieve a long list of goals and objectives. While marketing teams focus on attendee experience, awareness, and engagement, salespeople and executives are interested in new opportunities, advancing the sales cycle, driving pipeline and accelerating growth.

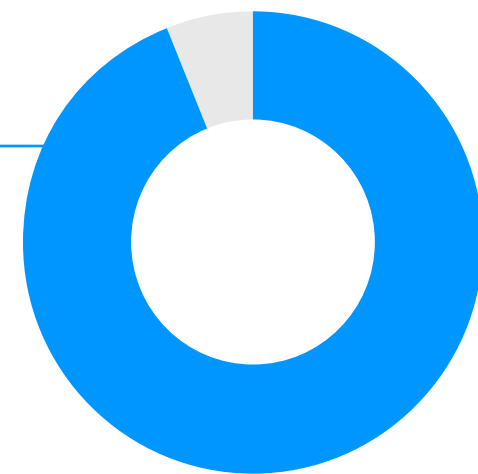
If you're organizing a corporate conference or sponsoring a tradeshow, event marketers can help their organizations achieve all these goals simultaneously by facilitating in-person meetings with prospects, customers and partners. These engagements allow your experts and sales teams to qualify leads, educate decision-makers and convert attendees into revenue-generating customers.



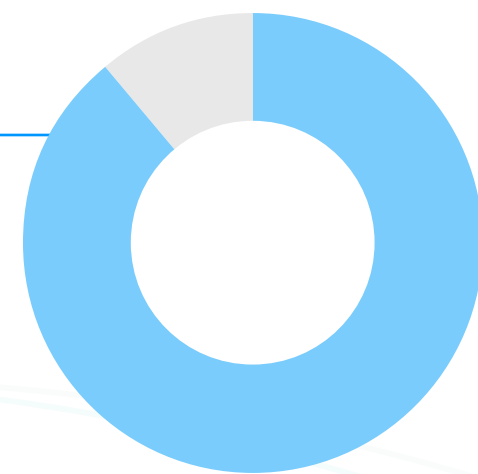
The importance of quality customer engagements at events

Events aren't merely about collecting leads by scanning badges. To maximize the benefits of participating in conferences and trade shows, your internal experts and executives need to have meaningful, direct and strategic conversations with qualified attendees who may actually impact revenue.

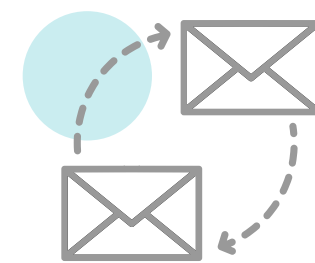
At least 94% of marketers use revenue pipeline generated as their biggest measurement of success.² Face-to-face meetings and sessions have a significant influence on sales.



In fact, 89% of Harvard Business Review subscribers agree that meetings are essential to sealing the deal.³



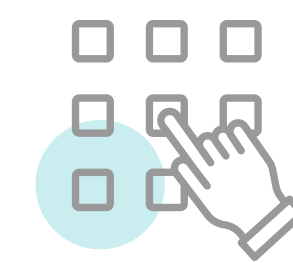
However, manually pre-scheduling B2B meetings for an event can be chaotic and is easier said than done. Along the way, marketers, managers and salespeople have to navigate a swarm of challenges, including:



Back-and-forth emails from sales to meeting managers to book appointments for customers prior to an event.



Finding and inviting the right internal subject matter expert or executive to participate in the right meeting.



Ensuring the optimal processes, technologies and resources are in place.



Managing scheduling changes to all meeting attendees.



Identifying and booking the optimal meeting room or place.



Providing context to better prepare attendees and executives.



Tracking of meeting results for optimizing post-event strategy.

Types of attendee engagements

When scheduling meetings or registering attendees for sessions, you need to know which types of engagements will resonate most effectively with each specific attendee. In other words, you must offer the live engagements that correspond to each customer's stage in the buyer's journey.

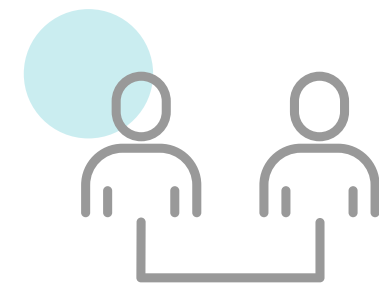
Let's break down live engagements into two categories:



1-to-many sessions (Creates awareness and education)

These engagements are best for qualifying leads and nurturing customers down the funnel, while also educating prospects about your products or services. They include:

- Webinars.
- Roundtables.
- Booth tours.
- Tracks and sessions.



1-to-1 Meetings (Enables evaluation and decision)

One-to-one meetings are best for engaging prospects that are actively evaluating products and preparing to make a buying decision. As a more hands-on, personal experience, these engagements are key for closing deals with qualified leads. These meetings include:

- Meet the Expert.
- Product demos.
- Executive meetings.
- Offsites.



Before, during and after an event

Successful meetings don't just happen. Over the course of the event life cycle, there are many important steps that need to be taken:

- **Pre-event:** Schedule meetings using inbound requests from attendees and outbound bookings by the sales team on behalf of their prospect or customer attending an event. Map topics to experts, locations and their real-time availability so scheduling can be seamless and efficient. Minimize the chances of a no-show by sending out reminders in advance.
- **In-event:** Check in attendees once they arrive and inform the meeting hosts, track meetings in progress and ensure participants have access to meeting plans and resources critical to success. Manage reschedules and changes to participants and meeting locations. Enable surveys and capturing meeting notes by hosts.
- **Post-event:** After events are concluded, gather metrics and measure their success. Analyze KPIs like inbound and outbound meetings booked, session attendance, rooms utilization and pipeline generated, then report these numbers to stakeholders. Share engagement data, surveys and notes with sales teams for follow-up conversations, and to marketers for other forms of outreach and to nurture leads.



Technology recommendations: The case for automation

Scheduling meetings is typically a manual process, much to the dismay of the people who organize and attend them. Spreadsheets and other traditional methods may seem cost effective and straightforward, but ultimately they cause major disadvantages:

⊗ Inefficiency:

Scheduling sessions by hand is time-consuming and tedious for all involved, especially salespeople whose time is better spent generating revenue.

⊗ Human error:

Manual processes are error-prone and often result in double-bookings, missed meetings, frustrated prospects and lost opportunities.

⊗ Data silos:

Traditional scheduling tools are siloed off from other solutions, such as a CRM, which means important data isn't in sync. This complicates reporting and limits your ability to make data-driven decisions.

⊗ Security and Compliance:

Handling customer data and business information on spreadsheets and printed documents to manage schedules and locations causes data privacy and security issues.

Enterprise-class scheduling management software eliminates these obstacles, streamlines critical event workflows and maximizes the number of quality engagements. With the right tool, you complete tasks in less time, freeing up staff to focus on other areas of business that need more attention. Better yet, they erase the risk of costly errors that upset prospects and cost you business. **This is how you can accomplish more with less.**

Technology recommendations: The event tech ecosystem

There's no such thing as a one-size-fits-all solution – especially when it comes to events. In reality, you need an entire toolbox of technologies to maximize the benefits and opportunities of a B2B event.

Your tech stack should include:

✔ **Event management software:**

Event platforms allow users to access and manage all aspects of an event, including registration, planning, production and more. As a comprehensive logistics management tool, they're a must-have for the overall execution of an event.

✔ **Mobile event apps:**

Leveraging a custom, branded event app allows attendees to access important event information, such as schedules, maps, exhibitor data, speaker bios and more. Likewise, it allows event marketers to engage attendees wherever they are during a live event.

✔ **Meeting scheduling software:**

The essential app that automates the scheduling, management and reporting of B2B meetings and sessions at events.

✔ **Ecosystem software:**

In addition to the above event specific apps, marketing automation and CRM software are essential apps to integrate for account and lead data sharing.

✔ **Badge scanning software:**

When attendees scan their badges during an event, you can seamlessly collect their data and feed it directly into the rest of your tech stack.



Event meeting scheduling app: The missing piece of the puzzle

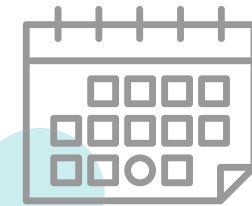
Meetings are vital to event success, but most solutions don't simplify and automate the complex process of bringing together the right participants, context, topics, place or date and time.

An automated event meeting scheduling app can take the pain out of managing dozens — if not hundreds — of meetings and sessions simultaneously. By completing your tech stack with meeting scheduling automation software, you can leverage:



Security and compliance:

Digitize meeting schedules, participant info, agendas and customer data instead of leaving sensitive information exposed on physical paper or an ineffective spreadsheet.



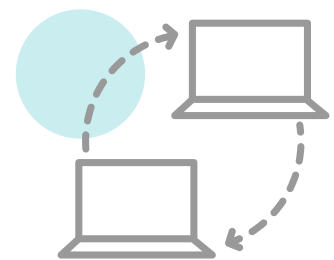
Automated scheduling:

Allow salespeople to book outbound meetings and empower event attendees to request meetings themselves, while maintaining final approval of executive's calendars. Connect the right experts and topics to the right customers and automatically send approvals, reminders and more.



Optimized workflows:

Share briefing documents, manage resources, capture feedback and simplify check-ins all in a centralized dashboard.



Integration and analytics:

Break down data silos and access key metrics that feed directly into other tools in your tech stack, such as your CRM.

Event ROI, revisited

From staffing and travel to venues and production, events are more expensive than they used to be. Budgets aren't going nearly as far as you need them to, and it's cutting into your ability to execute.

Yet, events are still a major opportunity to qualify leads, engage customers and drive revenue. It's more important than ever to optimize meeting scheduling and management because more meetings drive pipeline and pipeline drives revenue.

Compared to manual scheduling, automation is far more efficient at generating pipelines. **By scheduling more qualified meetings than any meeting manager could do on their own, you can convert new leads and increase pipeline exponentially.**

Imagine generating an additional 500 qualified meetings at your next major trade show, with an average deal worth \$100,000. If even 20% of that pipeline converts to sales, your business walks away with \$10 million in revenue. Assuming the investment for more meeting and session spaces and the software amounts to \$100,000, **that's an ROI of 100x.**



Accelerate sales and drive opportunities with Jifflenow's eEvent Software

When it comes to qualifying leads, capturing pipeline and maximizing sales, events are a marketing professional's best friend.

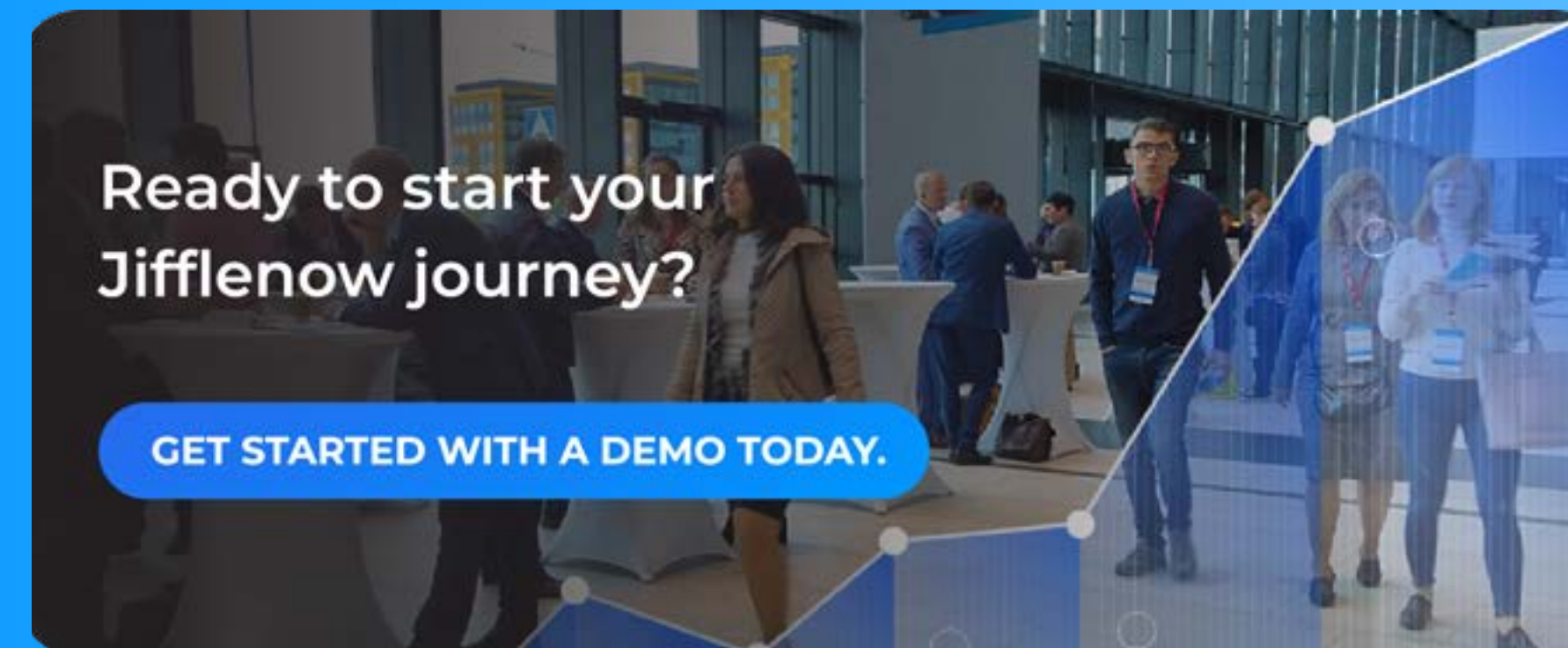
But opportunities don't just create themselves. You need a way to schedule high-quality meetings and sign-ups for sessions with qualified attendees as effectively as possible.

With Jifflenow's eEvent software solution, that's exactly what you get. By automating the meeting scheduling, management and data reporting process, you can eliminate the inefficiencies that hold you back and frustrate your stakeholders. And best of all, you get results.

On average, a Jifflenow customer reduces scheduling efforts by 85% and books 40% more meetings in the first year. Less manual work, fewer headaches, lower cost and greater ROI — that's the power of Jifflenow's eEvent automated meeting scheduling app.

But don't take our word for it. Why not try it on for size?

Request a demo to learn more about how Jifflenow's solution can boost your event ROI today.



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.

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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**