

Events Lead Gen Plan



Q1 2016 Third-Party Events Calendar

Q1	Event	Date	Focus	Location	Lead Goal	Actual Leads
	Digital Brand	Jan 13	Mobile	Atlanta, GA	30	39
	National Retail Federation (NRF)	Jan 17 – Jan 20	Retail	New York, NY	(150)	
	Retail Roundtable - SF	Jan 28	Retail	San Francisco, CA	60	87
	Retail Roundtable - NY	Feb 4	Retail	New York, NY	75	61
	Digital Summit - Phoenix	Feb 8 – Feb 9		Phoenix, AZ	50	103
	Mobile & App Marketing	Feb 9	Mobile	New York, NY	30	
	Digital Brand	Feb 11	Mobile	Dallas, TX	30	60
	National Sports Forum	Feb 14	SEA	Portland, OR	30	14
	InterConnect	Feb 21 – Feb 25	Mobile	Las Vegas, NV	50	
	eTail West	Feb 22 – Feb 25	Retail	Palm Springs, CA	75	89
	MarketingSherpa Email Summit	Feb 22 – Feb 23		Las Vegas, NV	50	55
	Retail Roundtable - LA	Mar 8	Retail	Los Angeles, CA	60	76
	MarTech	Mar 21 – Mar 22		San Francisco, CA	50	8
	National NonProfit Tech Conference	Mar 23 – Mar 25	NonProfit	San Jose, CA	50	22

Q2 2016 Third-Party Events Calendar

Q2	Event	Date	Focus	Location	Lead Goal	Actual Leads
	Email Evolution Conference	Mar 30 – Apr 1		New Orleans, LA	30	18
	Retail Roundtable - Dallas	Apr 7	Retail	Dallas, TX	50	51
	Digital Summit – Los Angeles	Apr 6 – 7		Los Angeles, CA	50	69
	Women in Retail Leadership Summit	Apr 20 –21	Retail	Miami, FL	100	186
	Mobile Brand	Apr 27	Mobile	Los Angeles, CA	30	
	Digital Summit – Charlotte	May 4 – 5		Charlotte, NC	50	69
	App Marketing for Brands	May 10	Mobile	New York, NY	30	
	Mobile Marketing for Brands	May 10	Mobile	New York, NY	30	
	MMA Summit NY	May 10 - 11	Mobile	New York, NY	30	
	NRF Retail Roundtable	May 16	Retail	Toronto, CAN	50	
	Email Innovations Summit	May 18 - 19		Las Vegas, NV	20	26
	Digital Summit - Atlanta	May 24 – 25		Atlanta, GA	75	93
	Retail Roundtable - Seattle	Jun 2	Retail	Seattle, WA	50	62
	Email Insider Summit	Jun 5 – 8		Amelia Island, FL	100	
	Internet Retailer	Jun 7 – 9	Retail	Chicago, IL	300	246
	Digital Summit - Denver	Jun 15 – 16		Denver, CO	50	104
	IMCA	Jun 19 - 21	Insurance	Baltimore, MD	250	170

Q3 2016 Third-Party Events Calendar

	Event	Date	Focus	Location	Lead Goal	Actual Leads
Q3	AMA National NonProfit Conference	Jul 11 – Jul 13	Non Profit	Washington, DC	100	238
	Mobile Brand	Jul 12	Mobile	New York, NY	30	
	Digital Summit, Portland	Jul 13 – Jul 14		Portland, OR	50	66
	SEAT	July 17 - Jul 19	SEA	Las Vegas, NV	30	20
	Digital Summit - Minneapolis	Jul 25 – Jul 26		Minneapolis, MN	50	47
	eTail East	Aug 15 – Aug 18	Retail	Boston, MA	75	
	Digital Summit - Philadelphia	Aug 23 – Aug 24		Philadelphia	50	
	Content Marketing World	Sep 6 – Sep 9		Cleveland, OH	100	
	Digital Brand	Sep 15	Mobile	Atlanta, GA	30	
	Digital Summit - DC	Sep 20 – Sep 21		Washington, DC	50	
	Target Marketing Financial Services RT	Sep 22	Financial Services	New York, NY		
	SM2 Innovation Forum	Sep 26 – Sep 27	Mobile	New York, NY	30	
	Shop.org	Sep 26 – Sep 28	Retail	Dallas, TX	150	
	Retail Roundtable Philadelphia	Sep	Retail	Philadelphia, PA	50	

Q4 2016 Third-Party Events Calendar

Q4	Event	Date	Focus	Location	Lead Goal	Actual Leads
	Women in Retail Leadership Dinner	Oct	Retail	San Francisco, CA		
	Women in Retail Leadership Dinner	Oct	Retail	New York, NY		
	Mobile & App Marketing	Oct 5	Mobile	Chicago, IL	30	
	Digital Summit Detroit	Oct 11 – Oct 12		Detroit, MI	75	
	Mobile Shopping Summit	Oct 17 – Oct 19	Mobile	Palm Springs, CA	30	
	MarketingProfs B2B Forum	Oct 18 – Oct 21		Boston, MA	50	
	AdTech NYC	Nov 2 – Nov 3		New York, NY	250	
	Internet Summit	Nov 16 – Nov 17		Raleigh, NC	75	
	Email Insider Summit	Dec 4 – Dec 7		Deer Valley, UT	100	
	Digital Summit - Dallas	Dec 6 – Dec 7		Dallas, TX	50	
	Digital Finance	Dec 8	Mobile	Toronto, ON	30	

Q1 2016 Third Party Webinar Calendar

Webinar Name	Date	Sponsor	Leader	Registration Goal	Actual Registration	Attendance	MQL Target
Digital Marketing: What to Expect in 2016	1/12/2016	Marketing Profs Webinar	Jodi Wearn	500	1,100	268	85
10 Key Marketing Trends for 2016 and Ideas for Delivering Exceptional Customer Experiences	1/28/2016	Chief Marketer Webinar	Laurie Hood	175	907	311	26
Loyalty Marketing	1/28/2016	eMarketer – Sponsored Webinar	TBD	1,100	1,761	348	242
Mobile and Email: Holiday Trends You Must Reflect in Your 2016 Marketing	2/2/2016	AMA	Erinne Mejia	434	346	123	65
Marketing Beyond the Message: Why Your Customer's Journey is More Important Than the Destination	2/4/2016	Target Marketing – Sponsored Webinar	TBD	250	503	154	38
The Behavioral Marketing Manifesto	2/11/2016	Association of Strategic Marketing (ASM) Webinar	Dave Walters	500	561	177	75
TBD	2/11/2016	DM News – Sponsored Webinar	TBD	400	113	422	60
Why Everything You Thought You Knew About Mobile Marketing is About to Change	2/17/2016	MMA – Mobile Webinar	Josh Rochlin	200	621	234	30
TBD	3/10/2016	DM News Webinar	Jay Jhun	377	536	138	57
10 Tips for Digital Marketing Success	3/15/2016	The Marketing Scope Webinar	TBD	250	428	106	55
Six Ways Marketing Clouds Will Help You Burn the Competition	3/17/2016	Venture Beat – Sponsored Webinar	VB Research Analyst	200	99	26	44
7 Key Marketing Trends and Ideas for Delivering an Exceptional Customer Journey	3/29/2016	Target Marketing	Chris Murphy	334	616	183	50

Q1

Q2 2016 Third Party Webinar Calendar

Webinar Name	Date	Sponsor	Leader	Registration Goal	Actual Registration	Attendance
10 Tips for Digital Marketing Success	April 12	Marketing Profs	Jay Jhun	500	987	249
Customer Experience Marketing That Makes a Splash	April 20	CMO Council	Keith Meade, Rosie Judd	300	279	106
Understanding the Customer Journey: 10 Common Challenges and How to Overcome Them	April 21	eMarketer	Ellen Valentine	1,100	1551	342
TBD	April TBD	Venture Beat	TBD	200	206	65
Editorial	May 5	AMA	TBD	300	246	79
TBD	May 3	Target Marketing	TBD	250	517	154
7 Mobile Use Cases to Inspire Your OmniChannel Marketing Efforts	May 12	MMA	Michael Trapani	200	229	67
Understanding the Customer Journey: 10 Common Challenges and How to Overcome Them	May 11	ASM	Darryl Bolduc	500	379	126
Capitalizing on Customer Behavior	May 25	DM News Editorial	R Ray Wang; Jill Johnson – Q&A	400	596	112
Can't-Miss Tips for Putting Behavioral Marketing into Action	May 25	DigiDay	Jodi Wearn	400	527	130
Why Customer Behavior and Decision Making is Not Always Logical	Jun 7	Adweek Editorial	Dan Ariely	500	1992	663
Segmentation, Listening, Automation: Mastering the Core Tenets of a Smart Marketing Program	Jun 7	DM News	Mandy Hummel	377	479	173
TBD	Jun 9	Target Marketing	TBD	334	545	137
TBD	Jun 16	eMarketer	TBD	1,100	1,427	296
Segmentation, Listening, Automation: Mastering the Core Tenets of a Smart Marketing Program	Jun 22	AMA	Erinne Mejia	434	875	285
TBD	Jun 9	Venture Beat	TBD	200	175	29

Q3 2016 Third Party Webinar Calendar

Q3

Webinar Name	Date	Sponsor	Leader	Registration Goal	Actual Registration	Attendance
7 Mobile Use Cases to Inspire Your OmniChannel Marketing Efforts	June 30	MMA	TBD	200	240	48
5 Smart Ways to Build a Behavior-Driven, Data-Enriched Customer Experience	July 12	Marketing Profs	Stephen Dumas, Anitha G.	500	803	167
7 Mobile Use Cases to Inspire Your OmniChannel Marketing Efforts	July 19	MMA	TBD	200	138	39
Segmentation, Listening, Automation: Mastering the Core Tenets of a Smart Marketing Program	July 21	ASM	Mandy Hummel	500	423	78
Digital Marketing in an Ad Blocker World	July 27	Target Marketing Editorial	Michael Dub; Robin Nelfield	250	302	93
TBD	July TBD	Venture Beat	TBD	200		
Email Marketing Benchmarks: How Do You Measure Up and How Can You Improve?	Aug 2	AMA	Jill Johnson	300		
Email Marketing Benchmarks: How Do You Measure Up and How Can You Improve?	Aug 4	DM News	Jay Jhun	377		
TBD	Aug 11	AdWeek Editorial	TBD	500		
TBD	Aug 16	MMA	TBD	200		
Email Marketing Benchmarks: How Do You Measure Up and How Can You Improve?	Aug 25	DigiDay	Jay Jhun	400		
TBD	Aug TBD	eMarketer Editorial	TBD	1,100		
TBD	Sep 8	AMA	TBD	434		
TBD	Sep 8	Target Marketing	TBD	334		
TBD	Sep 12	MMA	TBD	118		
Are you stuck in the 20th Century? The 5 Attributes Every 21st Century Marketing Campaign Must Have	Sep 22	DM News Editorial	MJ Anderson, CMO, Trekk (agency)	400		
TBD	Jun 9	Venture Beat	TBD	200		

2016 Home-Grown Webinar Calendar

	Webinar Name	Date	Leader	Registration Goal	Attendance Goal	Actual Registration	Actual Attendance
Q1	Mobile and Email: Holiday Trends You Must Reflect in Your 2016 Marketing	Jan 21	Loren McDonald	800	300	804	292
	10 Tips for Digital Marketing Success in 2016	Feb 25	Dave Walters	800	250	1938	576
	7 Mobile Use Cases to Inspire Your Omnichannel Marketing Efforts	Mar 17	Ellen Valentine	800	300	1368	350
Q2	Understanding the Customer Journey: 10 Common Challenges and How to Overcome Them	Apr 21	Ellen Valentine	800	300	1602	596
	Segmentation, Listening, Automation: Mastering the Core Tenets of a Smart Marketing Program	May 25	Dave Walters	800	300	1456	434
	5 Smart Ways to Build a Behavior-Drive, Data-Enriched Customer Experience	Jun 23	Ellen Valentine; Anitha Gopinathan	800	300	1042	854
Q3	Email Marketing Benchmarks: How Do You Measure Up and How Can You Improve?	Jul 21	Loren McDonald	800	300		
	10 Tips for Crafting a Better Mobile Experience for Holiday Shoppers	Aug 18	Michael Trapani, Loren McDonald	800	300		
	Forrester	Sep	Rusty Warner	800	300		
Q4	Webinar - TBD	Oct	TBD	800	300		
	Webinar - TBD	Nov	TBD	800	300		
	Webinar - TBD	Dec	TBD	800	300		

2016 NA Silverpop Digital Marketing University Calendar

	Location	Date	Registration Goal	Lead Goal (Attendees)	Registered	Attended
Q1	San Francisco	3/15/2016	250	60	179	49
	Seattle	3/17/2016	150	60	78	27
	Minneapolis	3/29/2016	180	75	136	48
	Chicago	3/31/2016	315	125	254	91
Q2	Washington, DC	4/5/2016	150	60	153	64
	New York	4/7/2016	375	150	383	126
	Toronto	4/19/2016	250	100	186	73
	Boston	4/21/2016	150	60	127	44
	Los Angeles	4/26/2016	150	60	84	37
	Phoenix	4/28/2016	125	50	58	29
	Austin	5/5/2016	125	50	105	37
	Atlanta	May TBD	315	125	205	74