

Event Maximisation

Shortlist
MARKETING





Maximise Your event ROI with pre and post event follow up & support

At Shortlist Marketing, we know that the events are great at creating brand awareness, but they don't directly contribute to new business. It's the strategic outreach before and impactful follow-up after events that, builds relationships, creates opportunities and truly maximises your ROI.

Our Event Maximisation service is designed to maximise your event ROI pre and post event. Our pre-event support is designed to build engagement before the event, ensuring a strong foundation and heightened interest.

Our post-event follow-up is aimed at turning your event interactions into valuable business relationships and sales opportunities, thereby maximising your return on investment on in-person and digital events.

Why Choose Us?

-  **Reduce Lead Drop-Off:** Minimise the number of leads that are lost or forgotten after the event.
-  **Maximised ROI:** Greater return on investment from event participation.
-  **Improved Relationship Building:** Stronger, more meaningful connections with potential clients and partners.
-  **Time Efficiency:** Save time and resources by outsourcing, outreach, lead follow-up and nurturing tasks.

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“We very much appreciate the team's dedication, organisation and skill. We truly believe that, in Shortlist, we have found the ideal partner – rather than just another supplier – to support our business growth.”

Paul North
Founder at Illuminis

Our Methodology

Before your event begins, we execute targeted outreach strategies to build awareness, drive attendance, and craft compelling sales messaging.

Post-event, our follow-up service is designed to nurture connections made at events promptly and professionally, effectively nurturing event leads into sales-ready opportunities, ensuring no lead is forgotten or neglected.

By integrating proactive outreach, strategic engagement, and effective follow-up, we optimise the ROI for every event your business attends.



www.shortlistmarketing.co.uk



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