

Conference Consideration Template [sample responses in pink]

Conference Name: ABC Conference 2021

URL: XXX

Dates: Oct 1-3, 2021

Location: New York City

What are our goals?

	What's the goal	Success would be...
Primary	Creation of new Sales Opportunities	10 new sales opportunities (= estimated 2 new customers)
Secondary	Business development	5 conversations with potential new partners

Budget and Forecast

- What's our allowable budget, and what's our budget forecast? Allowable budget = \$50K (see model [here](#)), budget forecast = \$41,616 (see model [here](#)).
- What's our model for results? Same model - [here](#).

Audience

- How many attendees are expected? 1000
- What % are sponsors? 1/3
- How many attended last year? 800
- What % were sponsors? 1/3
- Who are the expected attendees - companies, functions, seniority level, geo location

Mostly marketing executives (director level and above) at B2B startups (<500 employees), mainly US-based.

- Who were the attendees last year?

Same demographic, a snippet from last year's list is here: XXX

- Who are the other sponsors? Competitors? Companies in our space?

Full list of sponsors here: XXX

Three of our competitors are sponsoring, and a few other companies in our space.

Attendee list

- Do we get the list of attendees? Yes
- In which format and medium? We get a spreadsheet with all attendees (name, company, title, but not email). In addition, there's a conference app attendees can register to.
- When? We get the spreadsheet a week before the conference. The app is already live, but most people register the day of.
- Who else gets it? All sponsors get the list at the same time.

What are the sponsorship options?

Full list here: [XXX](#)

Sales alignment

- Did we discuss with Sales? Are they on board? **Yes - they're psyched!**
- Who's attending? **Clementine and Joshua from Sales**

Other info

- **How did we hear about this conference?** **Josephine from Sales attended it at a previous company and recommended it.**
- **Anything else?** **Two customers told us they attended last year and it was their favorite conference of the year.**