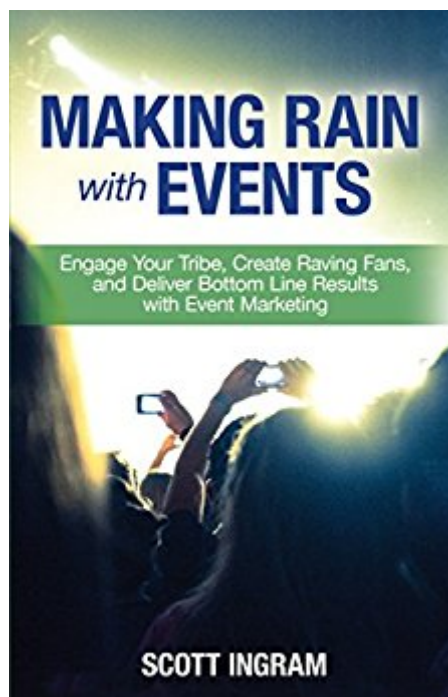




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Making Rain With Events: Engage Your Tribe, Create Raving Fans And Deliver Bottom Line Results With Event Marketing



Synopsis

“Every marketing executive who invests in events as part of their marketing mix should do themselves a favor and read this book.”
• Joe Pulizzi, Founder of the Content Marketing Institute, and Host of Content Marketing World
Scott Ingram of Certain has brought together some of the top ideas, and best practices from a team of modern marketing experts. Learn how to create an integrated event marketing strategy where the results look like 1+1+1=10
Peter Micciche, Certain
Adding the final link in the integrated marketing chain
Allison Saget, Author of The Event Marketing Handbook
Get beyond event logistics and get revenue results
Matt Heinz, Heinz Marketing
Connect your content marketing and event marketing strategies
Thom Singer, The Conference Catalyst
Set the tone for connecting
Mark Organ, Influitive
Mobilize your advocates
Tim Hayden, TTH Strategy
Leverage events as “mobile moments”
• Frannie Danzinger, Bizo
Get more value from sponsors, and win when you’re the sponsor
Shawn Lacagnina, Skyline
Maximize your trade show investments
Anita Covelli (Wehnert), ReadyTalk
Incorporate webinars into your event marketing mix
Brian Kardon, Lattice Engines
Improve event results with predictive marketing
Debbie Qaqish, The Pedowitz Group
Understand your event marketing maturity and how to get to the next level

Book Information

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Customer Reviews

Ã Â Hi IÃfÃ Â â Ñ Â â„¸m Douglas Burdett, host of The Marketing Book Podcast and IÃfÃ Â â Ñ Â â„¸d like to tell you about the book ÃfÃ Â â Ñ Â Å“Making Rain with Events: Engage Your Tribe, Create Raving Fans, and Deliver Bottom Line Results with Event MarketingÃfÃ Â â Ñ Â Â• by Scott Ingram. When done correctly, events have the potential to be one of the most significant force multipliers for a modern marketing organization. While investments in other traditional forms of marketing and advertising are dwindling, in-person events are just as popular as ever. Despite all the wonders of the Internet age, people still want to interact face to face. And yet, some big problems exist with event marketing. Studies show:- 50% of exhibitors never set objectives - they just show up- 79% of all trade show leads are never followed up on- Nearly half of CMOs struggle to make a business case for investment in events. In ÃfÃ Â â Ñ Â Å“Making Rain with Events,ÃfÃ Â â Ñ Â Â• Scott Ingram and several co-authors show how to transform your event marketing from just logistics and planning, into an integrated marketing machine that will generate and nurture leads and shorten your sales cycle. The book outlines how to make the most of the two most important reasons why people attend events: connections and content. It also goes into great detail on how marketers can create and leverage a lot of content before, during and long after an event. If your event marketing is driven by the inertia of ÃfÃ Â â Ñ Â Å“weÃfÃ Â â Ñ Â â„¸ve always done it that wayÃfÃ Â â Ñ Â Â• and you want to take a fresh, measurable, effective approach to it, youÃfÃ Â â Ñ Â â„¸re going to want to read this book. And, to listen to an interview with Scott Ingram about ÃfÃ Â â Ñ Â Å“Making Rain with Events,ÃfÃ Â â Ñ Â Â• visit MarketingBookPodcast.com

Event marketing has advanced from a stand alone activity to a complex longitudinal program. Engagement must begin long before the event promotion and must continue long after the event concludes. Developing a program that engages, educates, and nurtures throughout the entire event lifecycle is necessary, but also a challenge. This book defines all the steps of the event framework, beginning to end. Additionally, the thought leadership contribution coaches on how to effectively manage event activity, properly develop content for each stage, and convert unknown individuals into attendees, attendees into opportunity, and recognized opportunities into those all-important

advocates.

If you have ever had to answer the question, "What is our return on investment going to be for this event?" Then after reading this book you will be well armed and excited to share your new expertise when answering the question. From the beginning pages, strategy after strategy to "Make Rain" is revealed. Making Rain is part manual, part best practices, and a tool you will use again and again. After reading this book I felt like I had a Master's class on how to generate more prospects, build better relationships, and ultimately develop business, yes, sales. I'm headed to an event tomorrow, I've never felt better prepared. This is one to keep on my book shelf for reference and I have already recommended it to others.

Only relevant to corporate event planners - not helpful for (most) small businesses.

I haven't worked in the events business in almost 20 years and was asked to do some research about today's events landscape. I bought this book and I'm glad I did. Well written and great flow. Loved the ideas and recommendations. If you're looking to start an events business or just need to brush up on the technology shaping it this is a must read.

A fresh perspective on successfully using events in your marketing mix. I appreciated the distinct chapters and points of view from experts in their various marketing fields, and yet in the end it all comes together with one outcome: getting a return on investment for your events. If you're ready to take a step back and re-think your event marketing strategy, start here for the big picture, with the added bonus of practical tips, too.

Events are a special part of the marketing mix -- they take time and resources and getting it right is essential. This book has helpful, practical and proven tips to help construct events that generate results. Understanding how to make an event part of an intentional campaign (including pre and post activities) will help marketers generate ROI from event investments.

This book is a useful reference tool for anyone looking to get the highest return on their event investment. Compiling the best nuggets of wisdom from numerous event marketing experts, it is full of rich content.

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