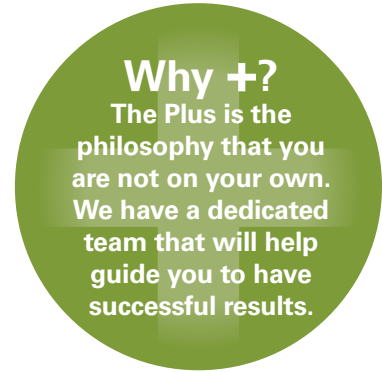


Introducing LEAD GEN+

Meetings Today LEAD GEN+ is a new program to help you get your sales back on track. Leads are so important especially when the industry has changed. Planners are more than ever needing guidance to help facilitate their next meeting.

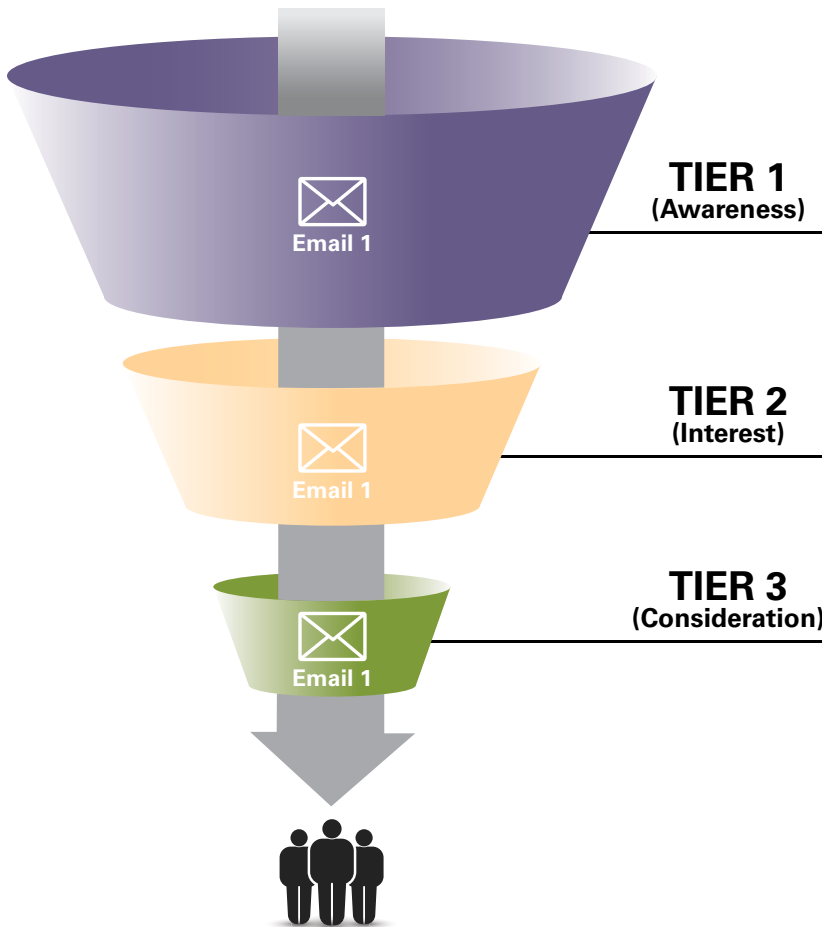
Meetings Today LEAD GEN+ brings together three proven options for you to generate leads. With an experienced content team, and a growing database that is updated daily, these options will help you generate the high-quality leads that you are seeking.



LEADS BY CONTENT



10,000 PROSPECTS



QUALIFIED LEADS

3-Tier Lead Nurturing Drip Campaign

This is a three-step lead nurture program that utilizes a series of emails and a landing page designed to guide potential customers along the sales journey, from awareness to consideration and ultimately, to purchase.

Pre-Program

Starts with a 30-minute conference call to help identify your content goals and KPI's.

Targeted List

Choose from our database to create a custom list of your target prospects.

Custom Content

Each program includes three mobile-responsive emails and a landing page. Work with our content marketing team to create engaging content that clicks with readers.

Superior Results

This program significantly outperforms standard e-blasts, often yielding open rates and CTRs that are three to five times higher.



LEADS BY WEBINARS

Video Webinar Lead Generation

Meetings Today has been the leader in producing high quality educational webinars for more than 15 years. These webinars are also a great opportunity to generate meeting planner data that returns high quality leads. There are 4 options.

Education Webinars

Every month Meetings Today produces an education webinar on the hottest topics in the industry. These webinars generate an average of 1,200 registrants.

Custom Content Webinars

These webinars are exclusive to one sponsor. The sponsor will help direct the content for the webinar that relates to their destination or property.

Custom Destination Webinars

The purpose of this program is to generate interest in a destination. This will include interviews, videos, and Q and A.

Custom FAM Webinars

Let our experienced editorial team be part of your FAM trip. All the video, testimonials, and experiences will all be shared in an educational video webinar.



LEADS BY PHONE

The best way to generate leads is to get a targeted planner on the phone and find out their need dates and preferences. Meetings Today partners with SDR to give destinations and properties a home run when it comes to lead gen. The program consist of 4 parts.

Building a Script

We will need to Identify your main contact for this program—usually your DOS. We will then need one hour from your best salesperson(s) for a phone conference call. In this hour, we would like to hear how they position you to meeting planners. Questions such as what makes you unique and what are your top-selling points, will be discussed.

We then take this information and develop a 'script'. Once this is complete (about a week) we will send the phone script to you for approval or additional recommendations.

Building your target database

Meetings Today has a large qualified audience, and we collect fresh, up-to-date data on each subscriber. You will be able to choose by Type of planner, location of planner, and other criteria.

Cold Calling Begins

The SDR (Strategic Database Research) team will begin making calls and start building leads based on your approved script and the approved targeted list of planners. Weekly updates meetings will help keep you posted of the success of the program.

The Results (LEADS)

During the program you will be receiving leads in two forms. Those planners who have a need date and are interested in talking to someone from your organization about booking a meeting. The other leads are interested planners who would like more information, but do not have a meeting for them at that exact moment.