

# THANKS

## Marketing Events Best Practices

**Best Practice:** Send a **sweet treat** to anyone you know attending the same event as you so they know you will be connecting with them.



### WEEK BEFORE THE EVENT

Let your connections know you'll be attending with a **mid-day macchiato**.

*Looking forward to seeing you at the event! Safe travels.*



### CONCLUSION OF EVENT

Leave a positive impact and set next steps with a **'berry' nice treat**.

*It was 'berry' great to meet you at the event today! Looking forward to connecting again soon!*



### DAY OF THE EVENT

Send a **power breakfast** to your connections so they can conquer the day!

*Looking forward to seeing you at the event today! Hope this treat helps power you up!*



### ONE WEEK AFTER THE EVENT

Kick start the conversation about next steps with a **'let's taco soon' lunch**.

*Thanks again for taking the time to chat with me last week. Hopefully we can do it again soon.*

## ADDITIONAL TOUCHPOINTS

### ▶ WEBINAR

Send a reminder two days before the webinar with a **caffeine boost**.

*We are looking forward to you attending our webinar!*

### ▶ MULTI-DAY EVENT

Fuel up your connections for a multi-day event with **coffee for the week!**

*Looking forward to seeing you at the event today! Enjoy some extra caffeine on me.*

### ▶ STRENGTHEN EXISTING CONNECTIONS

Send a **'choco-lot' of thanks** to show your appreciation.

*It was so great to see you at the event today! Looking forward to connecting with you again soon!*