

Event Tech Creates a Sales Kickoff with Bottom Line Impact

Lanyon Events Helps You Reduce Climbing Event Costs

MEETING & EVENT COSTS: GOING UP IN 2015¹



5%
INCREASE
in Air Travel



4%
INCREASE
in Food & Beverage



3.9%
INCREASE
in Lodging



3.1%
INCREASE
in meeting costs per
attendee globally²

Nearly 125 years ago, John Henry Patterson, founder of the National Cash Register Company, unrolled the world's first Sales Kickoff in which he revealed his revolutionary sales tactics, embodied in his "American Selling Force." The four goals he laid out in that event — motivate, recognize, communicate and train — are still relevant today.

Here at Lanyon, we're working to build better solutions to power your SKOs. Part of the Lanyon Smart Events Cloud™, Lanyon Events makes it easier for you to hold Sales Kickoff conferences for salesforces of hundreds or thousands. **Motivate, recognize, communicate** with and **train** your salesforce with lasting, measurable effects.

Motivate

Lanyon Events ensures that your SKO translates into lasting improvement in sales force ambition, skill and morale. Our fully-integrated mobile event app is equipped with gamification features, including collectible badges and leaderboards, which have been shown to increase learning, retention and enjoyment.

Recognize

Lanyon Events' mobile event app integrates with social media, so you can publically recognize sales people who've gone above and beyond. Our session scheduler lets your sales force personalize their SKO experience by setting their own agenda. Lanyon Events supports QR, barcode and RFID attendee badges, helping you track attendance throughout the training and award badges and other honors via the mobile event app.

"Despite everyone's best efforts to create SKOs that drive true, lasting change, it seems like all the learning, ambition and enthusiasm evaporates almost immediately."

— Rajat Paharia Salesforce Blog Oct. 27, 2014

Communicate

Manage scheduling, distribute surveys, broadcast the latest happenings, and set meetings—before, during and after the SKO. Lanyon Events facilitates multiple levels of dialogue between you and your sales force. Share important documents, venue maps and multimedia from your tablet or mobile device. Lanyon Events helps you manage exhibitors who can give your sales force a first-hand look at how your technology is used on the ground.

Train

Lanyon Events streamlines the logistics of your Sales Kickoff, so you can focus on what matters most: effective training and team building. Evaluation of training objectives is a snap with our powerful survey/quiz engine.

1. Meeting Professionals International's "Meetings Outlook" report, November 2014
2. 2015 Global Travel Price Outlook, Carlson Wagonlit Travel (CWT) & GBTA



Lanyon Events breaks down logistical barriers, customizes content, manages vendors and harnesses analytics to create game-changing Sales Conferences.

Simplify Registration

Streamline registration with brand-consistent websites and emails, powered by Lanyon Events, where you'll offer your sales force multiple registration paths based on their needs. Your registration site can be fully integrated with our Hotel module, so attendees can request hotel rooms and let you control which hotel rooms are available to certain attendee types.

Give Your Team an A+ Onsite Experience

Nothing matches Lanyon Events for attendee experience and onsite logistics. Our Attendee Management module delivers your sales force a personalized, brand-consistent user experience — before, during and after your Sales Kickoff. Good ideas and sales strategies will go viral with the help of our mobile event app, which facilitates networking and engagement at every stage of the conference. Onsite, eliminate lines as Lanyon Events can check in thousands of attendees.

Make Your Sessions Work

Our session scheduler puts your sales force in control of their training experience. With the mobile event app they can create a personalized agenda, register and check in to sessions and request one-on-one meetings. Lanyon Events supports QR, barcode and RFID attendee tracking, as well as an array of networking and survey tools, giving you the edge in assessing and responding to attendee interests and recognizing those who take full advantage of training opportunities.

Easily Manage SKO Content

Lanyon Events gives you the tools you need to provide the world-class training and motivational content that your sales force needs. Our call for papers tool makes it easy to collect, vote on and approve prospective speakers. Once approved, our speaker resource center guides them as they register and add their bios and photos to your conference site.

It's a Snap to Manage Vendors and Sponsors

Invite partners to your SKO and give your sales force a first-hand look at industry trends. Our Exhibitor and

Sponsor Management module provides invitees with a single site to easily manage administrative tasks like booth rental and credit card payments. On the back end, you'll search for partners more intelligently with onsite tracking and surveys.

Measure the Effectiveness of Your SKO

Don't limit your perspective. With Lanyon Events you will track your sales force as they proceed from one training to the next, across multiple sales conferences, year after year. Find out which training sessions show long-term improvements in employee performance and start making more informed training decisions.

Plan & Build The Perfect SKO

With Lanyon, you can focus on what's important — creating an engaging audience experience. And if you need help our team of world-class event consultants — with up to 15 years of industry experience — can guide you through the entire event management process.

Start training salesforce superstars, with Lanyon Events.

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