

# Fill Every Seat At Your Spring Event With Good Leads' CapacityCrowd™ 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 fall 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.



**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.

## About Good Leads

Good Leads provides risk-free, cost-effective lead generation and business development services for high-tech companies, professional services firms and educational institutions. Our telesales professionals and proven techniques generate sales leads, event registrations, market opportunities and brand awareness on a consistent basis over short or long periods. Good Leads' fixed-price model and industry-first lead quantity guarantee and lead quality warranty takes the guesswork and risk out of sales forecasts and marketing plans.

**To learn more about Good Leads' CapacityCrowd™ Event Builder Program,  
please call 866-894-LEAD x222!**



**High Technology Lead Generation Specialists**