



The
Marketplace
Growth
Conference

Custom Charts for Jira & Confluence

WE PUT THE POWER OF DATA INTO THE HANDS OF **EVERYONE**

Report in Jira
AND Confluence

Filter data
with Simple

Make charts
with templates

Event Demand Creation

Crushing Team '25 (and Better
Events)





**This advice is easy to follow
... and will work!**

Today We'll Cover

01

Lead Gen
Vs. Demand Gen

02

Crowdsource
Everything

03

Creating a Buzz

04

The Booth

05

Outside the Booth

06

The After Party

Lead Generation

MQLs and SQLs

- Scan as many leads as possible
- Give as many demos as possible
- Spam as many leads as possible

Lead Creation

Memories not Leads

- Stand out!
- Be memorable.
- Build relationships.
- But don't be a "Nice Guy"



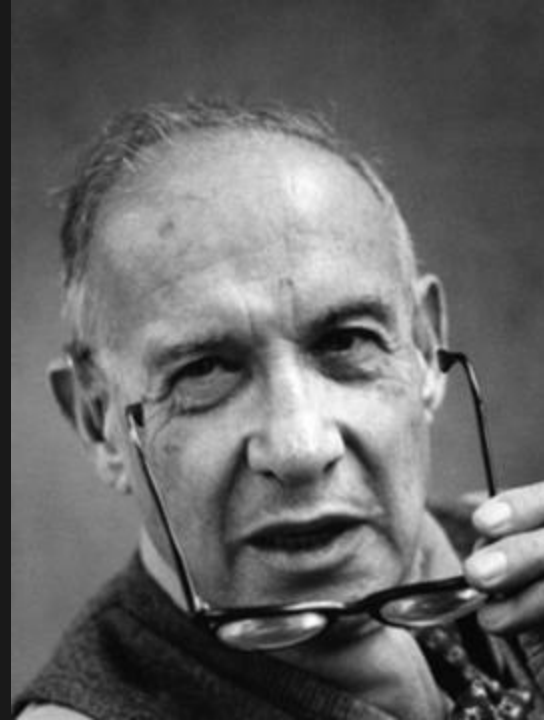
Walking a tightrope



//

**You can't manage
what you don't
measure.**

Peter Drucker





//

**You can't manage it,
so stop trying to
measure it.**

Chris Cooke

Why Your Lead Gen Sucks

Stop counting conversations.
Make conversations count.

You have lead scans as a target.

You don't do the pre and post work.

You're over focused on the booth.

You have commission breath.

Before The Event

01

Who's Going?

02

Partner
Collaboration

03

Three Options to
Meet People

04

LinkedIn
Automation

05

Email Automation

06

Social Listening
and Speaking

Who's Going!?

What's the target audience, who should we bring to match them, and how should we look to attract them?





Stop, Collaborate, and Listen!



Three Options to Meet People Don't Mention the Booth

Social Listening (& Speaking)

Crowd Source Everything!

- Search for # Hashtags # and terms
- Post Tagging the Influencers
- Comment and Question
- No one cares about your app, **STOP IT!**
- Be funny, if you can't, be yourself.
- DM people, follow up.



Creating a Buzz



During The Event

01

Proactive Engagement,
Everywhere

02

Approachable
Body Language

03

Beyond the Booth

04

Morning Shift &
Evening Shift

05

Daily Lead Review

After The Event

Effective, prompt, personalized follow-up

Call them!

Build relationships

James and Deepthi Jain
Friday, 12 July - 12:30 - 1:00pm

Join with Google Meet
meet.google.com/ncv-fkb-msh

Join by phone
(DC) +49 30 300193040 PIN: 444 051 444 8244

More phone numbers

2 guests
2 yes

Deepthi Jain
Organizer

James Hussey
Set your working location

Atlassian Teams 24 Next Steps - draw.io
External | Inbox x | Team 24 - Draw.io Interest x

James Hussey
Wed, 19 Jun, 11:41

Hi Deepthi, It's James from draw.io (and Aura, Mantra, Karma, etc). Thanks for visiting us at Team24 in Vegas! I tried to call y...

Deepthi Jain -deepthi@indragirevin.in-
Fri, 12 Jul, 12:44

Opens 8 | Logged to: 1 record(s)

Hey James,

It was lovely talking to you. Let us set up a few virtual ACE for your products. Please get this form filled by your experts for different tools ... and then we can set ACEs for them: <https://forms.gle/uACE7M0u2uZKES>. Thanks.

Best Regards,
Deepthi

James / Tapiwa Sync
Thursday, 20 June - 11:00 - 11:30am

Join with Google Meet
meet.google.com/cdf-fjvb-bbh

Join by phone
(DC) +49 30 300193040 PIN: 802 908 043 5324

More phone numbers

Take meeting notes
Start a new document to capture notes

2 guests
2 yes (1 virtually)

James Hussey
Organizer

Samkange Tapwa

Samkange, Tapiwa -Tapiwa.Samkange@teachforall...
View Samkange's Profile | 14 Jun 2024, 10:38

Logged to: 2 record(s)

Hi James,

Thanks for your message. Good to know that Seibert Group has so many well-known brands!

I am available next week either on @12pm either on June 19th or June 20th. Feel free to send a calendar invite for the time/date that suits you.

Best,
TS

Tapiwa Samkange
Atlassian Tools Product Manager
Technology & Innovation Team
+1-646-287-7461
tapiwa.samkange@teachforall.org

Atlassian Teams 24 Next Steps - draw.io
External | Inbox x | Team 24 - Draw.io Interest x

James Hussey
Wed, 19 Jun, 11:39

Hi Brent, It's James from draw.io (and Aura, Mantra, Karma, etc). Thanks for visiting us at Team24 in Vegas! I tried to call yo...

Brent Thayer -brent.thayer@pfgc.com-
View Brent's Profile | Wed, 19 Jun, 15:21

to me

Log email to HubSpot

Hi James!

Sorry that I missed your call. It was great meeting you and learning about draw.io in Vegas! However at this time we are not looking to add draw.io to our list of applications. Should something change in the future I will certainly reach out.

Thanks

Brent Thayer
Solution Architect

Marquita Pruitt -Marquita.Pruitt1@aholddelhaize.com-
View Marquita's Profile | Wed, 19 Jun, 12:49

to me

Log email to HubSpot

Hi James,

Thanks for following up! Next Thursday, the 27th, I'm wide open. Let me know if you have a time that day that works for you.

Kind regards,

Marquita Pruitt
Global Atlassian Product Owner - GSO IT4IT
T +1 404 552 9348
E Marquita.Pruitt1@AholdDelhaize.com

Ahold Delhaize

ahold+drawio
Tuesday, 6 August - 6:30 - 7:00pm

Microsoft Teams Meeting

2 guests
2 yes (1 virtually)

Marquita Pruitt
(marquita.pruitt1@aholddelhaize.com)
Organizer

James Hussey
Home - Edit

let's just touch base, re-intro ourselves, chat about what I need help with. then we can regroup a couple weeks later on those asks.



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<https://www.linkedin.com/in/BigChrisCooke/>



Chris Cooke, happy to help :)