BEFORE THE EVENT

Define your Event Objectives and KPIs

- ☐ Define your objectives to focus your efforts and measure your success effectively.
- ☐ Quantify KPIs such as:
  - Audience exposure: Number of new leads generated.
  - Audience reach: Growth in website traffic, social media engagement and new followers.
  - Brand recognition: Improved awareness in social media mentions and audience feedback.
  - Thought leadership: Boost in media mentions and social media engagement.
  - Market penetration: MQL generation and conversation rates.
  - Revenue impact: Won deals and pipeline expansion.

Engage Your Target Audience

- ☐ Map out target prospects based on: companies, job titles, business types, areas of interest (e.g. underwriting, claims, P&C, Life and Health etc.)
- ☐ Identify target attendees through the conference networking app, Brella.
- ☐ Book meetings with your target prospects ahead of the conference through Brella. Schedule these to take place at your booth for maximum exposure.

Pre-Event Marketing

- ☐ Announce your participation across your social media platforms. Highlight your booth location and any speaking engagements to help attendees connect with you easily, and tag Insurtech Insights for increased visibility.
- ☐ Invite your current clients to strengthen your relationship and explore opportunities for closer partnerships.

Prepare Your Team

- ☐ Select your most enthusiastic and knowledgeable representatives.
- ☐ Meet to align your objectives and strategy.
- ☐ Rehearse and perfect your product demonstrations and pitches!
- ☐ Prepare a plan for social media content you want to create during the conference.

Finalize the Logistics

- ☐ Book your flight and accommodation with exclusive rates from Cathay Pacific and the Kerry Hotel (see: https://www.insurtechinsights.com/asia/flights-hotel/).
- ☐ Create forms to collect contact information from interested leads.
- ☐ Prepare any materials needed for your booth or tech showcase. E.g. tech equipment, merchandise, business cards etc.

Check in With Your Account Manager

- ☐ Reach out about any questions and concerns early to reduce any last-minute stress.

DURING THE EVENT

Booth Experience:

- ☐ Be enthusiastic, curious and ask questions to understand your audience's needs and objectives to spark meaningful conversations.
- ☐ Showcase your booth activations and attractions to create additional interest and buzz from your audience.
- ☐ Run live product demonstrations to attract and engage potential customers.
- ☐ Use your booth as the hub for hosting meets and networking to generate new leads and deals.

Lead Management:

- ☐ Use the Brella app to scan prospects' QR codes and capture details about your leads efficiently.
- ☐ Encourage high-quality leads to provide contact details through marketing forms, sign up for free trails or product demonstrations to collect MQLs.

Marketing:

- ☐ Keep your network engaged with regular updates across your social media channels.
- ☐ Share real-time highlights, including booth activity, speaker sessions and branding presence at the conference.
- ☐ Create engaging video content, such as interviews with team members and attendees, to boost social media engagement.

AFTER THE EVENT

Follow Up with Leads:

- ☐ Send personalized follow-ups to leads shortly after the event to continue productive conversations and convert leads.
- ☐ Schedule post-event product demonstrations, webinars or similar to build on the momentum from the conference with your new connections.

Post-Event Marketing:

- ☐ Share event highlights across your social media platforms to elevate your brand.
- ☐ Publish your takeaways and inspirations from the event to boost brand recognition and thought leadership.
- ☐ Post short-form video content and interviews to increase engagement.

ROI Analysis:

- ☐ Track and assess your performance against your KPIs.
- ☐ Measure the number of new leads and MQLs generated from the event.
- ☐ Analyze the quality of these leads.
- ☐ Assess your pipeline growth and lead conversion figures.
- ☐ Create a comprehensive post-event report to record and present results and insights from the event.

Feedback:

- ☐ Gather insights and feedback from your close customers or social media engagements.
- ☐ Collect feedback from your team members who attended the event to identify strengths and areas for improvement.

Next Steps:

- ☐ Complete the Insurtech Insights sponsorship survey sent via email.
- ☐ Schedule a debrief with your Insurtech Insights account manager to review your experience and discuss your next steps.