

Press Release

April 2009

WHITE PAPER:

EVENT ATTENDANCE: HOW DO YOU INCREASE THE NUMBER OF QUALITY ATTENDEES?

Business Advantage, a leading research and business development company in the global IT market, releases a new White Paper on how best to increase event attendance.

In a recession, marketing budgets must work harder and it is even more important to maximize the return in order to justify the expenditure. Event organization is a complex process, with many bases to cover - this document will help: by providing you with insider tips that will ensure you avoid the pitfalls.

How many events do you go to and see the same old faces time and time again? Do you know if the people you invite are the correct contacts at your target organizations? Have you kept your database up-to-date and replaced those that have left with newcomers? Do your mailings generate an unacceptable number of 'gone-aways' which waste valuable marketing budget?

Inviting the **RIGHT** people, creating the **RIGHT** level of interest, and having the **RIGHT IMPACT** at your event maximizes your chance of building strong business relationships and developing the type of sales leads your business requires.

Sounds easy? Think again. Will your existing database produce enough new business or do you need to source new prospects? How many people will you need to invite to fill the seats? Can you manage the post event activity processes effectively?

Since 1992 Business Advantage has been helping hundreds of IT Vendors and their channel partners generate leads for ongoing pipelines. As part of our client's business development activity this has often meant working with their existing contact database or sourcing a new database, compiling lists of interested targets for attendance at a seminar, or calling directly to invite prospects to an event – from small local breakfast briefings to multi-national seminars. We thought you might benefit from the experience we have gained and we share our free [White Paper](#) with you in the hope that these tips will help avoid pitfalls and lead to better practice.

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Editor's Notes:

About Business Advantage: Formed in 1992, Business Advantage is a B2B market research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunications sectors. Our team of specialist researchers has undertaken B2B market research on a worldwide basis and has completed assignments

for information and communications technology clients in over 100 countries, spanning 5 continents. We provide a wide range of services to many leading international companies, including Hewlett Packard, IBM, Autodesk, Bentley Systems, PTC, Océ, Sony, BT, Siemens PLM and many others.

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We would very much appreciate being advised if you publish an article using the content of this Press Release.

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