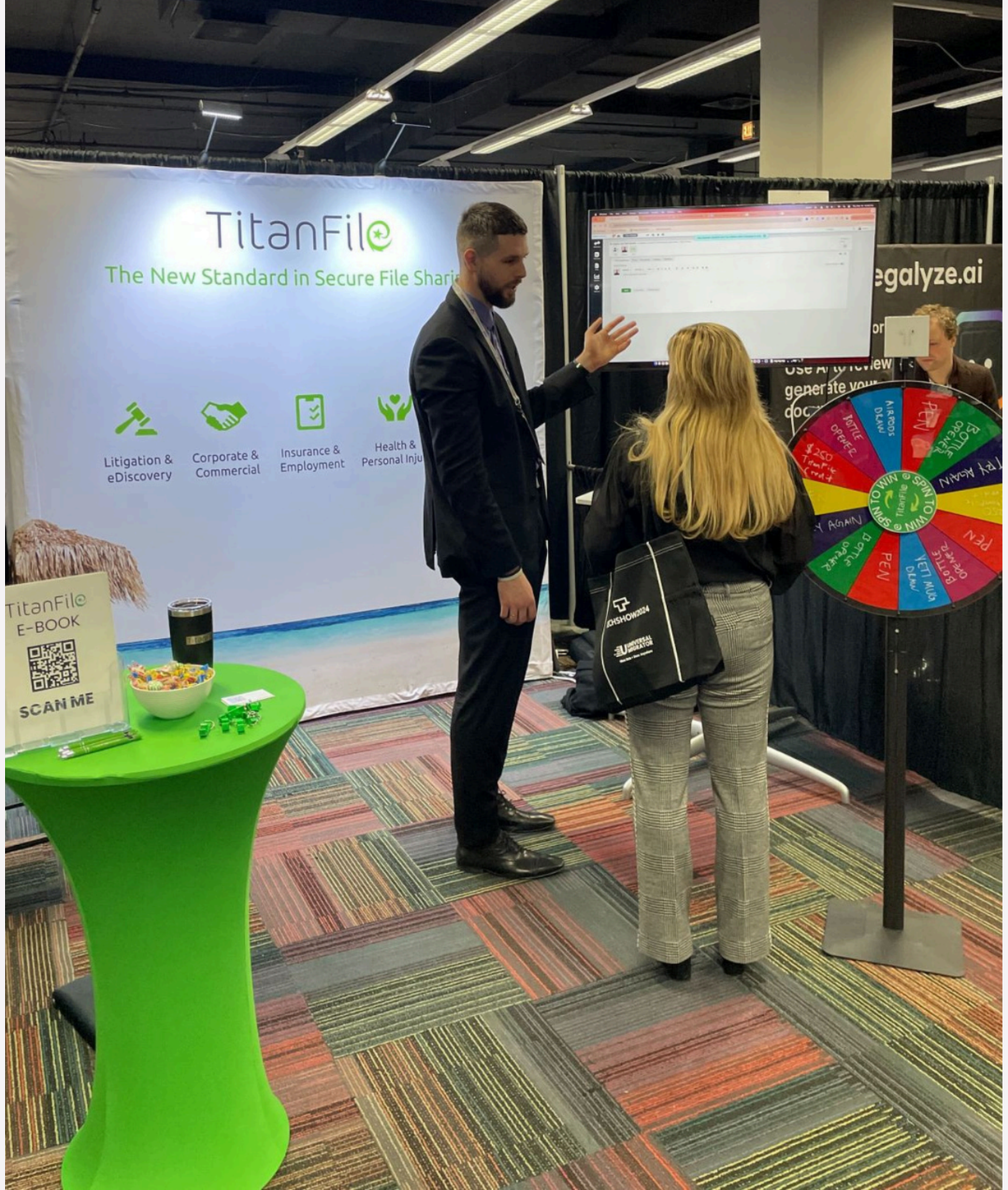
EVENT OBJECTIVES

1 Pre Event Plan

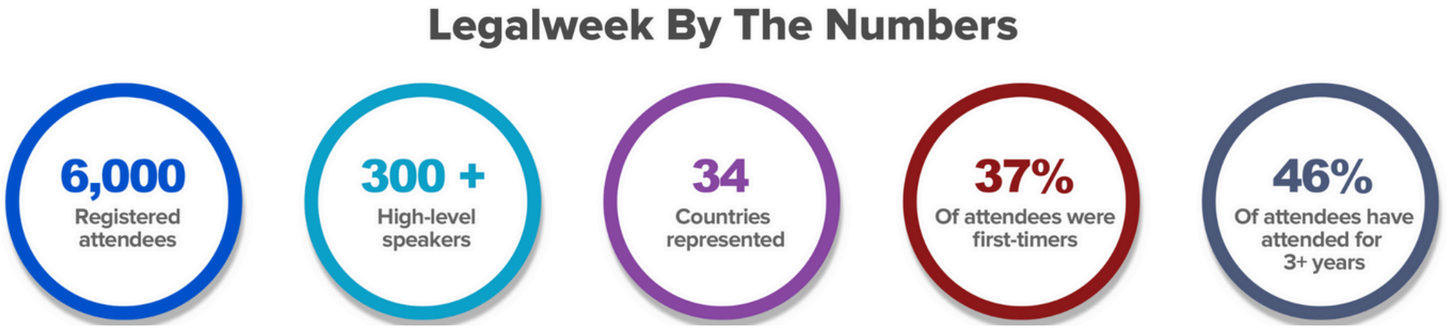
2 During Event

3 Post Event Plan



LEGALWEEK

The leading conference for legal technology, offers unparalleled expertise, networking, and innovation in information and education



How TITANFILE could benefit from participating in Legalweek

Goal 1: Build Brand Awareness

- Why: Address limited recognition.
- How: Showcase TITANFILE's secure, user-friendly platform to build visibility.

Goal 2: Expand Market Reach

- Why: Limited marketing budget.
- How: Leverage Legalweek's audience to connect with potential clients.

Goal 3: Create Partnerships

- Why: Growing need for compliance and cybersecurity.
- How: Network with cybersecurity experts to enhance offerings for regulated industries.

PRE EVENT PLAN

Objectives

- Lead Generation
- Brand Awareness
- Product Demos
- Networking and Client Engagement:

Booth Staffing

- Greeters:
- Demo Specialists
- Lead Administrator

Logistics

- Space Size
- Equipment
- Visual Design
- Materials
- Signage

Marketing & Promotion

- Email Campaigns
- Social Media Platforms
- PPC (optional)

PRE EVENT PLAN DETAILS

OBJECTIVES

- Lead Generation: Acquire high-**quality leads and patnership.**
- Brand Awareness: Position TitanFile as a leading **secure file-sharing solution in the legal sector.**
- Product Demos: Highlight **advanced features and compliance capabilities.**
- Networking and Client Engagement: Foster relationships with **existing + new clients and potential partners.**

LOGISTICS

Space Size: **Rhinelander Hall #1604, 10x20 ft, open-concept design** for visibility and flow.

Equipment:

- **Two demo stations** with large touchscreens
- Lockers for giveaways
- **QR code-based lead capture** system

Setup & Logistics

- Visual Design: Modern look showcasing **TitanFile's logo, emphasizing security and collaboration.**
- Materials: Visiting card,**Brochures and leaflets with QR codes** for free trial sign-ups.
- Signage: **Large banners** with the tagline: **"Your Trusted Partner in Secure Legal File Sharing"** — Secure. Compliant. Collaborative.

BOOTH STAFFING

Total Staff: 5 (2 greeters, 2 demo specialists, 1 lead administrator).

- Greeters**: Engage attendees** get **important information** such name, email, organization and so on. Introduce TitanFile, and **guide them to demos.**
- Demo Specialists**:** Conduct **personalized product walkthroughs demo and answer questions.**
- Lead Administrator**:** Capture **lead information and organize contacts** in a CRM/spreadsheet.

MARKETING & PROMOTION

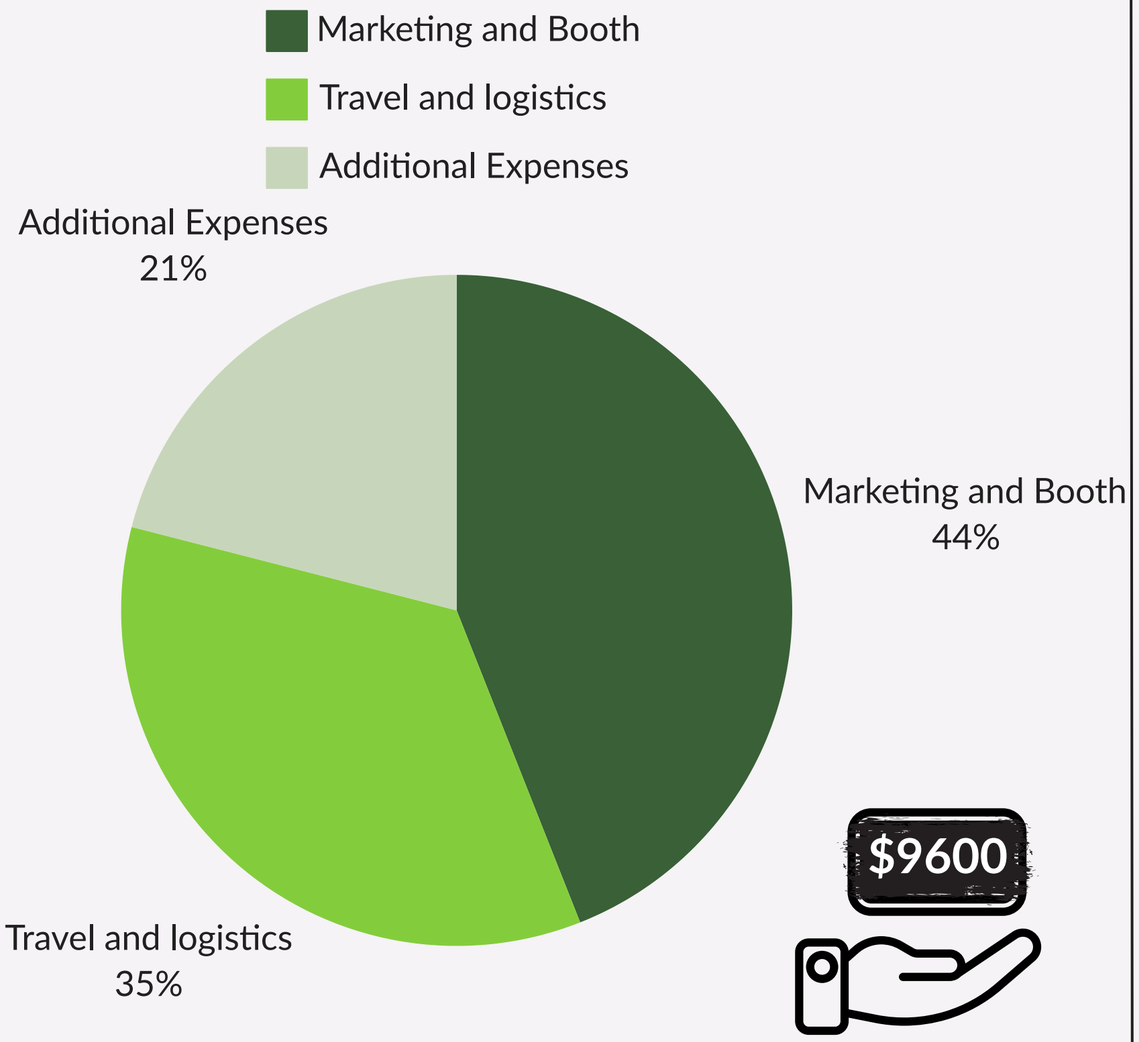
Email Campaigns: Three-Phase Approach

- Phase 1 - **Awareness (4 weeks out**)
  - Participation in Legalweek with registration links.
- Phase 2 - **Invitation (2 weeks out)**
  - Encourage pre-schedule demos and join a networking event.
- Phase 3 - **Reminder (3 days out)**
  - Send a final reminder with demo sign-up links.

Social Media Campaign:
LinkedIn + other platforms posting Schedule

- Post 1 (3 weeks out): **Announcement about TitanFile's participation**
- Post 2 (1.5 weeks out): **Invite attendees to book a live demo** at event.
- Post 3 (3 days out): countdown post, highlighting TitanFile's booth location.

BUDGET



1.Marketing Costs

- Booth Rental and Design: $3,000
- Marketing Materials: $800

(Includes brochures, infographics, and giveaways)

3.Travel and Logistics

- Travel and Accommodation: $2,500

(For team members attending the event)

- Food and Beverages: $500

3.Additional Expenses

- Equipment and Lead Capture: $1,300

(Includes demo stations and lead capture systems)

- Miscellaneous Costs: $500

DURING-EVENT PLAN DETAILS

BOOTH OPERATIONS

- Greeters: Welcome visitors, facilitate **quick sign-ups,** introduce TitanFile, and **guide to demo stations.**
- Demo Specialists: Conduct **personalized demos.**
- Lead Administrator: Capture visitor information and **categorize leads** in real-time for **efficient follow-up.**

ENGAGEMENT STRATEGIES

- Attraction Element: Continuous **interactive video playback** will showcasing features and customer testimonials, **engaging attendees** and highlighting our value proposition.
- Incentives: Offer **branded goodies**, double check freebies (Optional), and encourage attendees to participate in **product demonstrations** or sign up for the **free trial.**

LEAD GENERATION

- Digital Lead Capture Tool: Use a tool **integrated with CRM** (like HubSpot or Salesforce) to capture customer data.
- **On-the-Spot Questioning**: Categorize leads based on their current document-sharing solutions and security concerns.
- CRM Scoring System: Employ a **scoring system** to prioritize follow-ups instantly.

SOCIAL MEDIA

- **Live Demos**: Watch real-time showcases of TitanFile's features.
- Expert Talks: **Insights from industry leaders** on trends and challenges.
- Live Polls: Share your thoughts and connect with peers through **fun polls.**
- **Attendee Testimonials**

POST EVENT ACTIONS

SEGMENTED FOLLOW-UP EMAILS:

- **Hot Leads (Within 24 hours):** Thank them for visiting and include a customized follow-up.
- **Warm Leads (Within 48 hours):** Recap TitanFile's presentation and invite further inquiries.
- **Cold Leads (Within one week):** General follow-up with links to a free trial or educational white papers.

SOCIAL MEDIA

- **Post:** Thank attendees, sharing **key takeaways such as the number of demos conducted** and insights gained.
- Creare a **email drip campaign based on scoring system**
  - Week 1: Welcome Email
  - Week 3: Educational Content
  - Week 5: Product Showcase
  - Week 7: Case Study
  - Week 9: Webinar Invitation
  - Week 11: Feedback Request
  - Week 13: Special Offer
  - Week 15: Re-engagement

MEASUREMENT AND REPORTING

KPIs:

- **Leads Generated:** Measure both quantity and quality of leads captured.
- **Social Engagement:** Track likes, shares, and comments on LinkedIn posts.
- **Email Open Rates:** Monitor response rates from follow-up campaigns.
- **Demo Sign-ups:** Count the number of free trial sign-ups resulting from event interactions.
- **Reporting:** Prepare a comprehensive post-event report covering lead generation, demo requests, social media metrics, and recommendations for future events.

SOCIAL MEDIA CALENDER

Date	Email Campaign	LinkedIn Post
Feb 24	Awareness Email: Joining LegalWeek 2025!	Join us at LegalWeek 2025! Visit TitanFile...
Mar 10	Invitation Email: Schedule a demo...	Schedule a live demo with TitanFile at LegalWeek...
Mar 21	Final Reminder: Countdown to LegalWeek!	Count down with us to LegalWeek! TitanFile...
Mar 24-27	During-Event Social Update: Catch us at booth...	Catch us today at booth [X] for a live demo!
Mar 28	Follow-Up Email to Hot Leads: Thank you...	
Mar 30	Post-Event LinkedIn Post: Great LegalWeek 2025!	Thanks to all who joined us last week!
Mar 31	Send follow-up emails to warm and cold leads.	

FUN ACTIVITIES DURING THE EVENT

1. Client and Prospect Social Event: Host a casual networking evening with drinks and light bites, encouraging relaxed conversation.
2. Interactive Booth Experience:
    - Sight: Utilize dynamic LED lighting and video screens for engaging demos.
    - Sound: Play ambient music for focused product experiences.
    - Touch: Offer hands-on device demonstrations and tactile giveaways like stress balls.
    - Taste: Provide branded refreshments, such as artisanal coffee and snacks.
    - Smell: Use a scent diffuser with a signature aroma to create a pleasant environment.
3. Thought Leadership Panels: Organize discussions featuring industry experts to share insights and drive engagement.
4. Digital Engagement and Follow-Up: Implement QR codes for instant access to resources, ensuring continued interaction post-event.

5. Double back promotion

I6.nteractive Booth Experience

- Feature: Live demos and mini “how-tos” on secure collaboration.