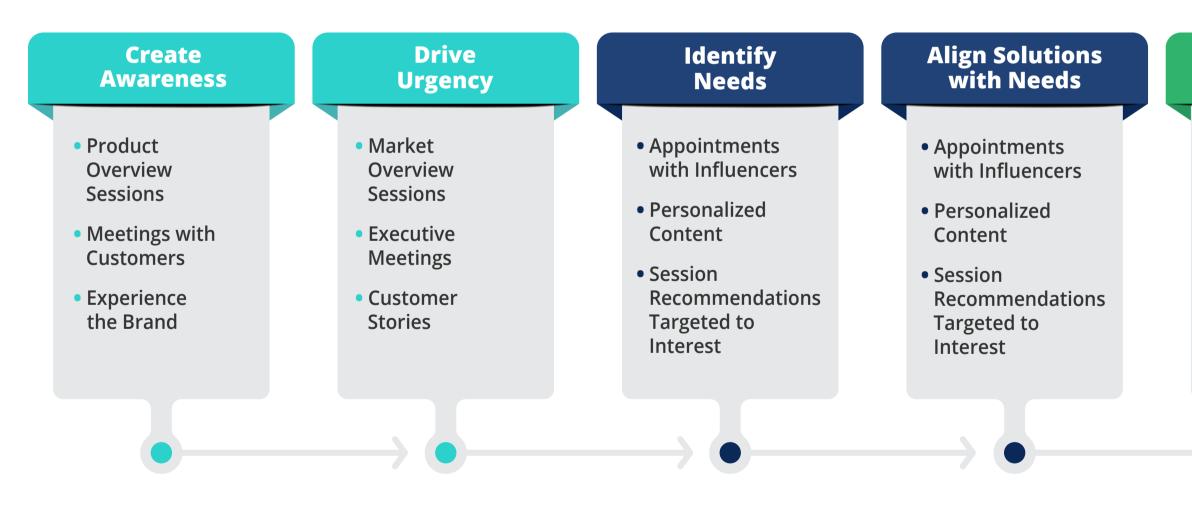
How Events Drive Revenue

Events give companies a chance to tailor experiences to attendees. These experiences can take prospects and leads through their buying process faster, while creating enthusiastic brand promoters.

DISCOVERY **CONSIDERATION**







DECISION

Make the **Business Case**

- Deep Dive Sessions
- Meetings with Experts

Validate and Reinforce

- Invite to User Group
- Social Interactions
- Use Case Sessions

