How to make your Event Manager love you

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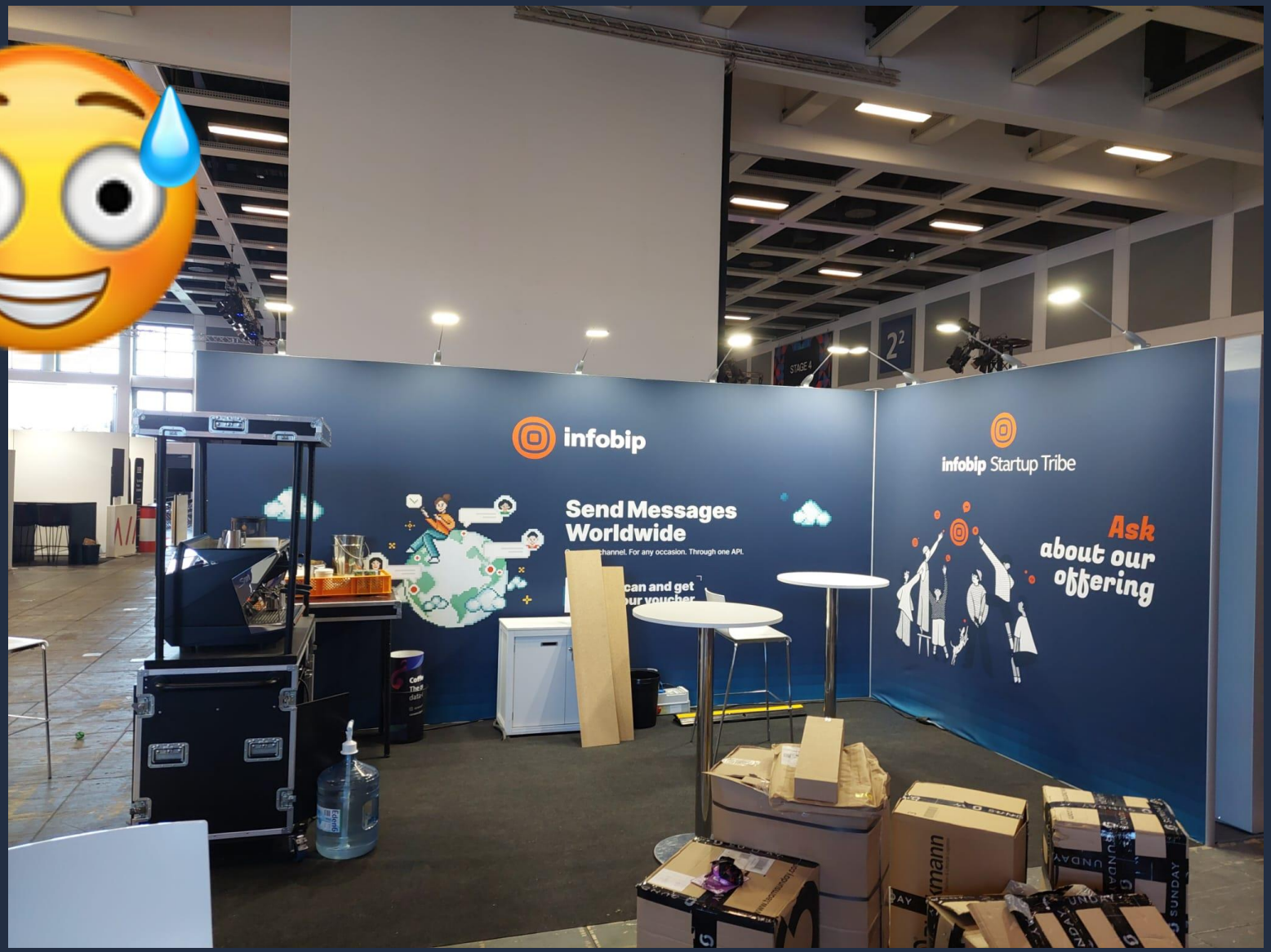
2017-2018


infobip
Send Messages Worldwide
infobip Startup Tribe
Ask about our offering

TOP 3

in the world

“According to a study by the World Scholarship Vault, event planner stress levels are hitting a new high — the **third-most stressful job in the world for 2023**."

*source: https://www.pcma.org/3rd-most-stressful-job-event-planning/

Before the event

Help me, help (organise) you

List the events

YOU WANT TO PARTICIPATE IN

- Makes EM’s job easier
- Makes budget allocation simpler
- More practical travel arrangement
- Prepare for a CFP
- Makes your work more enjoyable

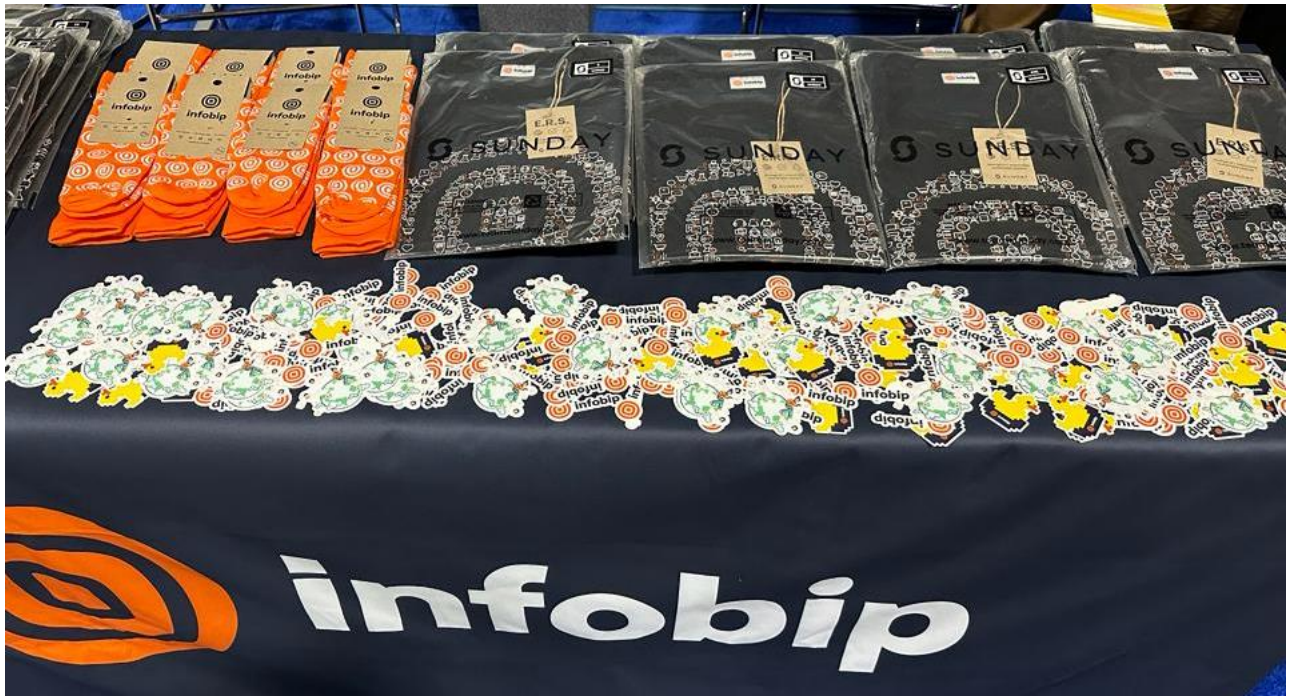
Before the event

	Event name	Event scope	Start Date	End Date	Link	Location	Country
16		Small (<1000)	14/4/2023	14/4/2023		Berlin	Germany
17		Large (>1000)	19/4/2023	23/4/2023		Salt Lake City	United States

	Event name	Notes	Status	Confirmed	Dept Lead	Going	Decks
16			Sponsoring, Payed, Contract signed	★	DevRel	Mike E, Julia B	
17		1. **Sponsor Benefits.** Sponsor Benefits per the Agreement are: 1. Acknowledgement as	Sponsoring, Contract sent to Legal	★	DevRel	Erick C, Mike E, Julia B, Beatta L	

18		• Day 1: Meetup
		• Day 2
		  ◦ Workshops
		  ◦ Sponsors/Speaker
			Contract sent to Legal	★	DevRel	Julia B, Mike E, Ana S, Nikola P	

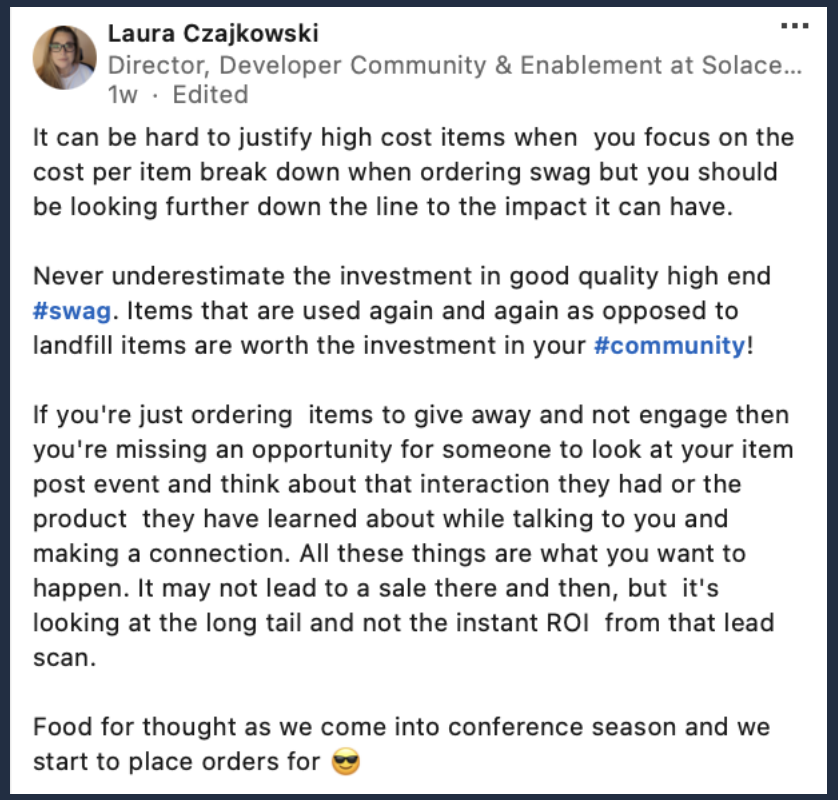
Participate in the creative



You’re the first line to talk to developers - you know what they find cool!

Before the event

Participate in the creative



Laura Czajkowski
Director, Developer Community & Enablement at Solace...
1w · Edited

It can be hard to justify high cost items when you focus on the cost per item break down when ordering swag but you should be looking further down the line to the impact it can have.

Never underestimate the investment in good quality high end #swag. Items that are used again and again as opposed to landfill items are worth the investment in your #community!

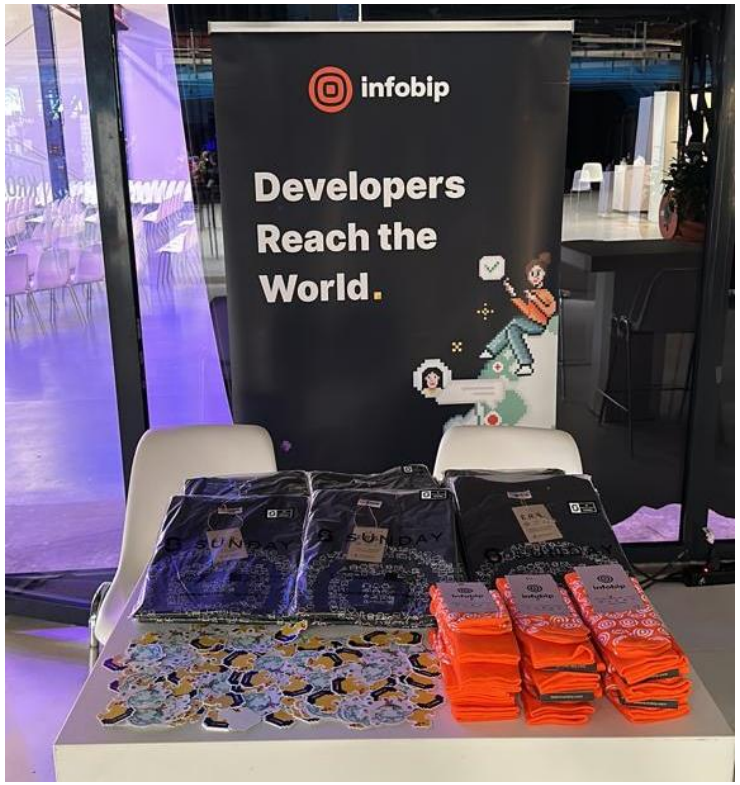
If you're just ordering items to give away and not engage then you're missing an opportunity for someone to look at your item post event and think about that interaction they had or the product they have learned about while talking to you and making a connection. All these things are what you want to happen. It may not lead to a sale there and then, but it's looking at the long tail and not the instant ROI from that lead scan.

Food for thought as we come into conference season and we start to place orders for 😎

"If you're just ordering items to give away and not engage then you're missing an opportunity for someone to look at your item post event and think about that interaction they had [with you]."

"... it's looking at the long tail and not the instant ROI from that lead scan."

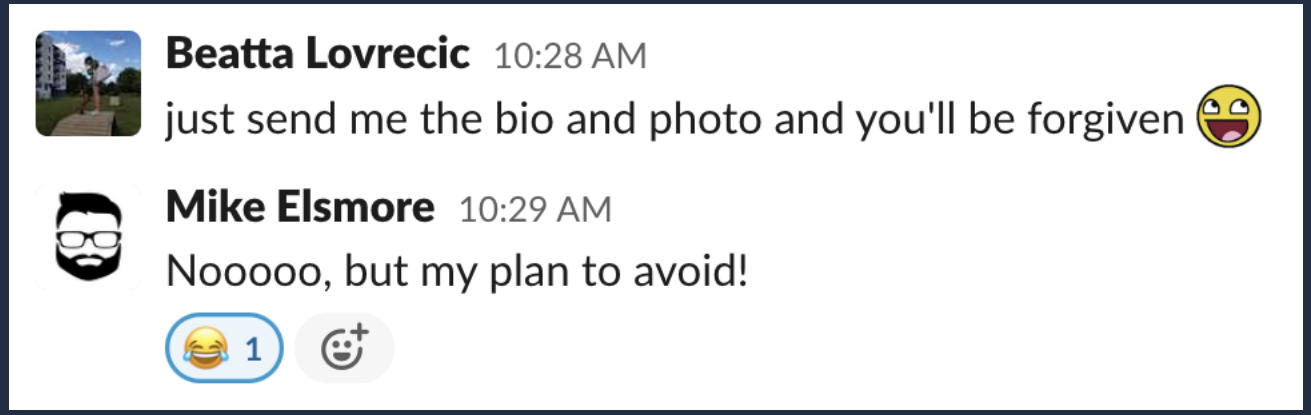
Participate in the creative



You know what gets the conversation going and how to engage with people.

Before the event

Get ready to be pinged



We are here to make sure you are on time!

Get ready to be pinged

Session submission - WeAreDevelopers

Beatta Lovrečić <Beatta.Lovrecic@infobip.com>

To: Mike Elsmore

Thursday, 15 June 2023 at 12:53

Sunday, 25 June 2023

Session submission: Please submit your session details via Sessionize ind let us know once you have submitted: https://bit.ly/WWC23LateSubmission

Please select the session format “Standard Talk (30 min incl. Q&A)

Congress Pass for the Speaker: Redeem your ticket via this link using the discount code: WWC23_Talk_Infobip

- *Analogue* notes (or post-its)
- Calendar events/reminders

Before the event

Get people to volunteer

- Not just engineers
- Consider Sales Engineers and Customer Support
- Educate of booth etiquette

Before the event

Help create the brief

NICE TO HAVE

- Timing and staff schedules
- Logistics
- Booth activations
- Purpose for the event/booth
- Dress code

HOW CAN YOU HELP

- Add event insights
- Add FAQ’s and answers!

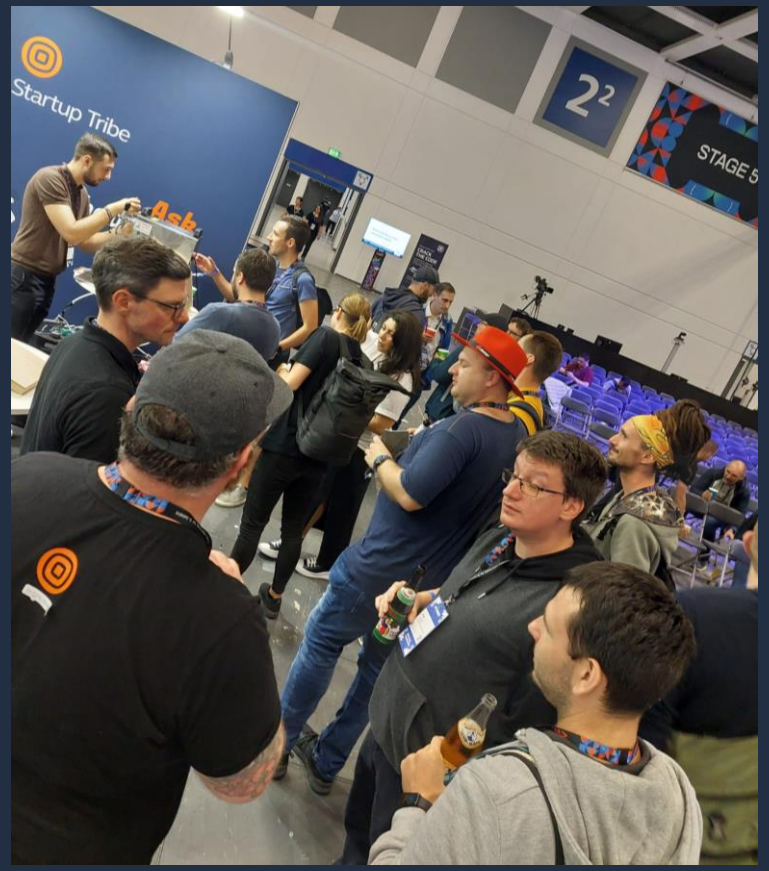
During the event

Setting up the booth

- Help in setting up and dismantling
- Last-minute problems solved as a team

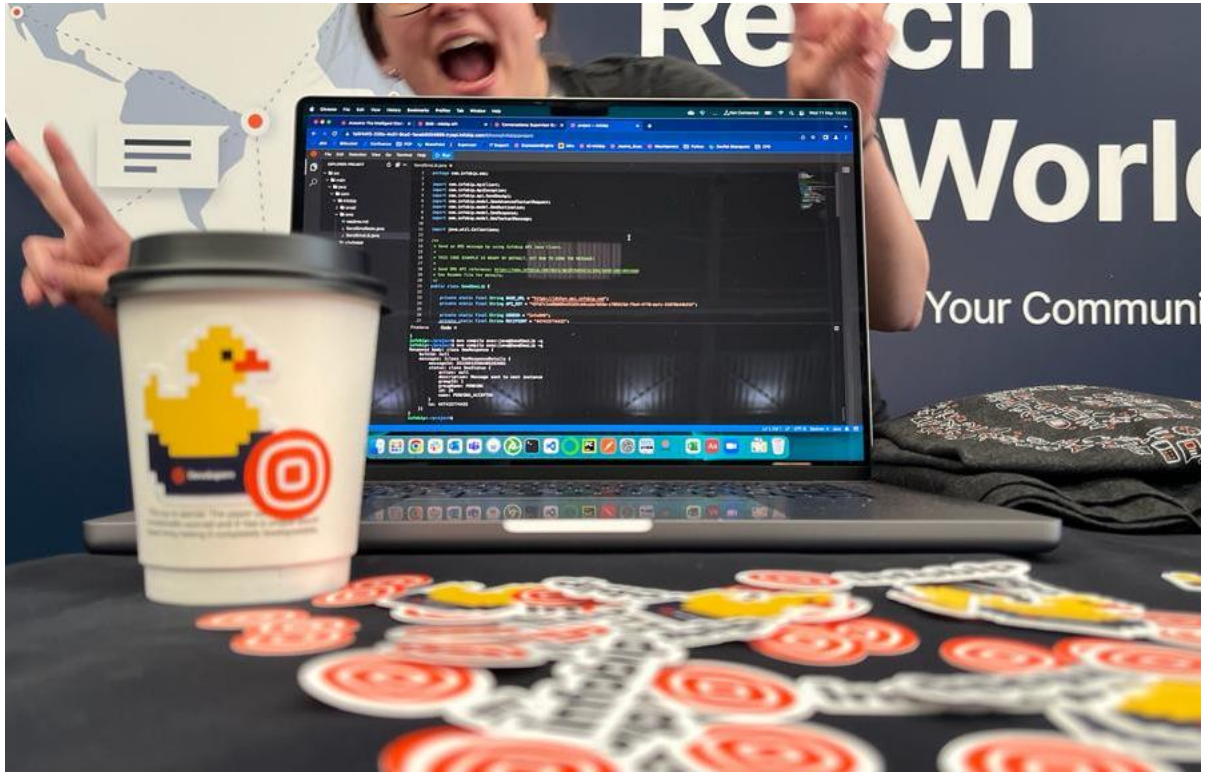
During the event

Be punctual and on call



- Follow the schedule
- Don’t leave conference grounds

Have a tech demo



- Have an appropriate demo
- Practice the demo
- Prepare for tech to fail

During the event

Wear your merch

One more reason to make it cool and creative!

During the event

Others will too!

Caught in the wild 👀

Don’t pitch, talk!

- Actively listen to their problems
- Get to know the devs visiting your booth
- Create the **best possible DX based on real knowledge**

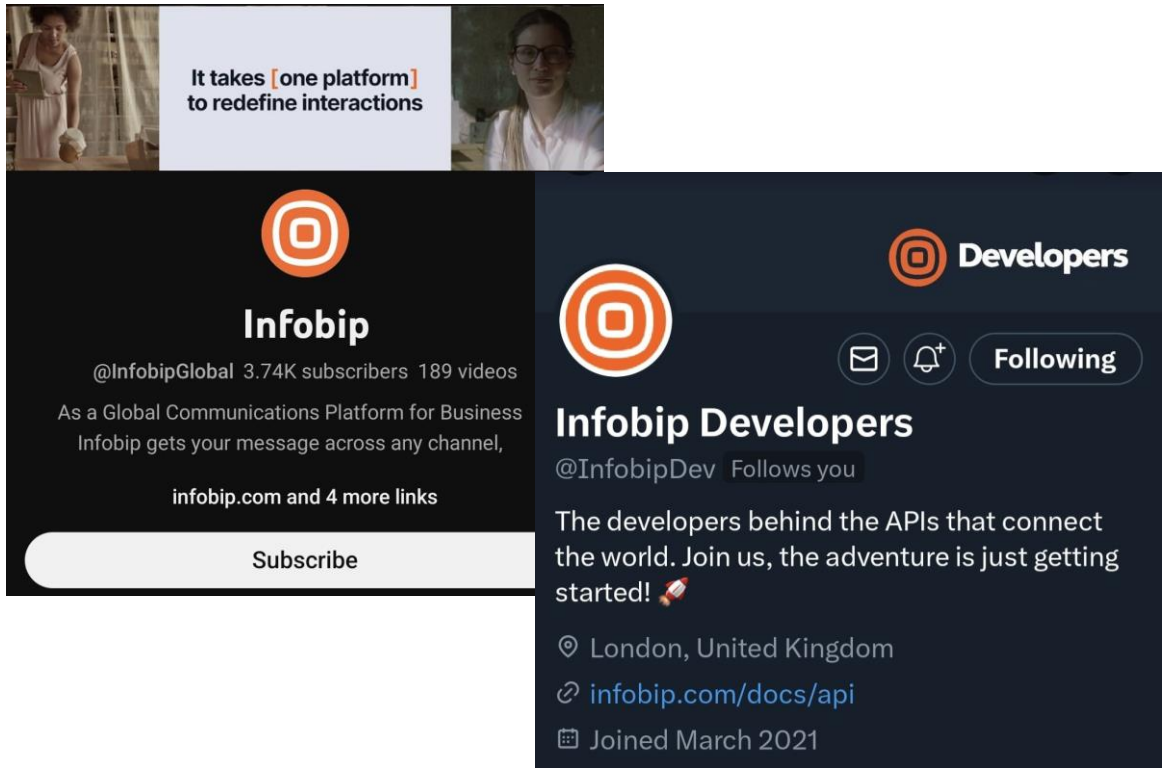
During the event

Remember to mingle

- Make a list of social meetups happening around the conference you're attending
- *Make an appearance*

After the event

Make collaterals



- Shareables!
- Blogs, social media, interviews…
- Cooperate with internal PR and Marketing teams

After the event

Make collaterals

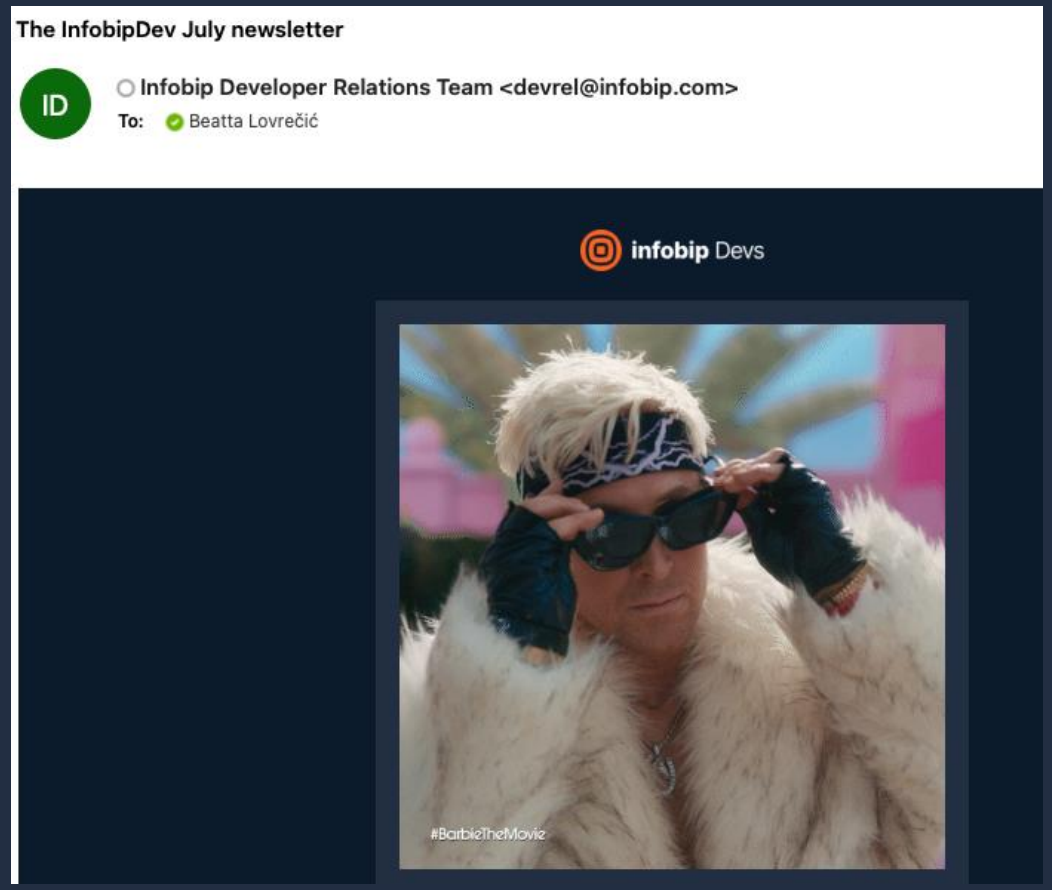
Post about your booth games, engagements and giveaways

Make collaterals

Write about your experiences in a blog post

After the event

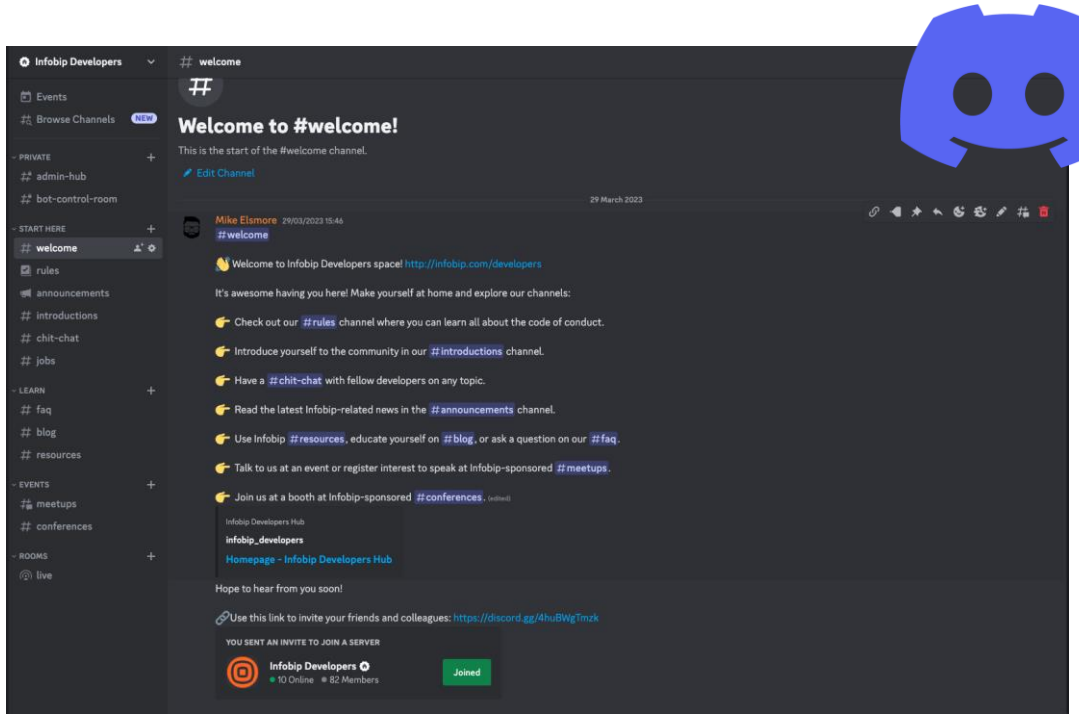
Stay in touch



If possible, stay in contact with your audience after the conference

After the event

Stay in touch



They can be your future audience, users and even champions!

Join us

Let’s sum up

- Choose your events
- Make merch that you like
- Allow us to bore you
- Consider booth volunteers outside engineering teams

- A great brief saves you time
- Have a demo of your tech (and prepare in case it fails to cooperate)
- Talk to your booth guests to create great DX
- Stay in touch with people you met at the event

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