

EVENT EXPERT

There are few opportunities to create and harness a wave of advocacy that compare to a live event. Whether it's a key industry event, a massive trade show, or your own customer conference, events are prime opportunities to discover, nurture, and mobilize your advocates to maximize your marketing investment.

Creating a targeted event experience with your AdvocateHub can mean the difference between a good and a great event and will help you engage your advocates to:

- Spread awareness around your event through social shares and referrals
- Boost advocacy program engagement
- Participating in activities that matters most
- Gain valuable feedback from attendees
- Uncover new advocates
- Obtain volunteers for high value “asks”, such as videos, testimonials and referrals

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Our team has helped numerous clients capitalize on their event investment by building interactive, real-time advocate experiences. Working as an extension of your team, we create the perfect mix of fun and value driven activities for your advocates.

EVENT EXPERT+

Don't have the resources to administer your advocate experience because your hands are full during your event? Our team is happy to help. With Event Expert+ we will provide full administration of your Influitive experience for your event.

EVENT EXPERT+ ENTERPRISE

Need to design a more complex advocate event experience with multiple stakeholders? Our Enterprise package will help get you there with additional consulting hours, additional content, and additional expertise.

- Strategic planning & best practice sessions with your team (4h in total)
- Strong theming suggestions
- Engaging gamification plans
- Up to 50 pre, during & post event challenges
- Suggested rewards & incentives
- A thorough pre-launch review
- Basic support during the event
- Reporting infographic highlight key results

Everything in Event Expert and...

- Full administration of your advocate experience before and during the event
- In-hub advocate assistance and communication as need
- Up to 5 additional real-time challenges
- Full support throughout the experience
- Additional strategic planning & best practice consulting hours (6h in total)

Everything in Event Expert+ and...

- Additional strategic planning & best practice consulting hours (10h in total)
- Up to 10 additional real-time challenges
- Consulting on a wider range of event topics such as multiple audiences, recruitment, invites, onsite gamification, and more
- Pairs well with our Onsite Event Expert package

Need someone at your event to recruit new advocates, assist in gameplay, and add event challenges in real-time? We can do that too! Ask about our **Onsite Event Expert** option for assistance, promotion, and advocate interaction at your live event. Available as a standalone package or as an add-on for Event Expert+ or Event Expert+ Enterprise. *(Daily rates apply, international options available, T&E not included.)*



Influitive helps B2B companies spark a movement behind their brands through the voice of passionate advocates. At Influitive, advocacy isn't something we do, it's all we do. Talk to your CSM or account manager today about how to add these services.

