

# Lead Generation with LEAD GEN+

## Generate High-Quality Meeting Planner Leads

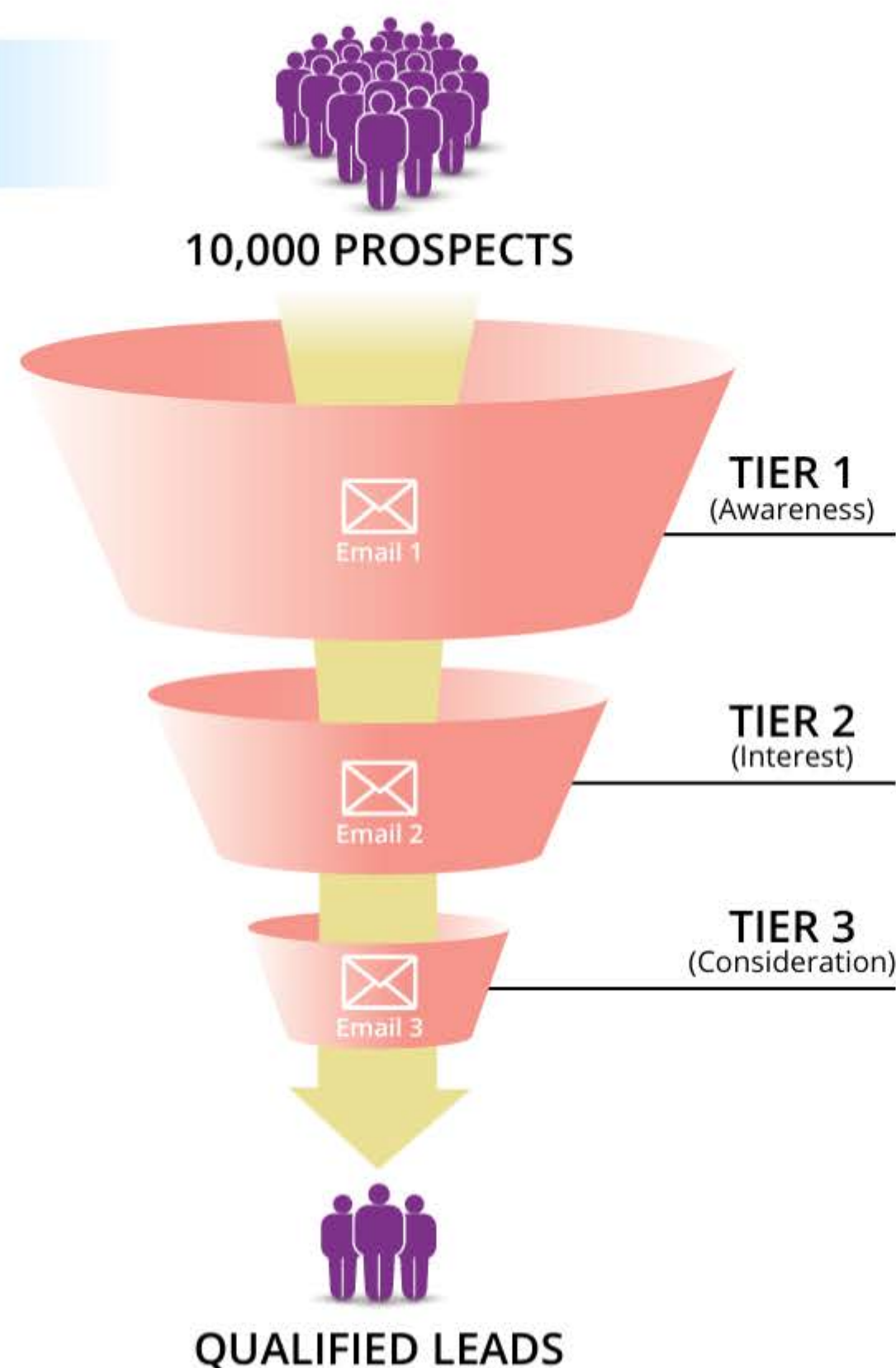
Meetings Today LEAD GEN+ is a program designed to add leads to your existing pipeline with minimal effort on your part.

LEAD GEN+ brings together proven solutions to generate leads. Our proven program combined with an experienced content team and a growing database updated daily, will generate the high-quality leads that you are seeking.

### Leads

#### By Email Nurturing

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



### 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.

#### Create Content

The program begins with a strategic team call to fully understand how to best position your company to meeting planners. We'll use this information to build a phone script and/or branded content for the program that best suits your needs.

#### Build Your Database

Choose from dozens of planner criteria from the Meetings Today audience database to build your best targeted list. And, we'll keep your list fresh as we add new subscribers daily to our main database.

#### Cold Calling Begins

If your program includes phone calls, the SDR (Strategic Database Research) team will start building leads with your script and targeted list. Weekly updates meetings will help keep you posted of the success of the program.

#### Lead Delivery

During the program you will receive hot and warm leads on a regular basis or as defined in our strategic meeting.

***LEAD GEN+ will generate the  
high-quality leads  
that you are seeking!***