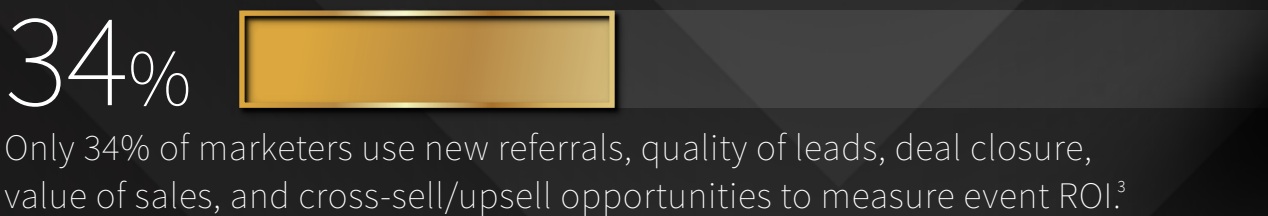
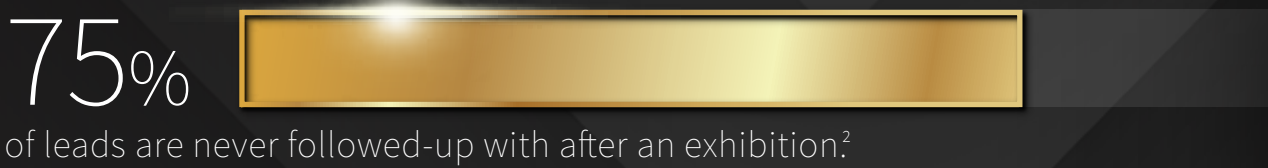
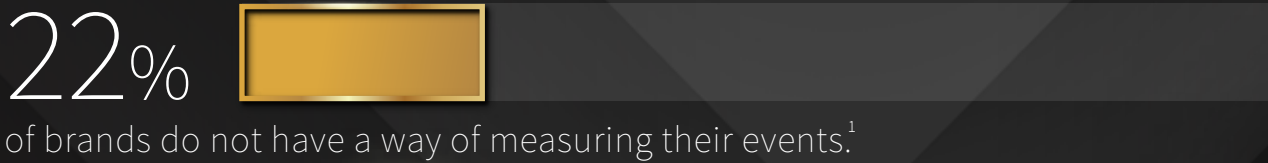


# Return, Rinse and Repeat

## Defining ROI for Event Marketing

### The Problem

- No industry standard on tracking the business impact behind events
- Little effort to follow up on contacts after events



### The Solution

- Input event-driven contacts into CRM, ensure follow-up from sales
- Track event leads from opportunity to close, double down on those that are driving the most value



“Event Marketing provides a unique kind of ROI in that it’s an experience. It’s branding, relationship building, and acceleration of business. Connect with your prospects and clients in person and when done well, will always help you move the needle and ultimately close business.”

Isabel Labrecque, Event Marketer

Generate brand awareness, leads and prove ROI on LinkedIn.

Create your first ad.