

# Capacity Crowd™ Event Builder Program

## Event Builder® Program



New Event Building & Registrations Cycle

## ABOUT GOOD LEADS

Good Leads provides outsourced lead generation and business development services for mid- to large-size enterprises. With a proven set of best practices and sales and marketing expertise, Good Leads delivers cost-effective, flexible solutions to generate a guaranteed number of quality-assured leads. Over 300 companies across a variety of industries rely on Good Leads to build their brand awareness, fill their sales pipeline, and satisfy their market-facing needs.

In a recent business development project for one of the world's largest IT management software companies, Good Leads booked 12 C-level executive appointments on Wall Street in one month.

## EVENT BUILDER™ PROGRAM:

The success of any event is measured by the size of its audience. While your event may have a great theme, venue, agenda and speakers, if the right people aren't contacted early and often, it's doomed to fail.

Building momentum and generating sales for your next event should be happening now. If you want to fill every seat at your upcoming event, Good Leads' CapacityCrowd™ Event Builder Program is ideal for you.

## PROGRAM BENEFITS:

- **Success Planning -**  
We will work with your event coordinator to determine a blueprint for success. We'll complete a thorough checklist of all the elements for success including the people and technology tools necessary.
- **Fast Ramp Up -**  
We can begin making calls on your behalf as quickly as you need us to, and dedicate as many telesales professionals to your project as you need.
- **Refined Lists -**  
We can help you organize and optimize your house list, acquire the perfect outside list, or augment your list with our own proprietary list.
- **Precision Messaging -**  
We can help perfect your event message and deliver it at the right time using the right communication method.

- **Broad Management Reach -**

From individual contributors to C-level executives, our telesales team is comfortable and experienced at calling all levels of management—and converting them into paying attendees.

- **Turnkey Registration -**

Not only can we drive interest and demand for your event, we can process registrations and payment for you.

## OTHER SALES SERVICES

**Contact Builder™** - With every prospect Good Leads builds and maintains an up-to-date prospect list with current contact information.

**Loyalty Builder™** - In addition to outbound services, Good Leads can handle inbound inquiries from prospects and customers, whether from calls, web sites, emails or live chats.

**Prospect Builder®** - Our specialty is a lead generation program that addresses your most productive market segments. It is designed to identify, contact, and qualify prospects in your target audience that are interested in your solutions, and set a firm meeting introduction.

## LET GOOD LEADS HELP BUILD YOUR EVENT AUDIENCE

In just a matter of days, Good Leads can begin building a steady rate of qualified registrations for your event team. Our Event Builder program is risk-free, easy to implement and will generate a high return on investment.