



Ask Us Anything

Expert Panel

Marketing, Revenue,
Meetings & Technology

April 3, 2020

A photograph of a yellow door set in a dark wood wall. The door has a classic six-panel design and is framed by a yellow border. To the right of the door, a small lantern with a glowing light is mounted on the wall. The scene is dimly lit, suggesting dusk or dawn. A semi-transparent black horizontal band is overlaid across the middle of the image, containing the word "welcome" in white lowercase letters.

welcome



introductions



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Aaron Wolowiec

he, him, his

Learning/Meetings Strategist

Certified Facilitator/Mentor Trainer

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Sara Krueger

she, her, hers

Director of Communications &
Engagement



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Kara Nacarato

she, her, hers

Director of Development &
Special Initiatives



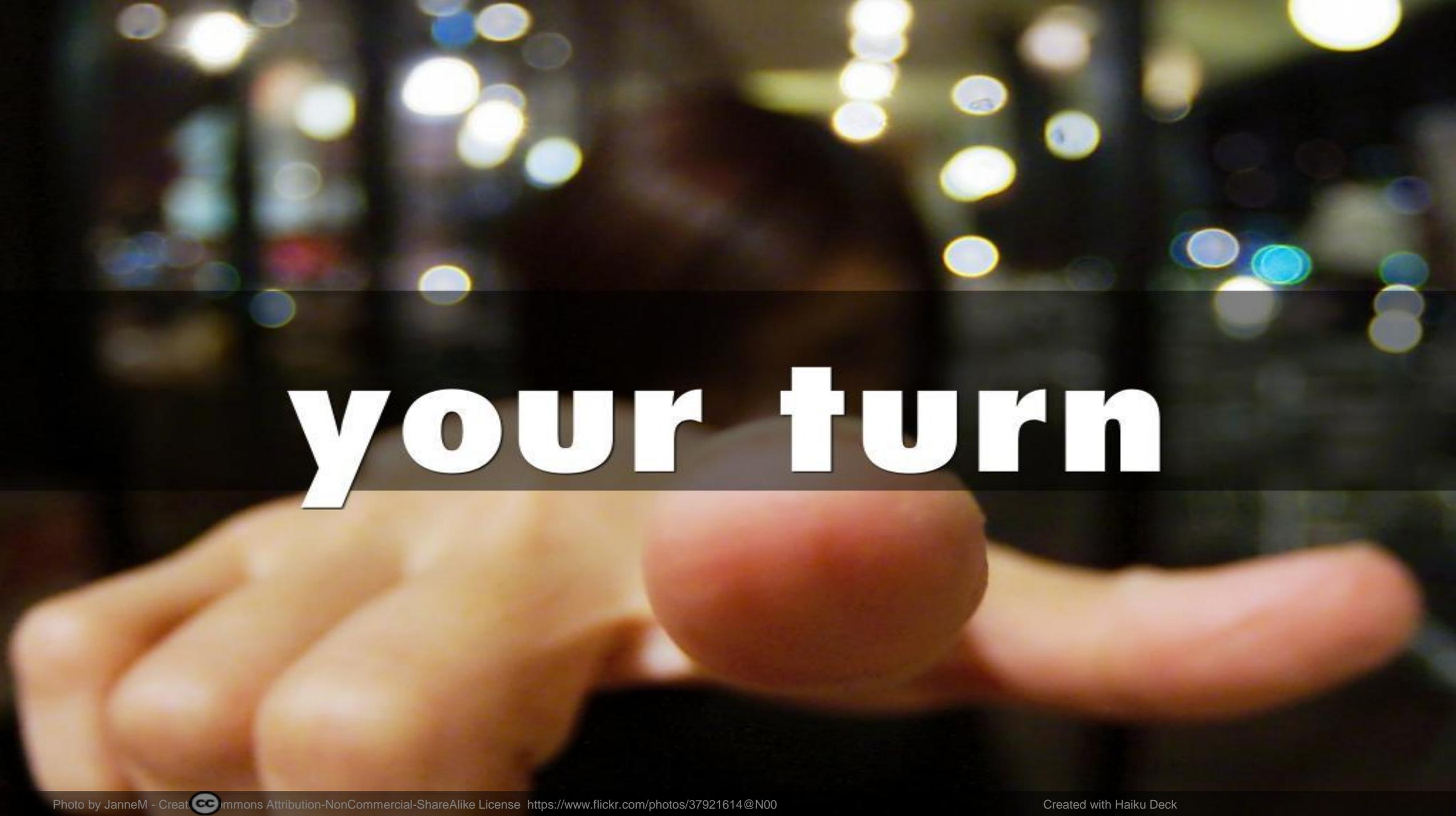
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Kate Pojeta

she or they

Director of Meetings & Technology

A close-up photograph of a hand with the index finger pointing directly at the viewer. The background is dark and filled with out-of-focus, colorful bokeh lights in shades of yellow, white, and blue. A semi-transparent dark horizontal band is overlaid across the middle of the image, containing the text.

your turn

Introductions

In the chat box, share the following:

- Your name
- Your state/province of residence
- Your organization
- Something YOU are an expert in – and feel free to use the term *expert* loosely!

Reminder! Check the chat box “To:” section and toggle it so that it sends your chat to “all attendees + panelists.”



housekeeping

Housekeeping

- We are recording today's webinar
- Don't worry, we can't SEE or HEAR you!
- Please actively engage with the chat function
- Use the Q&A feature to privately ask the presenter(s) questions
- You're welcome to take screenshots
- Sign-up for email reminders on **EventGarde.com**

A stack of books is shown in a shallow depth of field. A dark pen with a silver clip is resting on the top book. The background is blurred, showing a desk and a computer monitor. The word 'agenda' is written in a large, white, lowercase sans-serif font across the center of the image.

agenda

Agenda

- Empathetic Marketing: Cultivating Creativity and Connection in a Crisis
- Adapting your Sales Strategies during COVID-19
- Managing Events (physical + virtual) + Leveraging Technology
- Q&A Session

marketing



Creativity Sparks Solutions!

- Short- and Long-Term Impacts
- Change How We Live, Work, and Engage
- Marketers Have the Skills, Strategies, and Tools to Thrive
- CARE (Communicate, Adapt, Respond, Evaluate)



Communicate

- Identify Audience
- Personalize Messaging
- Share Relevant Information
- Be a Connector
- Embrace Collaboration
- Leverage Technology



Assess

- Define What Success Looks Like
- Mind Your Tone
- Monitor Frequency of Messaging
- Replace Imagery and Language



Respond

- Listen to People's Needs
- Highlight How You Can Help
- Build Community
- Support Your Existing Audiences
- Let Your Brand Heart Guide You



Evolve

- Adjust Strategies
- Reassess Budgets
- Optimize Digital Spaces
- Expand Online Services
- Invest in Social Media
- Work on Backburner Projects
- Learn New Skills





revenue

Selling During COVID-19

The Reality of Sales

- It's NOT business as usual
- Acknowledge what we are all going through
- Listen
- Empathize
- Be Humble

Remember it's still our job to sell!



Selling During COVID-19

Communicate. Communicate. Communicate.

- Talk to sponsors/exhibitors/customers
- Be Honest
- Engage with customers differently
- Collaborate
- Offer Solutions and Resources

Selling During COVID-19

Be Realistic. Adjust Your Sales Cycle.



- Set realistic goals
- Expect sales to be affected
- Lengthen and modify your sales cycle
- Anticipate delays in payments
- Plan ahead

Selling During COVID-19

Time to get creative!

- Handling Refunds
- Find different ways to provide value
- Alternative Revenue Streams
- New Prospects

Selling During COVID-19

Protect What You Have

- Look for new ways to thank your loyal customers, sponsors and/or members
- Stay Engaged
- Offer Expertise and Resources
- Build Solutions



meetings & technology

Photo by Wendy Wei from Pexels

In-Person Events

- Consider how far out to plan or cancel; cost-benefits analysis
- Read the contracts, assess the various clauses, percentages, deadlines.
- Insurance options - coverage, cost and what's REALLY covered
- Direct and indirect long-term impacts to your attendees and industry
- Points of negotiation to start with

The Pivot to Virtual

- Consider the experience in-house to determine best next steps
- Virtual can offer “easier” attendance for many groups
- Education options significantly increase
- The other major event keystones must be thoughtfully transitioned
- Coaching, recording and managing presenters

Technology Guidance

What do you need? Why? When?

Do your due diligence.

Be platform agnostic.

Collaboration Platforms

- Zoom / WebEx / GoToMeeting / Adobe Connect
- Slack / Microsoft Teams
- Dropbox Paper / Google Docs / Evernote
- Smartsheet / AirTable / Podio / Zoho
- My Event Plan [geekmyevent.com]
- when2meet.com -or- doodle.com

Personal Assistants (Assistance?!)

- Evernote (information management)
- Things (task/project management)
- Calendly (schedule management)
- Zapier / IFTTT (auto-“magic”)
- Alarmed (nagging assistant)



q & a



next steps



wrap up

Save the Dates

eventgarde.com/events

**Pivoting Your SEO & SEM Strategy
During the COVID-19 Crisis**

April 8, 1 p.m. ET

**FACILIT8me Digital Discussion:
Implementation Support**

April 9, 9 a.m. ET

Working Remotely + Collaboratively

April 9, 1 p.m. ET

HBA Live! Wellness Check

April 10, 12 p.m. ET

**Ask Us Anything Expert Panel: Emotional
Wellbeing, Relationship Management &
Diversity/Equity/Inclusion**

April 10, 1 p.m. ET

A photograph of warm white string lights at night. The lights are strung across the frame, creating a bokeh effect of soft, glowing yellow circles against a dark blue background. A semi-transparent dark grey horizontal band is centered across the image, containing the text "thank you" in a white, lowercase, sans-serif font.

thank you



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