



THE EVENT MECHANIC!

Develop Revenue Generation Efficiencies Program

Closing higher-value deals and securing long-term partnerships.

Event organizers face growing pressure to hit revenue targets in increasingly competitive and fast-paced industries. The Develop Revenue Generation Efficiencies Program is designed to help event sales teams enhance their productivity, streamline sales processes, and optimize revenue generation. I have over 30 years experience in driving event profits, and expertise of this kind is not widely available in the industry.

By equipping event sales professionals with the right tools, insights, and strategies, they can close deals faster, boost client satisfaction, and consistently achieve higher revenue targets.

CHALLENGE

Event sales teams face several key challenges:

- **Complex Sales Cycles:** The sales process often involves multiple stakeholders, making it difficult to have a structured process.
- **Lack of Event Information:** Sales teams are often under-equipped with information that prospects need to make informed decisions.
- **Inefficient Lead Provision:** salespeople are left to find their own leads instead of receiving timely, relevant, and qualified prospects.
- **High Client Expectations:** Sponsors and exhibitors demand more value for their investment, making it harder to prove ROI without well-constructed value propositions and negotiation strategies.

SOLUTION

Develop Revenue Generation Efficiencies tackles these challenges by offering a comprehensive solution to optimize event sales:

- **Process Streamlining:** We'll refine workflows, improve lead tracking, follow-ups, and reporting mechanisms to significantly reduce time spent on non-sales activities.
- **Customized Event Information Delivery:** Equip your sales team with the right event data and insights to ensure prospects receive all the details needed to make confident purchasing decisions.
- **Automated and Manual Lead Generation:** Implement a hybrid sales approach to consistently deliver qualified, timely leads.
- **Value-Based Selling Techniques:** Our program emphasizes the unique needs of each client and aligns event offerings to maximize ROI.

RESULTS

By adopting Develop Revenue Generation Efficiencies event organizers can expect transformative sales results including:

- **Shortened Sales Cycles**
- **Increased Revenue per Client**
- **Improved Lead Conversion Rates**
- **Higher Client Retention**

theeventmechanic.com
warwick@theeventmechanic.com



Warwick Davies

I specialize in helping organizers shape the future of events by transforming them into powerful, profit-driving experiences. With over 30 years of expertise in the conference and trade show industry, I bring a strategic approach to planning, content development, marketing, operations, and both attendee and exhibit sales. My focus is on helping businesses launch, streamline and grow their events for maximum impact and profitability, ensuring long-term success and growth in a competitive market.



TESTIMONIALS

At Shared Insights, we had an urgent need for both expertise and assistance executing a few of our networking conferences. We hired Warwick to step in and deliver against some very tight timelines. He helped us deliver world class events that exceeded their targets. If you have events and are looking to improve your margins while making them better for the attendees, I encourage you to consider Warwick and the Event Mechanic!

— **Mark Wallace, Founder of Justellus**

I've had the privilege of knowing Warwick Davies for over 15 years, and during that time, I've come to deeply value his strategic insight into the event industry. Warwick possesses a rare ability to guide event organizers in building their businesses with a customer-centric approach that drives significant returns. His innovative mindset and fearless approach to event creation set him apart as a true leader in the field. Warwick's groundbreaking work with The Annabelle Project, alongside his success in launching multiple events, makes him the ideal partner for event organizers looking to innovate and achieve strategic growth."

— **Sam Lippman, President, Lippman Connects**

DATAVERSITY has engaged Warwick on projects continuously since January 2008. In that time, Warwick has brought us millions of dollars in revenue. He is strategic in his forward thinking, and extremely effective in his tactical execution. His breadth of experience means he is always a valuable resource when I need to make strategic decisions for DATAVERSITY. Since early 2020, Warwick has played a key role in keeping our sponsor relationships stable and growing. He worked with our clients to transfer their sponsorship efforts to our future events and digital programs. His work directly resulted in the retention of 90% of our existing commitments, and substantial growth of our digital programs. Frankly, his efforts were essential to the survival of our business during Covid-19. For event organizers looking for a 'rainmaker', help with launching a new profitable conference, or rescuing a lagging sales program, I have no hesitation in recommending Warwick for the job.

— **Tony Shaw, CEO of Dataversity**