



THE PASSLE EVENT PLAN

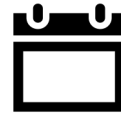


THE EXPERT-TO-EXPERT SALES AND MARKETING PLATFORM

THE EVENT PLAN



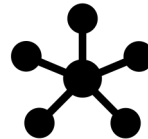
1 PREPARATION



2 DURING THE EVENT



3 ENGAGEMENT



4 AFTER THE EVENT

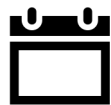


5 TARGETING THE SPEAKER



1

PREPARATION



OBJECTIVE

Don't just turn up and wing it – remember you're either paying to host this event or taking time out of your diary to attend, so it makes business sense to drive a maximum return on investment. Define a measurable objective and build a plan around this goal.



CHECKLIST

- ☐ Look at the agenda and decide who you want to talk to
- ☐ Make a list of your target contacts & businesses
- ☐ Document the **event hashtag** (use this to follow the live debate online) **See Appendix for reference*
- ☐ Research relevant topics & news which you can use in conversation and to draft content ahead of the event



2

DURING THE EVENT



- 1 Create content in real time – this can be during a keynote presentation, panel discussion, or from your event stand. *If you have made notes ahead of time this will be quicker.*
- 2 We recommend either **summarizing the main points** or focusing on **one particular point** in order to drive the dialogue online.
- 3 Search the conference hashtag using *Passle's Twitter Picker* and select relevant Tweets to include on your post.
- 4 Share your post to LinkedIn and Twitter. Make sure to thank those that you have included on your post. This will drive traffic back to your website.

1

The nation state war for information is real

26 Feb 2019

Martin Sparey

cybersecurity

espionage

hackers

nation state attacks

uk

"The global competition for information, infiltration and exploitation is real," opened **Ian Thornton-Trump**, head of cyber-security at **AmTrust Europe**, during a rasping keynote on the politics of cyber-crime at a recent **Capital One Cyber London Meetup**.

Candid. Insightful. Entertaining throughout. Thornton-Trump spoke with passion and depth on the role of security to protect organisations, countries and even democracy itself. From covert operators acting to rig voting decisions to the theft of intellectual property triggering international trade wars, we're in an unprecedented era of global cyber warfare.

So what can we do to protect ourselves? Well, starting with regulatory compliance certainly isn't the answer, according to the AmTrust security leader. "If you're doing security for compliance, you've lost the battle. Compliance should be *the result* of your security measures," he said.

From a comms perspective, communicating your commitment to securing your employee, customer and partner information is critical. And it can't just be paying lip service to the debate, or you'll soon be found out. As Thompson-Trump indicated, state-sponsored cyber-attacks will rarely target government departments themselves, rather going after their supply-chain, partners and the wider eco-system.

We live in a world of competing nation states, proxies of those states and non-nation state actors. This competition manifests itself in any number of ways – conflict, sanctions, restrictions, embargo, assassinations, etc. Clausewitz's suggested "War as politics by other means" so, the natural conclusion is cyber

<https://www.meetup.com/London-Cyber-Capital-One/eve...>

Harm Vestjens

@h_vestjens

The worst cyberattacks undertaken by nation-state hackers | ZDNet

jmp200XsIX

3:34 PM - Feb 20, 2019

See Harm Vestjens's other Tweets

Adrian Diaz

@theadia

Akamai's Chad Seaman weighs in on nation-state cyberattacks and why you should bring "professional paranoia" to the table. @Akamai @SearchSecurity @robblemos #cybersecurity #cyberattacks bit.ly/2TLxK0lo pic.twitter.com/lP1yfxAuk0

3:15 PM - Feb 15, 2019

See Adrian Diaz's other Tweets

3

ENGAGEMENT



Use your social networks to engage in the online conversation. When sharing to Twitter don't forget to use the relevant hashtag. Also share your post on LinkedIn and namecheck the relevant people (you can do this by using @) **See appendix for reference on how to do this.*



EXTRA TIPS

- 1 Take photos of the speaker and/or key slides, include them in your post. When sharing online, make sure to include the speaker's name in your LinkedIn update and their handle when sharing on Twitter.
- 2 Engage delegates by asking questions on Twitter using the event hashtag or even include a Twitter poll.

4

AFTER THE EVENT



CHECKLIST

☐

Read your content and make edits where necessary.

☐

If your team have created several posts, package these insights into an event-specific newsletter.

☐

Get your colleagues to share the content on their social networks to increase the exposure of your insights.

☐

ISTATOY your posts to key contacts. This is an effective way of sending content . The link to 'Read More' has a **51% click through rate**.

☐

If you are hosting the event, ISTATOY the summary of the event to all those who came, and also to all those who could not make it.

5

TARGETING THE SPEAKER



1

BEFORE

Create and/or share a useful insight that will help your target contact with their preparation – send this to them directly.

2

DURING

Write a post that summarizes and flatters the presenter in real time. Remember when sharing to include the speaker in your update.

3

AFTER

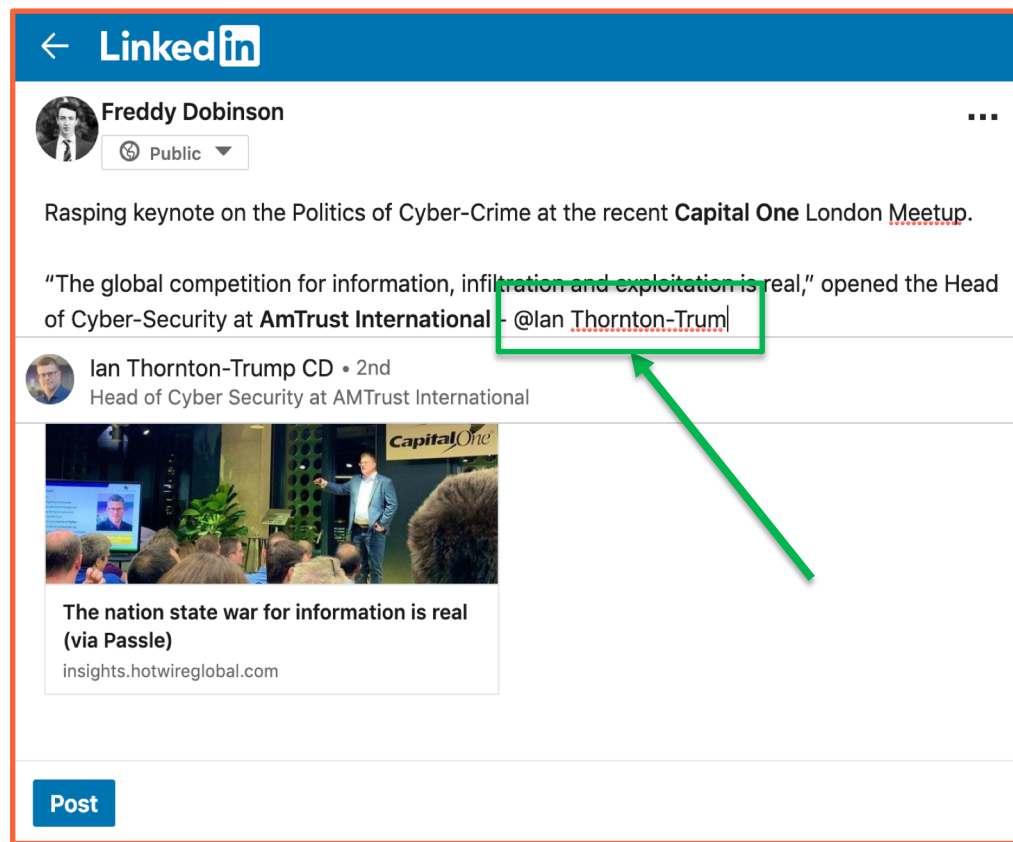
Leverage the content you have created during the event by sharing with key influencers (i.e. the event organisers, presenters, and your colleagues in attendance).



A APPENDIX



*To *Name -Check* a contact on **LinkedIn**, input an '@' sign in your update and type the name of the contact you want to tag. See image below:



*Most conferences will have an event #Hashtag for joining the debate online. For example #IFGS2019 which is for Innovate Finance 2019:

