

# Build pipeline and connect with high quality leads



## Smart extension to your team, to get new opportunities

Collaboration opportunities with a world-class, global audience

Lead generation with PTN Events happens in an environment where people are open to discovery and businesses can both create and respond to customer demand.



### DID YOU KNOW?

In a recent survey, conference leads are outperformed website leads, with an average

# 78%

lower cost per qualified lead

**Focus on closing deals, while we retrieve, qualify, and nurture your leads until they demonstrate genuine interest in your products or services.**

Optimize your outbound lead nurturing with dedicated SDRs, who have hands-on experience in your domain

**70%** reduction in weighted cost vs. building in-house

**81%** companies use agencies get our in-house vs. outsourced guide

**23X** more likely to see a clear ROI within the first 90 days of service

Build your own lead gen strategy with us to improve conversion rates and grow your revenue.

→ Drive demand and close deals faster!

Lead Generation Benefits	Premium	Other
Calendar setup for all meetings	✓	✓
Advanced lead qualification process	✓	✓
In-depth analytics and reports	✓	✓
Expand customer base efficiently	✓	✓
Avg. 8 high-quality leads/month	✓	
150+ VIP meetings a year with big enterprises	✓	
VIP and exclusive networking events	✓	
Tailored communication boosts engagement	✓	
Efficient sales with qualified leads	✓	
Valuable market and customer data	✓	
Focused engagement with relevant prospects	✓	

Ready to experience great conference and exhibition for your strategy?

[LEARN MORE](#)

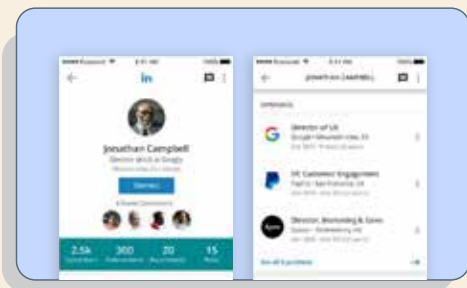
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## Our strategy



### Strategizing a campaign basis of

- Industry
- Region
- Size of the company
- Demographics



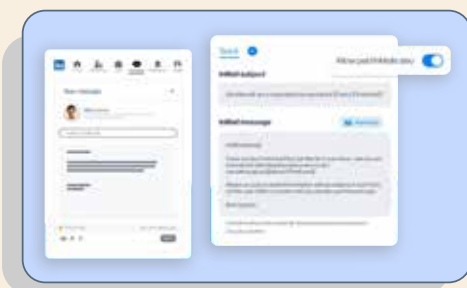
### Identifying ideal company / contact.

- Size of the company
- Revenue
- Employee size
- GDPR compliant
- Right party contact (RPC) identified



### Identifying contact person details

- Finding the decision makers
- Verification and background check
- Finding their contact information (Email addresses, phone number etc.)



### Reach out

- Initial email & follow-up email
- LinkedIn messaging
- Calls & follow-up calls
- Sales support materials (i.e. brochures, presentations, videos, success stories, white papers, articles etc.)



## DID YOU KNOW?

You can leverage exclusive VIP meetings with conference attendees to connect directly with key decision-makers.

Boost engagement, shorten sales cycles, and increase conversion rates for superior results.

## Our team will make



FTE (Full Time Employee) spend 8hrs/day to connect with variety of client base across geographies



Make 30+ connected calls/day



Send 80+ email/day



Connect 900+ contacts on LinkedIn per month



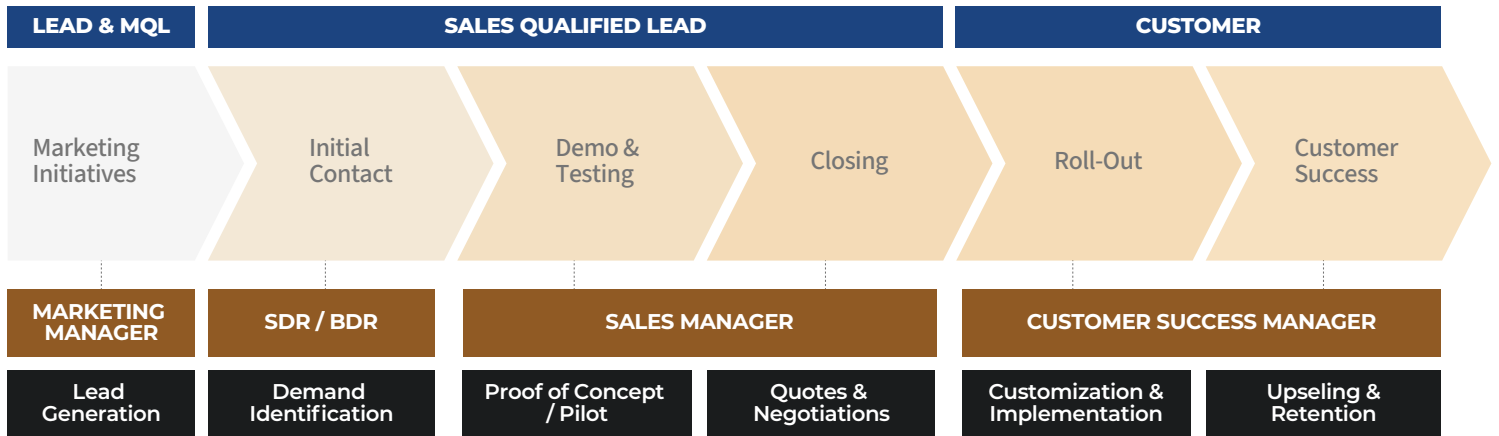
Conduct their own market research in industry



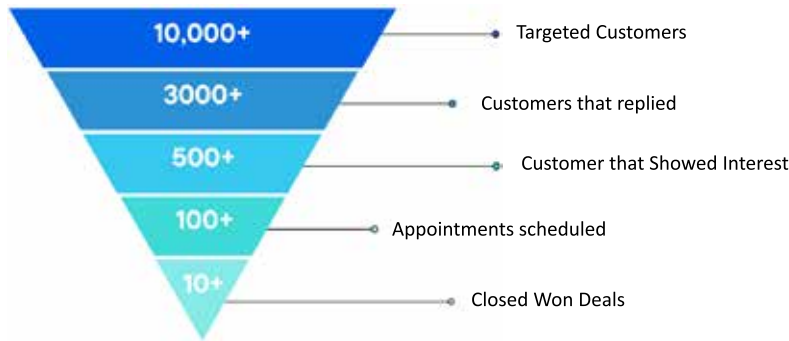
## PROPOSAL TOUCHPOINTS

1. Personalized Messaging
2. Advanced Targeting
3. Multi-Channel Approach
4. Continuous Lead Nurturing
5. Lead Magnet Creation
6. Strategic Partnership
7. Performance Tracking and Reporting

# Schedule appointments & outbound lead generation



Find, nurture, and convert leads to close deals faster, easy-peasy, on the top CRM platform for your sales team.



## USE CASE SCENARIO

e.g.  
With 10 appointments per month, your BD / Sales will be able to close 1 deal per month, and generate \$120,000 in annual revenue

**Collaborating with PTN Events will help you achieve 156% ROI during the first 12 months.**

You're ready to start taking appointments in your calendar



- ✓ Accept appointment and meeting
- ✓ Improve conversion rates
- ✓ Drive demand and close deals faster
- ✓ Unleash your sales potential