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How **Outreach** Structure Their Event Marketing Program...

#OUTREACH

1

Branded Event

Every year Outreach run their own event called **"Unleash Summit"** that has massively helped with their own brand-building events.

This event predominantly serves as brand-building play for Outreach rather than "lead generation" strategy.

2

Third Party Events

On an average year, the team at Outreach attend over 150+ events across the year.

Obviously, this year has been slightly different because of COVID. But even with Virtual Events, the goal for the team is to use these events as a more "lead generation" tactic/strategy & get in front of key accounts.

3

1-1 ABM Events

The final type of event that Outreach run, is "**1-1 ABM events**" - designed for very specific target accounts.

Unlike, the other events where they have more of a mass appeal - these little micro events are tailored experiences for Enterprise style accounts that Outreach are pursuing.