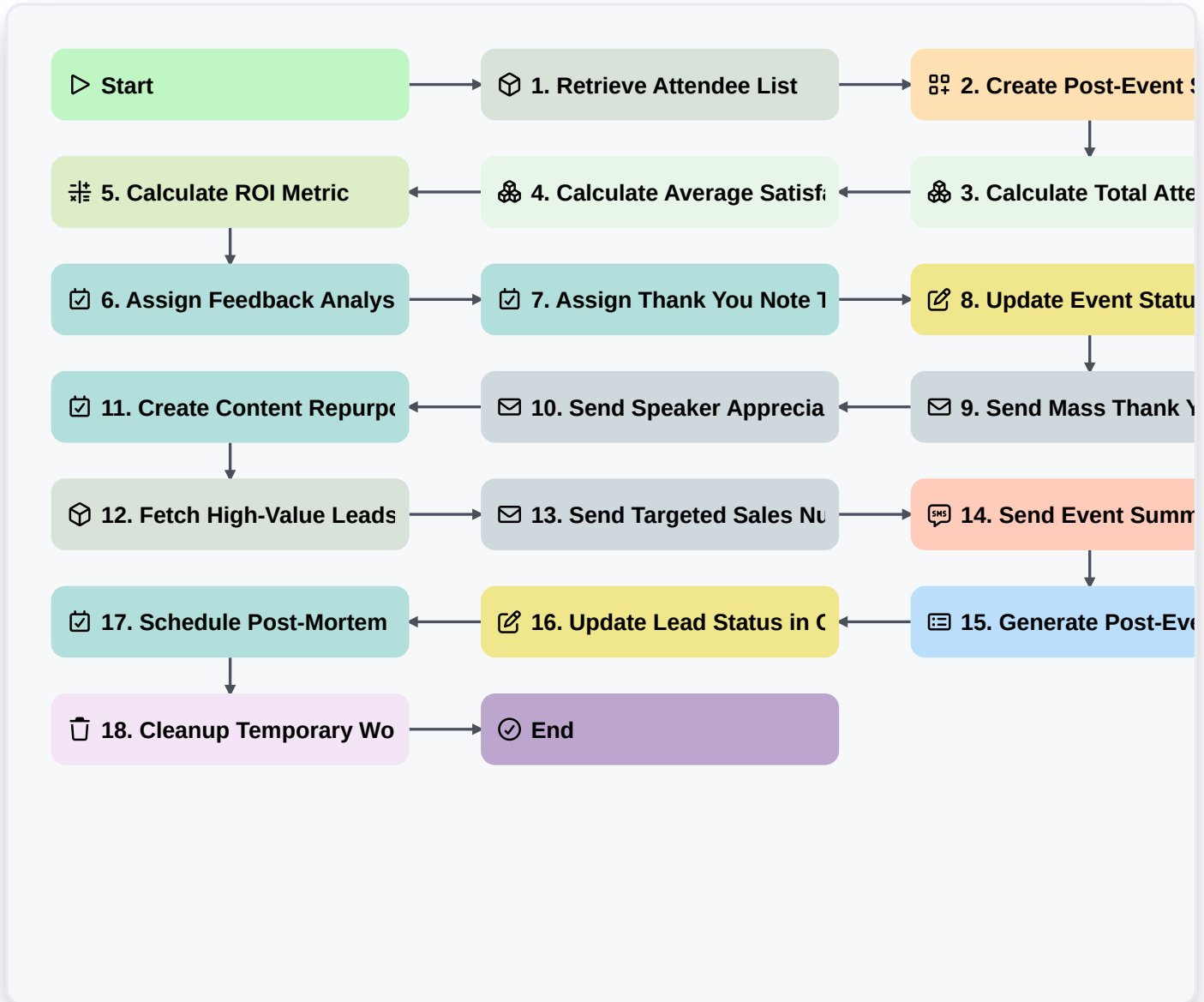


Event Follow-Up And Post-Event Nurturing Process



Start

Start of the Workflow/Process.

1. Retrieve Attendee List

Fetch all entries from the 'Event Attendees' data model for the specific event ID.

2. Create Post-Event Summary Entry

Create a new entry in the 'Event Reports' data model to serve as the master record for this follow-up cycle.

3. Calculate Total Attendance

Sum the number of 'Checked-in' attendees from the Attendee list to get total event reach.

4. Calculate Average Satisfaction Score

Calculate the average of 'Survey Score' fields from attendee feedback entries.

5. Calculate ROI Metric

Execute a formula comparing 'Total Event Cost' vs 'Estimated Lead Value' gathered from attendee data.



✔ **6. Assign Feedback Analysis Task**

Create a task for the Marketing Manager to review and categorize qualitative survey comments.

✔ **7. Assign Thank You Note Task**

Create a task for the Account Executive to send personalized follow-ups to VIP attendees.

✎ **8. Update Event Status**

Update the status of the 'Event' data entry from 'Live' to 'Post-Event Processing'.

✉ **9. Send Mass Thank You Email**

Send a standardized 'Thank You for Attending' email to all entries retrieved in the Attendee List.

✉ **10. Send Speaker Appreciation Email**

Send a personalized email to the speakers listed in the Event Data Model.

✔ **11. Create Content Repurposing Task**

Create a task for the Content Team to turn event recordings/photos into social media posts.

🔍 **12. Fetch High-Value Leads**

Filter the attendee list to identify entries marked with 'High Intent' or 'Decision Maker' status.

✉ **13. Send Targeted Sales Nurture**

Send a specific follow-up email containing a whitepaper or demo link to the High-Value Leads identified.

📱 **14. Send Event Summary SMS**

Send a short text message to VIP attendees with a link to the event photo gallery.

📄 **15. Generate Post-Event Performance Report**

Generate a formal report summarizing attendance, satisfaction, and ROI for stakeholders.

✎ **16. Update Lead Status in CRM**

Update the 'Lead Status' field in the Lead Data Model to 'Nurturing' for all attendees.

✔ **17. Schedule Post-Mortem Meeting**

Create a task to schedule an internal team meeting to discuss event learnings.

🗑️ **18. Cleanup Temporary Workshop Data**

Delete temporary session-specific data entries that are no longer needed after the event concludes.

✔ **End**

End of the Workflow/Process.