

# How CFE Media Used Marketing Automation to Create Post-Event Value

OMEDA WEBINAR



# Your Hosts



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# The Opportunity



Increase  
registrants

# The Opportunity



Increase  
registrants



Drive  
on-demand  
views

# The Opportunity



Increase  
registrants



Drive  
on-demand  
views



Collect  
post-event  
responses

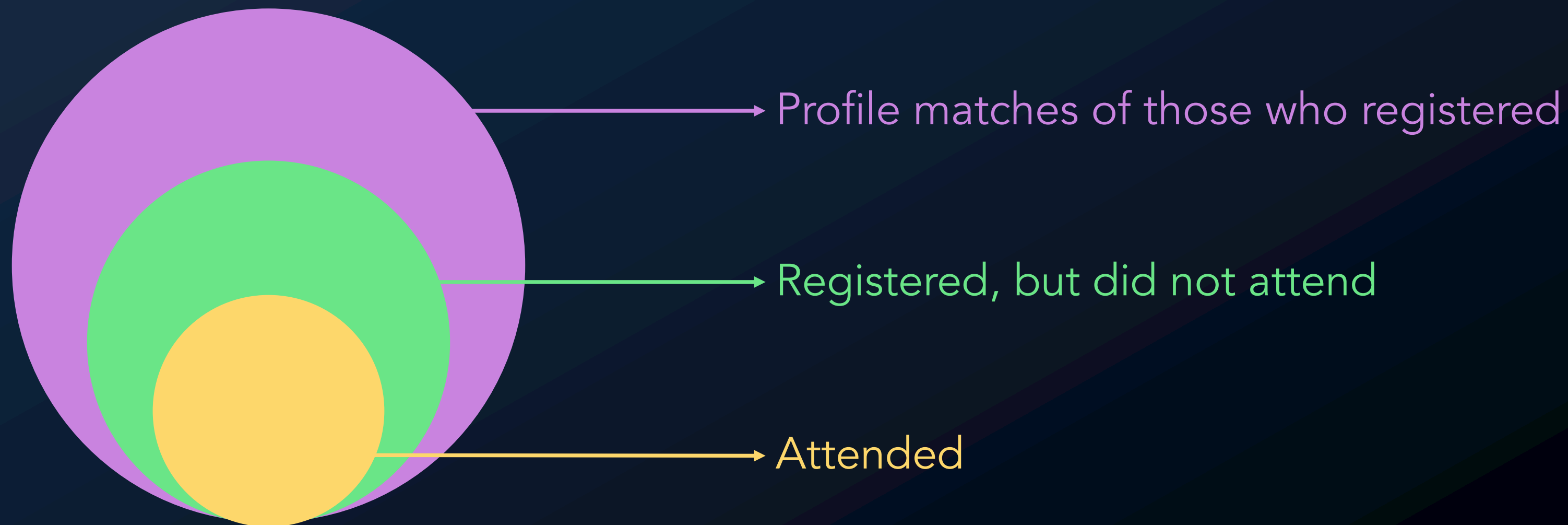
# The Plan: Post-Event Emails



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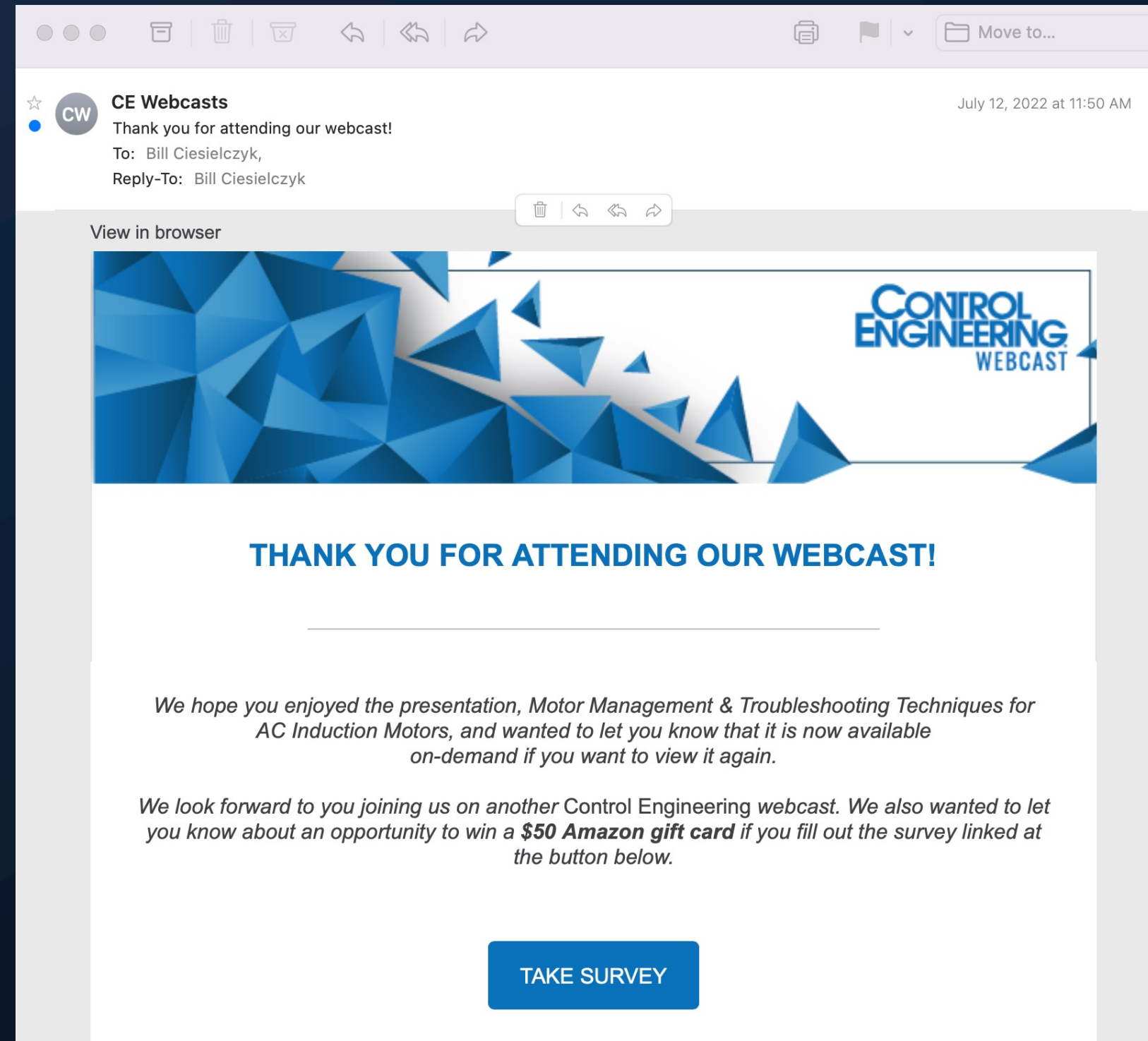


# The Plan: Post-Event Emails

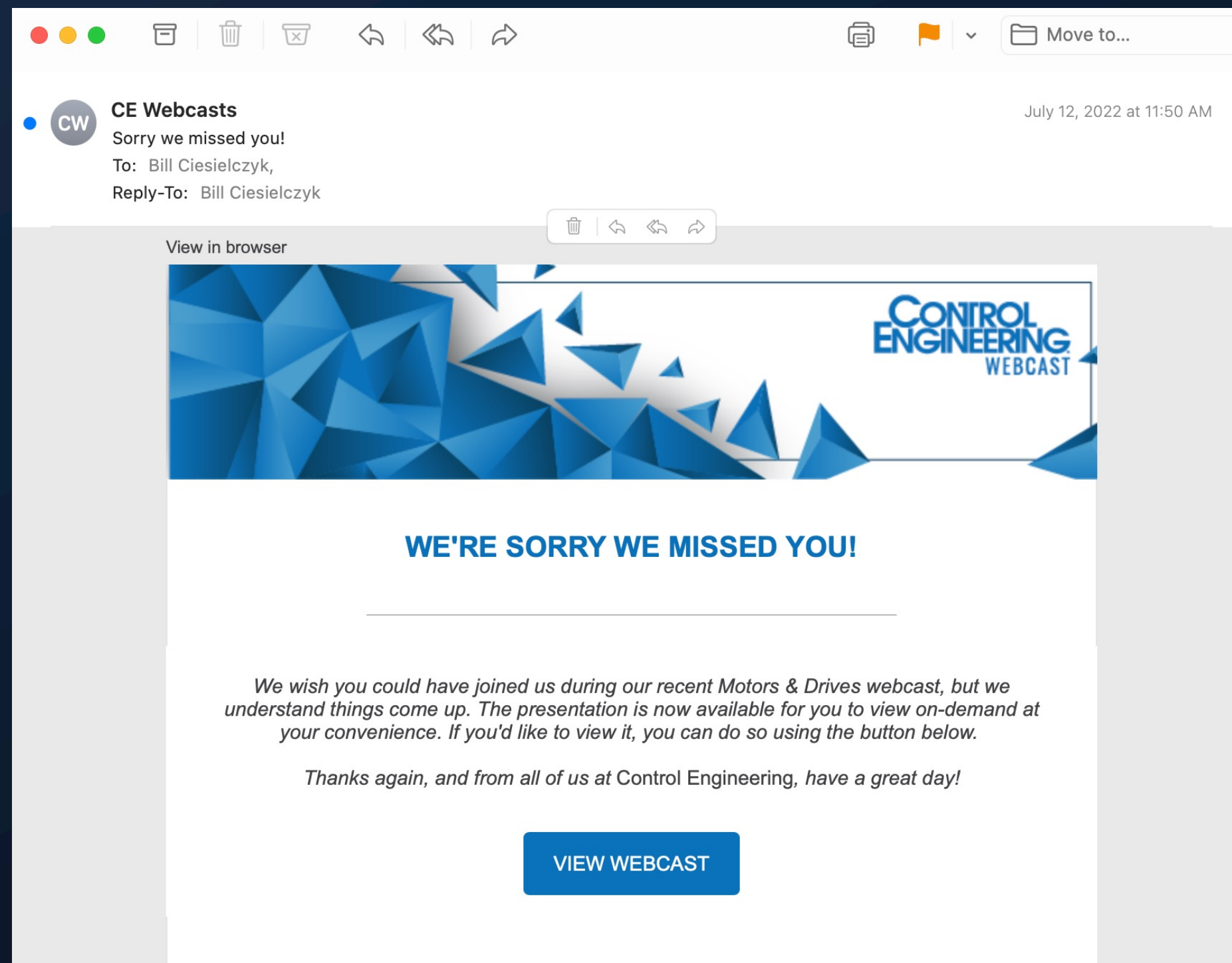




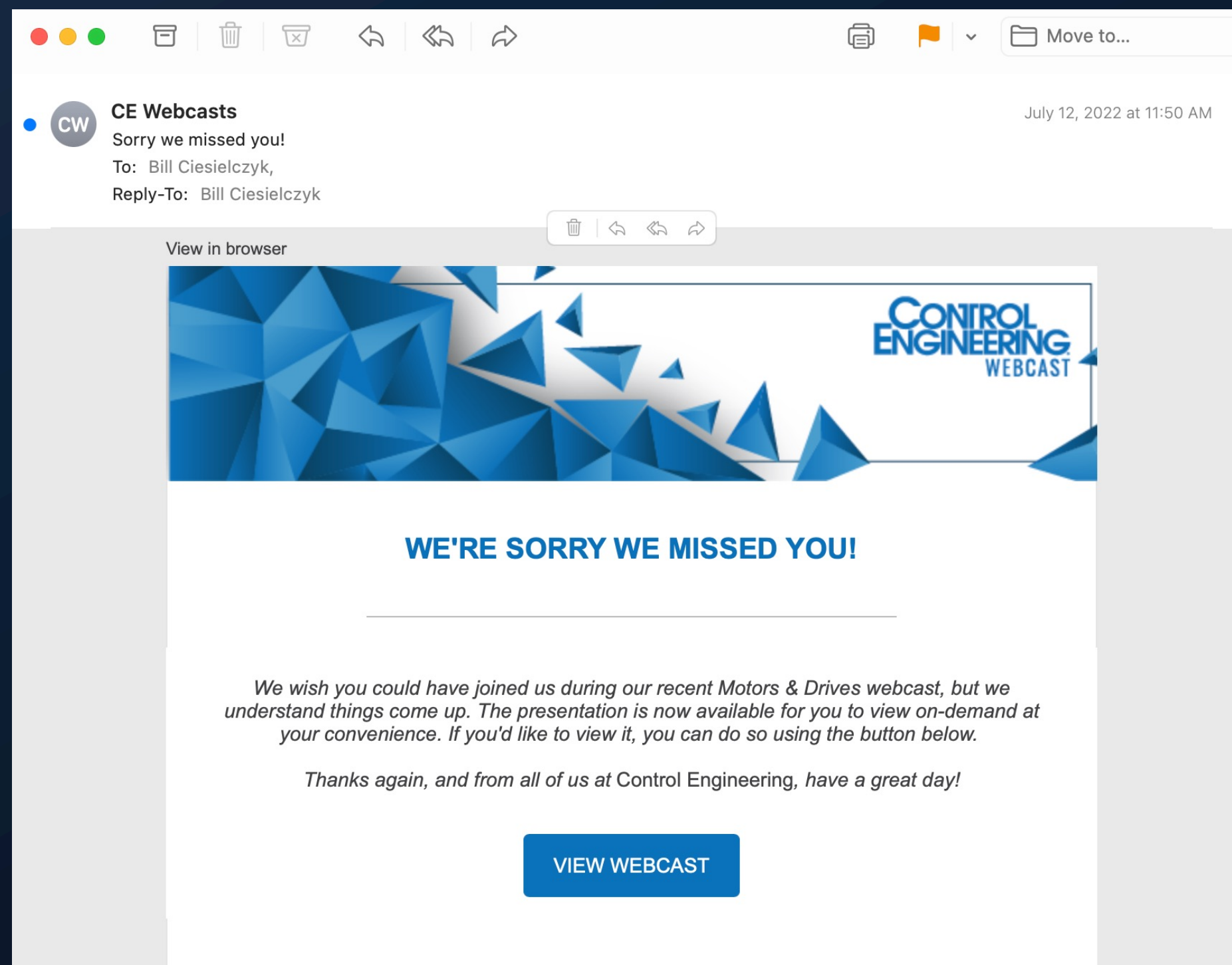
# Messaging plan for Attendees



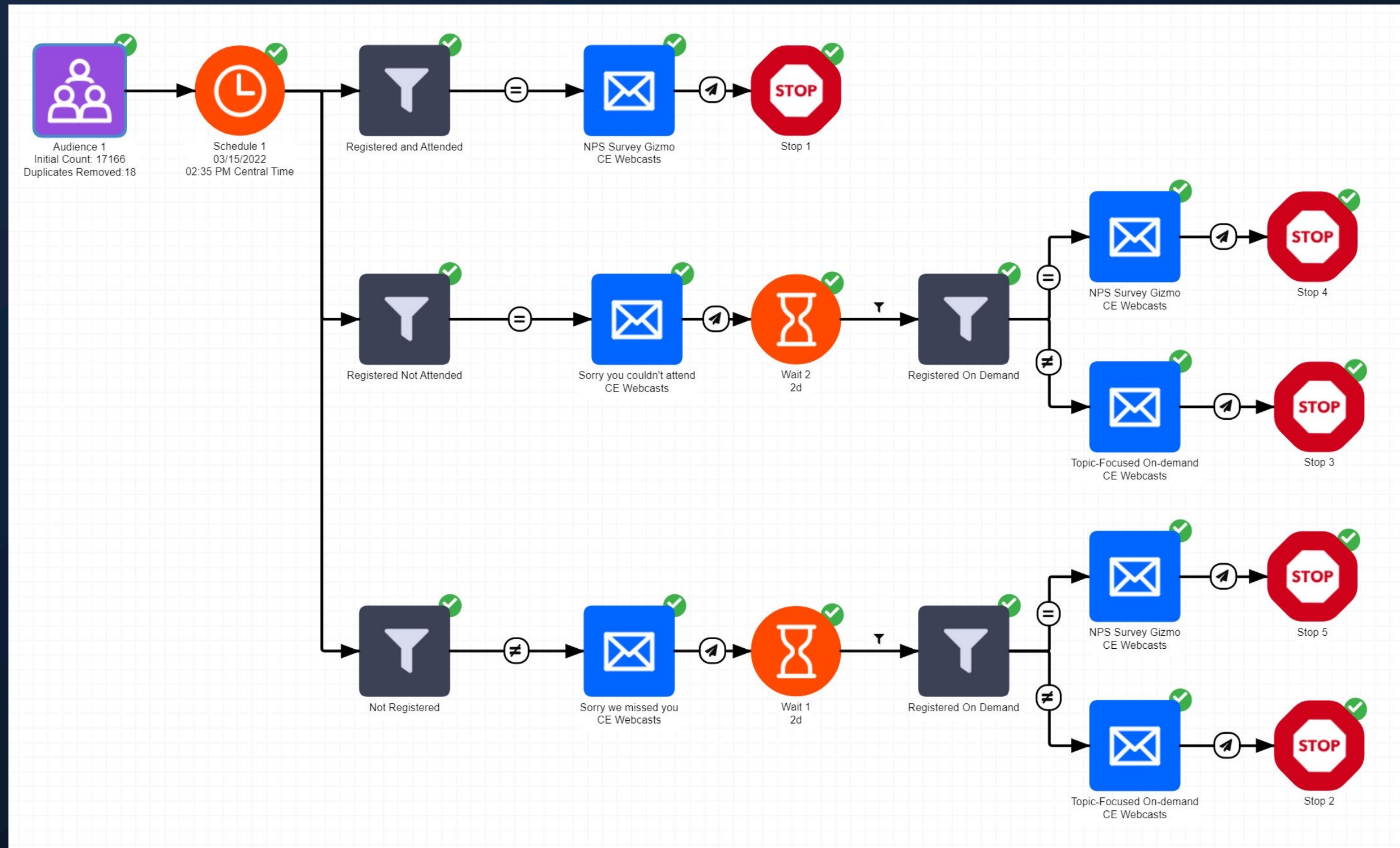
# Messaging plan for Registered, but didn't attend



# Messaging plan for Profile matches



# The Voyage



# The Results



Total webcast  
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Post-event satisfaction data was collected from over 75 respondents, and the **overwhelmingly positive data** was shared with the sponsors.

# The Follow Up



Lessons learned



Moving forward



**Thank you!**  
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