

Not-For-Profits Score Big

Brian Campagna, CEO of EAS LeadGen
Gabrielle Guttman, President of Connex Consulting Inc.

How EAS LeadGen Can Help:

You have a great venue secured. Fantastic speakers and the perfect honoree lined up. Catering menus have been finalized. Printed invitations and online invites have both been created and sent. All the pieces are in place for a successful event. However, you are missing just one important piece...the attendees! You have your core supporters – the steadfast group that always attends your events, but that definitely isn't enough. You want more donors, more potential new members and greater awareness and "buzz" about your organization.

EAS LeadGen specializes in creating both the event and the attendance. In addition to innovative event strategy, planning/logistics and execution our firm also features business-to-business executive appointment setting and lead generation. We can help you plan an intimate event for a few VIP guests or one that caters to hundreds or thousands. We can also boost attendance rates and ROI through direct calling campaigns that are designed to help reach and expand attendees well beyond your core base of supporters. Besides boosting attendance and innovative event design, LeadGen also offers post-event follow up, database cleansing, client satisfaction surveys and research.

Event strategy – Our event designs are always both **creative** and **unique**; perfectly tailored to your audience. Each event is conceptualized to provide your organization with the best possible exposure. Our goal is to create an experience that energizes your prospects and ensures that the event and the time spent networking with your attendees is both **fun** and **memorable**. Why not be a guest at your own event and let the LeadGen team manage the logistics lifecycle?

Pre-event calling – LeadGen can also help you **boost ROI** and attendance at your next event. We have found that pre-event calling drives attendance better than just a mailed or e-mailed invitation. If your venue has space for 200, don't settle for the 75 people that responded. There are always "drop offs" and "no shows", but with our assistance we'll deliver a packed room of high quality attendees.

Post-event calling – Did you get the expected number of new members or donors at your last event? Immediately after the event is the best time to follow up with a call to increase your membership, solicit donations, and connect with both existing members and new supporters. LeadGen will help **continue the momentum** of the event by continuing to reach out to ensure that you are in the best position to reach your marketing and campaign goals.

Continued...

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About Brian Campagna: Brian Campagna is the CEO of EAS LeadGen. A leader in the sales support and lead generation field. Prior to founding LeadGen, Brian was Vice President of Sales & Marketing at Kroll, where he defined, developed and implemented marketing strategies, management processes and sales support tools across Kroll's 3,900-employee organization. Prior to joining Kroll, Brian worked as the Executive Director of Assurance and Tax Business Development at KPMG LLP. His core responsibilities included the development and implementation of revenue-generating marketing and sales plans. Brian earned his Bachelor of Science from Purdue University and holds a Masters in Business Administration from Pace University.

About Gabrielle Guttman: Gabrielle Guttman is the Strategic Business Development Consultant for EAS LeadGen. Gabrielle has a dual role; representing LeadGen as a Strategic Business Development Consultant and she is the President of Connex Consulting Inc. Connex is a business development, strategic introductions, marketing, events and PR/IR consultancy. Prior to founding Connex, Gabrielle worked at Southridge LLC, Kroll, Grey Group and Bear, Stearns and Co. Inc. Gabrielle graduated Magna Cum Laude with a B.A. in Economics from Barnard College, Columbia University.



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Database cleansing – During a calling campaign, we are always **updating** your database with any new contact information that we uncover. This includes, correcting titles, phone numbers, email and postal addresses. Database cleansing is a **free** by-product of any work you undertake with LeadGen. Often overlooked, this step always helps you ensure that your organization's messaging is consistently getting through to the right people. Further, a "clean" database ensures that you have the tools to hit the ground running for your next campaign or event. Costs are applied to database cleansing not tied to an appointment setting program.

Research – Having updated research can ensure that you are regularly connecting your network with the most up-to-date information. Research can be conducted on your behalf either pre or post event. Because we are actually speaking with these important individuals (current members and prospects) we can provide you with valuable feedback on why they are not attending a certain event or joining your organization. Understanding these important elements and trends ensures that you are consistently developing events, thought leadership and ideas that would be of the most interest and relevant to your stakeholders.

Build membership. Gain new sponsors. Drive attendance to your event. With LeadGen, we handle all the time consuming (but completely necessary) "leg work" and hand you just what you need...so, just take it!

