

TAKE YOUR ONLINE EVENT EXPERIENCE TO THE NEXT LEVEL WITH TAILORED VIRTUAL CONFERENCE & WEBINAR PACKS FROM HONEYCOMB

Virtual events are a great way to communicate your message to a broad audience. You can trust that people registering are those interested in your content and therefore, potentially, future relationship opportunities for your company.

But how best to nurture these opportunities?

Merchandise has long been a successful promotional marketing element at industry events. Gifting items with branding and messages provides greater brand exposure and connection with those you meet at your stand.

How can you combine the power of promotional products with virtual conferences and webinars?

The **Honeycomb Team** regularly connects with clients to understand their challenges and identify ways we can support their sales and marketing efforts with our products and services.

At this time, when physical events are not possible and the number of virtual events is climbing, there was a clear demand for ways to fully engage registrants and stand out in a sea of readily available online content.

Honeycomb Virtual Conference & Webinar Packs.

Research shows that people are more willing to provide their data if there is gift to claim. Offering packs to registrants makes asking for contact information logical and appropriate. It also opens the door for contact with them, to confirm their registration, to ensure they received their pack and to seek post-event feedback. Availing your sales team of these touch points is of great value as it lays your lead nurturing foundation.

Greater engagement and connection with your brand can be achieved with the gift of a promotional pack. Not only is it always nice to receive a gift, but the perceived effort and value in combining quality content with the pack will make your online event more memorable.

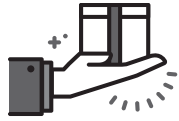
The contents of the pack will be tailored to your message and your objectives. You might want to incorporate elements that can be used specifically during the virtual event or just as a thank you gift for their interest. You benefit from the positive brand perception and the potential for recall in the future. **(76% of people recall a brand name from a promotional product received).**

www.honeycombagency.com.au



VIRTUAL CONFERENCE & WEBINAR PACKS IN 6 SIMPLE STEPS

An effective lead magnet at registration, combined with memorable merchandise to be enjoyed.
Virtual Conference and Webinar packs are the ideal way to stay front of mind!



STEP 1



STEP 2



STEP 3



STEP 4



STEP 5



STEP 6

SELECT MERCHANDISE

Work with the team at Honeycomb to find the products that best suit the message, timeline and budget for your packs. Choose from practical, edible and fun options. A range of decoration and packaging options are available. Just ask!

REGISTRATION

Open registration for your Virtual Conference and Webinar! You may choose to promote the Virtual Conference and Webinar pack, making it easier to capture delivery address details from your registrants.

DATA TO HONEYCOMB

Gather your registration data and send it to Honeycomb. We'll flag any missing information and confirm all is correct before proceeding.

PACK AND SEND

The Honeycomb team will pack your selected products and send to all addresses provided. Delivery is 24-48hrs prior to the Virtual Conference and Webinar (unless otherwise requested).

CONFIRMATION

We track the progress of the packs and send confirmation of delivery to your nominated staff. This may be the Virtual Conference and Webinar event organiser, or the sales team, for example.

YOUR CALL

With the confirmation that your pack has been received, your team can get on the phone for some warm conversations. The registrant's appreciation for the gift will make them even more receptive to your message.

HAVE FUN WITH YOUR VIRTUAL CONFERENCE & WEBINAR PACKS!

A creative gift with a clever message sets the tone for your event.



GET READY! GET FOCUSED!

NO DISTRACTIONS ON <EVENT DATE>

Headphones *make sure they hear every word* and get the most from the valuable content on offer. *You want them fully engaged*, so the Do not Disturb door hanger reminds them to give their full attention!



FUEL TO KEEP YOU ON TRACK! AN OPEN MIND READY FOR NEW IDEAS.

Something everyone can enjoy. At registration, let them choose tea, coffee (or even a cheeky cocktail mix). Send snacks and you can *unify your audience* with themed snack breaks.



IT'S HERE! YOUR EXCLUSIVE PASS TO OUR UNMISSABLE EVENT!

Add flair with a sense of exclusivity and a progressive reveal of passwords, offers and answers! Include *a reusable item to keep your branding on hand*.



WELCOME TO OUR EVENT! WE'RE LOOKING FORWARD TO SHARING AMAZING IDEAS WITH YOU.

Make it about them! Personalised gifts build a connection. Remind them what they are gaining from being part of this event experience.



IT'S GOING TO BE A LONG DAY! REMEMBER TO STRETCH BETWEEN SESSIONS!

We know people lose focus when they are stiff and sore. *Promote health and positivity.* Even have on screen reminders to stand and stretch.



WELCOME TO TEAM #AHEADOFTHEGAME SO HAPPY YOU'RE JOINING US!

Engagement comes from inclusion. What better way to make them feel part of something that with team gear! *Choose a message that makes them smile.*



WHAT WILL YOU TAKE AWAY FROM THIS EVENT?

Extend your message with tools for your audience to use after the event. Add steps and tips to *remind them of the ongoing value you have to offer.*



FOR YOUR POST-EVENT PAMPER! LET ALL YOU'VE LEARNED SOAK IN

A nice way to end a day in front of a computer screen! Delight them with *something unexpected, memorable and on message.*

Here are just a few ideas. Why not ask us for tailored merchandise concepts to complement your content, brand and focus?