

What Event Type Works Best for You?

Event Type	Who It's Best For	Expected Outcomes
Happy Hour / Cocktail Party	<ul style="list-style-type: none">• Prospects• Customers	<ul style="list-style-type: none">• New opportunities from your existing database• Pipeline acceleration• Customer engagement and retention
Roadshow / Field	<ul style="list-style-type: none">• Engaged prospects (in an opp or actively engaging with you)• Prospects• Customers	<ul style="list-style-type: none">• Pipeline acceleration• New opportunities from your existing database• Customer engagement and retention
VIP Dinner	<ul style="list-style-type: none">• Engaged prospects• Customers	<ul style="list-style-type: none">• Pipeline acceleration• Customer engagement and retention
Community Meetup / User Groups	<ul style="list-style-type: none">• Late-stage prospects• Customers	<ul style="list-style-type: none">• Pipeline acceleration• Customer engagement and retention
Hosted Conference / Thought-Leadership Seminars	<ul style="list-style-type: none">• Prospects• Customers• Newly targeted prospects (often from paid campaigns)• Industry influencers• Press	<ul style="list-style-type: none">• Net-new names• New opportunities from your existing database• Pipeline acceleration• Customer retention• Social and press mentions
Sponsorship / Tradeshow	<ul style="list-style-type: none">• Host company's audience (which should align with your ideal customer profile)	<ul style="list-style-type: none">• Net-new names
Satellite Event	<ul style="list-style-type: none">• Your customers and prospects attending the big event• New prospects attending the main event	<ul style="list-style-type: none">• Net-new names• Pipeline acceleration• Customer engagement
Partner Event	<ul style="list-style-type: none">• Partner company's audience• Any overlapping audience you have with partner (prospects and / or customers)• Audience you would typically expect from your event of that type	<ul style="list-style-type: none">• Net-new names• New opportunities from your existing database• Customer engagement
Product Launches / Trainings	<ul style="list-style-type: none">• Prospects• Customers	<ul style="list-style-type: none">• Pipeline acceleration• Customer engagement and retention• Social and press mentions
In-Store Events / Activations	<ul style="list-style-type: none">• Prospects• Customers	<ul style="list-style-type: none">• Net-new names• Customer engagement (loyalty)• Social and press mentions