

**CMO-OnLoan™**

The background features several thick, diagonal stripes in shades of purple and grey, creating a modern, geometric design.

**Event Strategy**

# Plan Outline

- **Before:** If you receive a list from the association, reach out 5-7 days before the start of the event and post on social media and employees share the post.
- **During:** Post on social media and have attending employees share the post.
- **After:** Within 1 day of being home, reach out to contacts that you met and did not meet and schedule debrief meeting within 5 days of the event. Post on social media and employees share the post.

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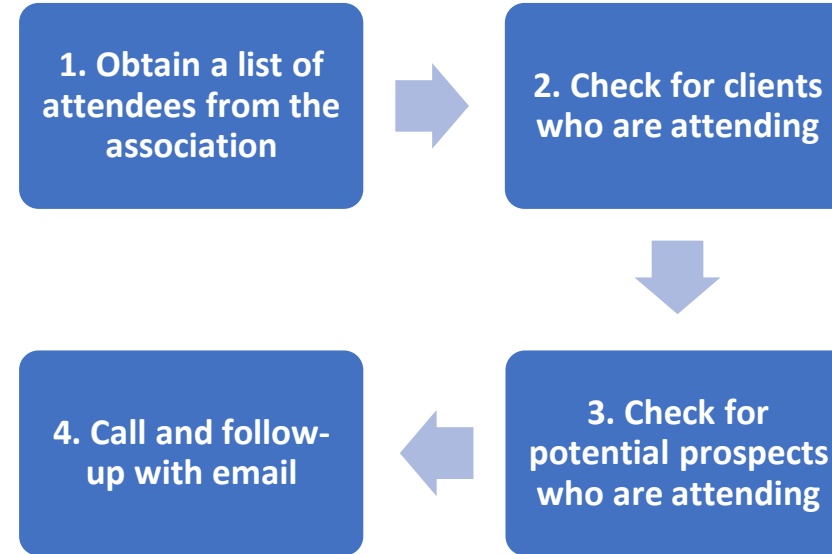
The background features several thick, diagonal stripes in shades of purple and grey, creating a dynamic, layered effect that suggests movement and progress.

**Before the Event**

# Before Event

- **Objective** - set meetings with priority contacts (current clients/new clients)
- **Email & Social Plan:**
  - Email: send 1 email 5-7 days before event
  - Social Post: 1 post 5-7 days before the event and employees share

## How to Meet Objective



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**During the Event**

# During Event

- **Objective** - remind your audience that you are attending the event and want to talk
- **Social Plan:** 1 social post during the event and employees share
  - EX- "The ITS team is set up and ready for the [name of show]. Stop by our booth [include #] and say hi!

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**After the Event**

# After Event

- **Objective** - connect with and schedule a meeting or call with those you met and didn't meet
- **Email & Social Plan:**
  - Email : 1 email the day after the event to those you met.
  - Social Post: 1 post a week after the event and employees share