

CREO

Event activation prep

The goal (pick one):

- [ ] Book meetings with target accounts
- [ ] Create pipeline from in-market buyers
- [ ] Accelerate existing opps
- [ ] Recruit partners / channel
- [ ] Launch a POV (category, product, or narrative)

If we do nothing else, success looks like:

"Must-meet" list:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Top roles we're prioritizing:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

The booth opener

Pick one opener your team can use to engage incoming traffic:

Opener A
"Out of curiosity, what brought you to {{event}} this year?"

Opener B
"We've been talking with a lot of {{role}} teams about {{problem}}. Is that on your radar too?"

Opener C
"Are you here to look for something specific, or just doing the rounds today?"

Next step (choose ONE):

- [ ] "Want a quick 3-minute walkthrough?"
- [ ] "Want the short version of what we're seeing?"
- [ ] "If this is relevant, we can grab 15 minutes this week."
- [ ] _____

What to capture

Recap each conversation so you don't forget the big stuff. Stick to one line.

They care about:

_____

Because:

_____

Next step we agreed on:

_____

Question

The ONE question we're trying to learn from each conversation:

Follow-up series

1	**Within 24 hours**	"Great meeting you at {{event}} — sending {{thing promised}}. You mentioned {{detail}}; this might help: {{link / idea}}."
2	**Days 3–5**	"One thought based on what you said about {{detail}}: {{useful POV in 1–2 lines}}. Curious if you're seeing the same."
3	**Days 7–10**	"If it's helpful, happy to do a quick 15-min brainstorm session: what we heard at {{event}} and what I'd do next if I were in your seat."
4	**Days 11–20**	"Quick check-in. We're noticing {{pattern}} with teams like yours. If you want, I can share a couple examples."

