

MSP Event Attending Checklist

<ul style="list-style-type: none">• Clarify business objectives	
<ul style="list-style-type: none">• Check an MSP Events Calendar and choose those aligning to your goals	
<ul style="list-style-type: none">• Evaluate and pick the right team members to attend to each event	
<ul style="list-style-type: none">• Set event attending goals (get contacts, network with peers, establish new partnership, showcase services, test products, etc.)	
<ul style="list-style-type: none">• Prepare suitable promotional materials	
<ul style="list-style-type: none">• Announce on Social Media that your brand will be attending the event	
<ul style="list-style-type: none">• Check the special guests list on the event's page, so you'll know exactly who you're more interested to meet and at what point they'll attend the event	
<ul style="list-style-type: none">• Set clear what are the main three ideas you want to launch in a potential discussion with a prospect	
<ul style="list-style-type: none">• Prepare a one-minute pitch about you and your brand	
<ul style="list-style-type: none">• After attending the event, do a follow-up	