



SUCCESSFUL EVENTS WITH GUIDED VOICEMAIL

b-to-b report



Boxpilot™

The World Leader in Guided Voicemail

Types of Events

- Channel events
- Conferences
- Conventions
- Demos
- Executive Breakfasts
- Executive Briefings
- Expos
- Field events
- Forums
- Internal events
- Joint programs
- Live seminars
- National Events
- Pavillions
- Partner events
- Press Announcements
- Product Launches
- Regional Events
- Road shows
- Round-tables
- Sales Conferences
- Seminars
- Summits
- Symposiums
- Technical Briefings
- Telebriefings
- Trade show exhibits
- Training events
- Tutorials
- User conferences
- Web seminars
- Webcasts
- Workshops

SUCCESSFUL EVENTS—With guided voicemail

Event marketers are looking for faster, easier and more cost effective ways to communicate in today's difficult event environment.

Events are here to stay. Seminars, conferences, user groups, product launches, channel forums, sales meetings, exhibiting – no matter what type, they're an essential part of most business-to-business marketing plans.

Event marketers are facing more challenges than ever.

Event marketers today have less money, less time and face more event competition than they have in the past. In addition, email response rates have dropped to all-time lows, direct mail isn't breaking through the clutter like it used to, and sales teams are more reluctant than ever to help out. That's why event marketers are looking for better ways to communicate – and for better results.

Guided voicemail can help you generate the results you need, across the event life cycle.

There's nothing better than a real human voice to convey the emotions that generate action. That's one of the reasons smart marketers have turned to guided voicemail to communicate their events across all stages of the Event Life Cycle.



◀ **What type of events do you run? Find out how guided voicemail can help – read on!**



Today's smart marketers use guided voicemail to communicate across all stages of the Event Live Cycle.



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INVITATIONS—Spreading excitement with guided voicemail

Promoting events with a real human voice generates more action and results than the printed word alone.

Event promotion is all about getting people excited. That’s why using a medium that captivates recipients is so important when developing an event promotion plan. The ability to spread an infectious sense of urgency and energize people about an event is a key component of successful invites. So when it comes to events, it’s no wonder so many turn to the power of a real human voice.

▶ INVITATIONS

Uses of guided voicemail:

- Email invitation boost
- Direct mail invitation boost
- Promotional jump-start
- Early bird registration offers
- “Teaser” campaigns
- Referrals for new attendees
- Invites to the press
- List warming for sales follow-up
- Drive inbound registration calls
- Alumni invitations
- “After party” invites

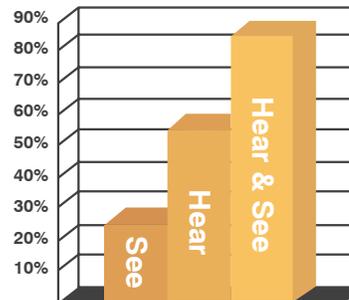
Why? Because the emotions, feelings and overtones that a real human voice can create are proven to generate action and results. After all, a human voice has always been at the heart of one-to-one interactions – long before the printed word even existed.

And with traditional outbound phone riddled with problems – expensive, time consuming, and lengthy ramp up times – smart event marketers have turned to guided voicemail – because delivering a consistent, genuine, enthusiastic invitation message works.

Use guided voicemail in your invitation process to spread excitement.

With guided voicemail, you can generate more action and results than the printed word alone.

Message Retention



INVITATIONS—Case Study

Situation

A leading software vendor was limited to using email to reach a large in-house database to recruit event attendees.

Problem

Response rates to stand-alone emailed event invitations had been sliding, but several venues had already been committed to and needed to be filled. Emailed invitations to this important event were getting lost in the clutter.

Solution

A guided voicemail message was sent in advance of the email invitation to bring attention to the email and help it break through the clutter

Results

Using guided voicemail alongside the email invitations ensured that the email was responded to, and attendance objectives were achieved in all venues by boosting response from 1.1% to 8.5% (672% increase).



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UPDATES—Communicating fast with guided voicemail

All events are dynamic – details change. Event planners use guided voicemail to easily, quickly and cost effectively communicate these changes.

Event organizers push a lot of information to registrants and partners. Registrants need hotel and travel information and need to know last minute changes to the schedule. Speakers and exhibitors need to be made aware of shipping details, schedule revisions and exhibit hall changes. While event planners are skilled at putting together detailed information packages, some of these important issues can get lost in an email or event binder.

▶ UPDATES

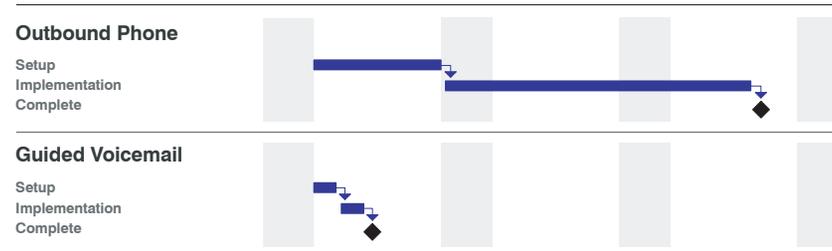
Uses of guided voicemail:

- Venue changes
- Date changes
- Mistake correction
- New details about the event
- Travel information
- Technical track updates
- Executive track updates
- Schedule changes
- Special last minute offers
- Discount offers
- Emergencies

A phone call is a great way to communicate updates – but timing is a problem. It's almost impossible to call everyone you need to in the small time window you often have with the pressures of event deadlines.

That's why event marketers use guided voicemail to quickly, easily and inexpensively send out updates – it sticks out from the clutter, people pay attention because it's a live person, and it takes little time to get a campaign running and out the door.

Use guided voicemail to communicate updates to your event quickly, easily and cost effectively.



▲ With guided voicemail, you can send out event updates in just hours.

UPDATES—Case Study

Situation

A leading publisher producing their annual conference had to change venues at the last minute because of over-capacity concerns.

Problem

Too many attendees left the event producer with a need to communicate the venue change quickly, and in a way that broke through the clutter. But with little budget left, the producer needed a way to reach out inexpensively.

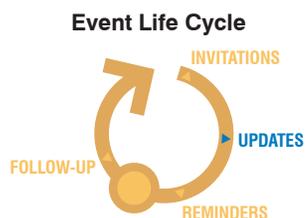
Solution

Emailed updates were combined with the urgency and impact of a guided voicemail to draw attention to the important update information.

Results

The event producer successfully moved the event to the new venue without significant problems, and spent **88% less** by using guided voicemail instead of traditional outbound phone.

Cost Comparison



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REMINDERS—Getting “top of mind” with guided voicemail

People are busier than ever – registrants often miss your event because your reminders don’t stick out. Use guided voicemail to get “top of mind.”

Signing up isn’t the same as showing up. If your drop-out rate is high, one of the reasons could be that your reminders aren’t as attention-getting or as memorable as they need to be – your emails or direct mails can easily go un-noticed, not acted on or lost in the clutter.

▶ REMINDERS

Uses of guided voicemail:

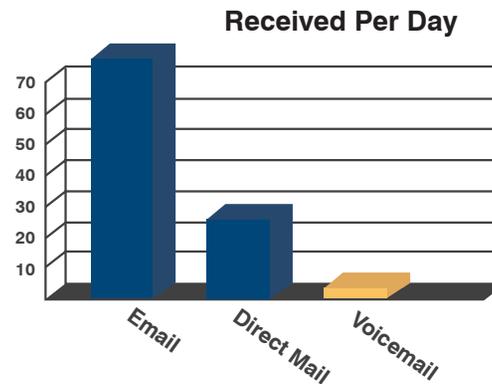
- Reminding of benefits to attend
- Reminding date & time
- Last minute push
- Reminders to past registrants
- Highlighting sign-in instructions
- Encourage “bring a friend”
- Special last minute offers
- Materials attendees must bring
- “Homework” preparation reminder
- Location details
- Dress code, meal expectations

A phone call is a great way to bring your event top of mind, but who has time to make the calls? Calling for an event is not a sales rep's top priority – it's yours.

That's why many have turned to guided voicemail to make the reminder calls. It's the best way to prevent "no-shows" without straining scarce internal resources.

Use guided voicemail event reminders to get “top of mind” – you’ll increase attendance.

Because people get so few voicemails in a given day, yours will stick out. ▶



REMINDERS—Case Study

Situation

A leading consulting firm was conducting web seminars to educate potential customers.

Problem

A large percentage of the prospects who registered for the web seminars missed the login time, or forgot to attend entirely – emailed reminders weren’t as attention-getting as they needed to be.

Solution

Emailed reminders were combined with the captivating enthusiasm of a human voice – guided voicemail was integrated in the reminder process.

Guided Voicemail Boost

	With “email only” login instructions	With a voicemail highlighting the email
Average attendance rate	25%	35%
Average attendance increase		+40%

Results

The addition of guided voicemail brought the event back to “top of mind” and ensured people remembered to attend. Attendance was **increased by 40%**.



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FOLLOW-UP—Continuing the connection after the event

Good follow-up after an event is critical to success. Smart marketers use guided voicemail to reliably make contact after the event – with a warm, human touch.

Follow-up is too often forgotten by event marketers, who quickly turn to the next whirlwind initiative. But tremendous opportunity exists after the event – moving the sale forward, handing off to the sales team, qualifying and spreading goodwill through genuine appreciation for attending the event.

► FOLLOW-UP

Uses of guided voicemail:

- Thanks for attending
- Clarification of next steps
- Post-show surveys
- Offering show archive
- Up-sell to subsequent events
- Re-inviting no-shows
- Qualifying attendees
- Moving the sale forward
- Sales closing calls
- Introduce sales rep
- Hand off to sales team

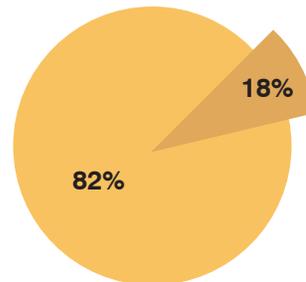
There's nothing more personal than a real human voice to make follow-up contact. But if you're depending on your sales team to follow-up, you may be disappointed. Event marketers know it all too well – when it's up to the sales reps, too often the follow-up calls just never get done.

That's why event marketers use guided voicemail – for the reliability and guarantee that the follow-up will get done – on-time and professionally.

Use guided voicemail to reliably follow-up after your event.

On average, only 18% of event attendees are followed up by sales teams – what a waste!

Average Attendee Follow-Up



FOLLOW-UP—Case Study

Situation

A leading human resource services company held monthly field events across multiple cities.

Problem

With an already stretched-thin sales force, event attendees weren't being followed up on in a timely manner. The sales reps complained that it was too time consuming to wade through the number of attendees to find the gems. The company was struggling to justify the events because few new customers were being attributed to them.

Solution

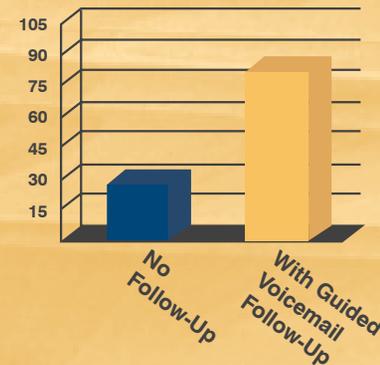
To ensure reliable follow-up, the marketing team designed a multi-wave guided voicemail effort to follow-up with attendees over a 4 week period.

Results

By using guided voicemail to make a warm, human contact after the event, the number of new customers attributed to the event jumped by **285%** (from 28 to 80 customers).

Interested attendees called the sales team and the event manager looked like a star.

New Customers



Event Life Cycle



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SUMMARY—Successful events with guided voicemail

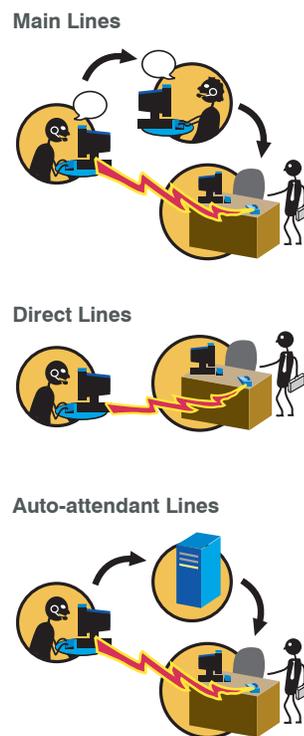
Use guided voicemail for event invitations, updates, reminders and follow-ups. It's the faster, easier, and more cost effective way to communicate your event – with the power of a real human voice.

In the face of less money, less time, and more event competition, choosing the best communication vehicles has become an increasingly important part of running a successful event. It's clear – with events, the power of a human voice is needed – yet, integrating traditional outbound phone often becomes impossible for a marketing professional.

That's why so many have turned to guided voicemail. For event invitations, updates, reminders and follow-up, it's giving B2B marketers an easier, faster and less expensive way to communicate better and have more successful events.

What next? CALL US to discuss how guided voicemail and our unique end-to-end suite of services can bring more success to your next B2B event.

Call 1-877-669-4729
 Email sales@boxpilot.com
 Visit www.boxpilot.com



About us

Boxpilot is the world leader in guided voicemail. Our Founder and CEO, Mika Kaitila, pioneered the industry that today is embraced by many of the world's leading firms. Our premium service and unique end-to-end solutions ensure your campaigns are a success.

What is guided voicemail? Designed specifically for B2B, we take a voicemail message that's been recorded by you, and deliver it into your customer's voice mailbox.

It's not what you get at home—We use people in our call center to navigate business phone lines and ensure that your messages are delivered to the right person. With our crystal clear digital quality, it sounds like you actually called.

Guided voicemail can be used to support events, sales teams, channel communications, for announcements, boosting email and direct mail responses, call substitution, list cleaning and more—in the B2B space.

It's the fastest, easiest and most cost effective method to take the obstacle known as voicemail and turn it into a powerful one-on-one marketing tool.

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