

**CEMA  
SUMMIT** 2023

ELEVATE YOUR

*Strategy*

**Session Track brought  
to you by Visit Austin**

**Scott Genovesi & May Kay Hackley**

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**Developing a  
Successful Trade  
Show Strategy**

# Meet Your Panel



Sara Straw  
RingCentral



Michelle Olmstead  
ControlUP



Minal Shah  
Salesforce



Heather Schneider  
Tyler Technologies

# Key Takeaways:

1. *Define goals that are not only achievable but, measurable and tailored to the types of trade shows you plan to sponsor.*
1. *Identify the right trade shows and sponsorship levels that will maximize your ROI based on your defined goals and having a clear picture of your ideal customer.*
1. *Properly allocate your budget to maximize investments and make the most of your sponsorship.*
1. *Develop a success pre-, during, and post-event marketing plan.*

*When it comes to your sponsored event strategy, raise your hand if you struggle creating a plan that crosses all event types?*

1

*How many of you experience the...  
“well, we have always gone to this event”  
approach to choosing your programs for the  
next fiscal year?*

**2**

*Raise your hand if you struggle with allocating your budgets to make the most of your sponsorship?*

**3**

*Raise your hand if you struggle to find the time  
to amplify your event content, learnings, etc.  
post show?*



# Key Takeaways:

1. *Define goals that are not only achievable but, measurable and tailored to the types of trade shows you plan to sponsor. **You must define ROI at the event level.***
1. *Identify the right trade shows and sponsorship levels that will maximize your ROI based on your defined goals and having a clear picture of your ideal customer. **Identify the purpose your attendance (brand awareness, nurture, lead generation, etc.).***
1. *Properly allocate your budget to maximize investments and make the most of your sponsorship. **Spend smart, not hard.***
1. *Develop a success pre-, during, and post-event marketing plan. **Be thorough! But that doesn't mean complicated.***

# Continue the Conversation On LinkedIn



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**Thank you!**

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