



Seminar Edge

Call Reporting and Analytics for Seminar Marketing Professionals



Table of Contents

- Seminar Success Factors P.1
- Outbound RSVP Call Data P.2
- Inbound RSVP Call Data P.3
- The Seminar Edge Solution P.4
- Company Profile P.5

SEMINAR SUCCESS FACTORS



Seminar Success Depends on Several Factors. Are Analytics One of Yours?

These findings addresses the research conducted by TeleDirect Communications, Inc. to analyze seminar reservation call results gathered from prospective financial services clients. As an innovative company serving multiple industries, we strive to provide knowledge to our clients and potential partners to ensure that successful seminars are accomplished through our Reservations Service experience and expertise.

How to use this report: Regardless of your experience or exposure with Seminar Reservation Services, there's something for you. If you're a beginner, take a look at the statistics and tools that your peers are using. If you're a Seminar Expert, compare yourself against other marketers and see if you're achieving the same benefits as they are. We guarantee that the information provided within this report will provide useful insight and awareness to help you increase seminar capacity and turn attendees into potential clients.

IDENTIFY ANY DEFICIENCIES

Software Needs:

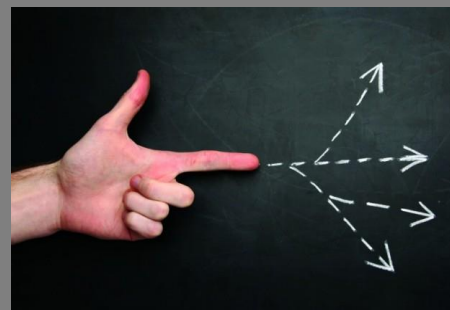
From an accurate database to your targeted mailing list, make sure your software is capable to provide on-demand reports & statistics.

Business Process:

Do you know the best time of day to call for RSVP's? What to do when someone is a no-show? Have a process when someone wants to switch seminars? Find these answers with an all-in-one solution.

Outbound Calls: Reservations or Cancellations?

We completed over 100,000 Outbound Seminar Reservation calls to follow up on the initial RSVP placed by interested prospects. Where did these potential attendees eventually end up?

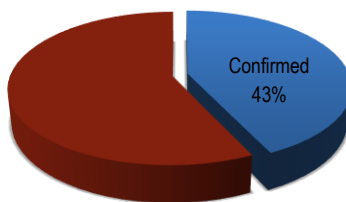


What Seminar Marketers Really Need to Know

Out of all the factors identified for a successful seminar to take place, **Analysis** is your key to identify any deficiencies and improve your attendance rate. With an anticipated capacity range in mind, are you certain that the RSVP's you have already obtained will actually follow through? Here are the results.

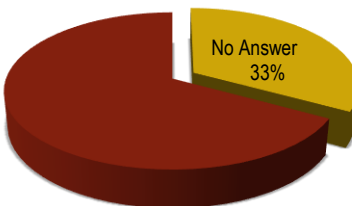
CONFIRMATION RATE

We began by conducting a confirmation call for a seminar which the prospect had initially indicated to attend. 43% of respondents were successfully reached and confirmed the reservation.



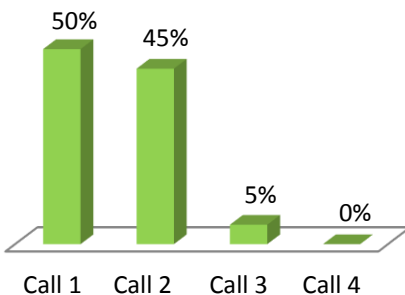
NO ANSWER RATE

33% of calls were left unanswered after multiple attempts. Knowing that time of day and age demographics play large roles in successful communication, analysis and metrics for these areas must be taken into account.



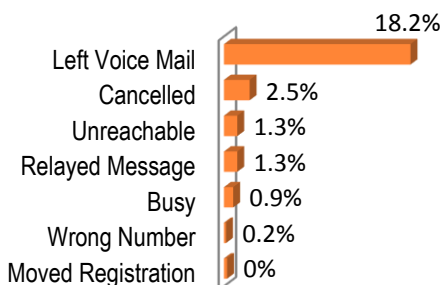
CALL FREQUENCY

Timing is everything. With seminar attendance riding on confirmation rates, it is imperative to keep trying to receive an answer. Here are the findings for four total reaching attempts.



CALL RESULTS

Although confirmed responses by prospects who answered the phone are the ultimate goal, the following provides additional insight into how you must have a Plan B for these segments of unreachable prospects.



You want your audience to see you as the expert. Avoid trying to impress them with your extensive knowledge, fancy charts and industry jargon. Build a connection with your audience.

SEMINAR SUCCESS TIP #1

Know your target group! The most useful prospects for financial planning seminars are based on age, household income, and zip codes.

SEMINAR SUCCESS TIP #2

Your presentation should last no longer than one hour. You don't want your audience more concerned with their stomachs than your presentation!

SEMINAR SUCCESS TIP #3

Inbound Calls: Adding Guests or a DNS?

We handle over 500,000 Seminar Reservation calls to document the response by interested prospects upon receiving a seminar mailer. What prompted their initial call to action?

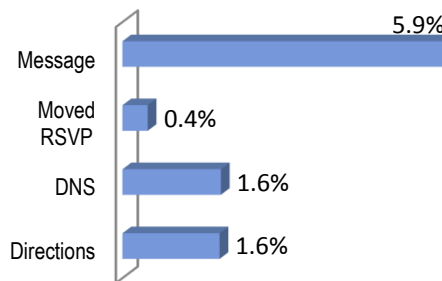


Engaging Prospects for a Call to Action Response

Did your marketing materials and collateral drive your prospects to pick up the phone and make a reservation or would they prefer not hearing from you ever again? Your marketing content is the first step to engage your prospect to make a choice. Was it the right one? Take a look at the findings we have compiled:

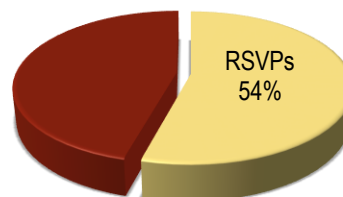
CALL RESULTS

We began by documenting all calls received for seminars which did not result in a registration. 5.9% of callers requested additional information which was not readily available and to be answered by the presenter.



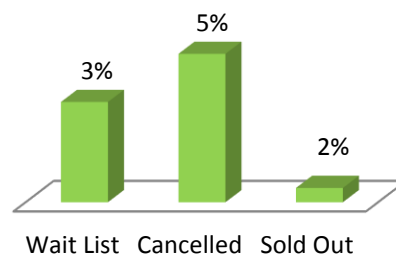
SEMINAR REGISTRATION

54% of prospects called to notify us of their seminar registration request. Although topic interest and target demographics are major factors contributing to RSVPs, thorough FAQs for prospect inquiries also play a significant role in successful seminar marketing strategies.



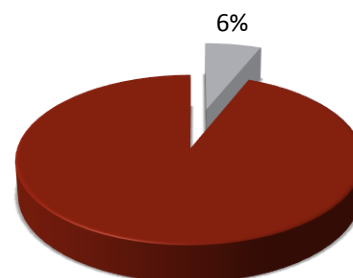
SEMINAR VARIABLES

Whether capacity was reached rapidly or a cancellation occurred due to weather, variables will always occur in which you must always be prepared to keep these prospects in your lead funnel for future events.



INFORMATION ACCURACY

A total of 6% of calls received indicated that they dialed a wrong number. It is imperative to provide accurate information to capture all possible leads. Further, intermittent test calls to ensure functionality and proper call handling is always recommended and advised.



The main function of the invitation is to make people want to come to your seminar. The information should be clear, concise and easy to understand. All you want to do is generate enough interest so they pick up the phone and make their reservation.

SEMINAR SUCCESS TIP #4

A restaurant is not “threatening” to your guests in the way a conference room might be. A good quality restaurant will usually increase attendance. Find a place with a private room for special events that is well known in the community.

SEMINAR SUCCESS TIP #5

People identify with case studies and results others have experienced. Reference your experience to show how your product has helped people improve their lives. Always take the time to work the room after your prospects have had their main dinner course to set appointments.

SEMINAR SUCCESS TIP #6



SEMINAR EDGE SEMINAR RESERVATION SERVICE

We provide a professional, efficient and user-friendly reservation service solution that you will take your seminar marketing efforts to a new level:

- Free Dedicated 800#
- Live Custom Scripting
- Confirmation Calls
- Printable Labels and Letters
- Live Meeting Changes
- Cost Effective & Flexible
- 24/7/365 Access
- Exact Driving Directions
- Automatic Waiting List
- Meal Selections
- Free Message Center
- Professional Operators

Seminar Edge: Your All-In-One RSVP Solution

Activation

A Customer Service interface can be completely configured without a fee. You are under no obligation by creating an account which gives you the opportunity to explore our software and see how easy it is to use. Get started by selecting your ring to numbers or no-charge toll free numbers to have your seminar ready for reservations today!

FREE TOLL FREE NUMBER SELECTION

ON DEMAND CALL SCRIPT REVISION

Select a number to point your toll free number at or a number. You will not be charged toll for either number immediately. [more...](#)

Select Toll Free Number

800-955-3170

800-955-2964

800-955-3136

Or Select Ring To Number

916-473-5662

916-473-5663

1	Thank you for calling, this is (Representative Name) [Company Name]. edit
2 ↓	Once you complete a short application, a finance rep contact you to discuss your finance options. edit re
↑ 3 ↓	May I have your zip code?
↑ 4 ↓	May I have your first name?
↑ 5 ↓	May I have your last name?
↑ 6	May I have the best number to reach you at?
7	Is that in the city of?
8	And state?

Integration

Seminar Edge works as its own CRM or can integrate into your existing lead database. You'll get instant reports and seminar reservation statistics to see how they connect with your entire marketing campaign, freeing up time to focus on overall strategy.



ON DEMAND SOLUTIONS

Gather more reservations to each meeting with our 24/7 Live Seminar Edge Reservation Service. Our 100% U.S. Based Workforce will fill your seminar with people who are excited to attend your seminars [Let us show you how!](#)



About Us

TeleDirect Communications, Inc is one of the most respected and fastest growing business solutions companies in Sacramento with expertise in multiple industries. For over 50 years we have helped small and large businesses achieve their objectives in a multitude of ways.

A Business Solutions company is only as good as its employees, and we are proud of the highly talented and diversified staff of call representatives, business counselors, marketing advisors and I/T developers. Our staff and our proprietary technology are the competitive advantages contributing to our client's success.

TeleDirect Company Profile

Call Center Experience- 54 Years
Number of Employees- 400+
Number of Nationwide Offices- 3
Headquarters- Sacramento, CA

Mission Statement - Our mission is dedicated to perfecting "The Moment of Truth". Understanding that your company's success is dependent on first impressions, TeleDirect representatives consistently deliver quality first impressions which make your job easier and your company a success.

“ A Customer's impression of our Client is defined by their Interaction With our Representatives. This is our Window of Opportunity to create a positive image of the company we are representing. We excel at these Moments of Truth because it is all we do. These successful interactions are why our Company exists. ”

CLIENT TESTIMONIALS

"I appreciate the professionalism that your company displays. I like the fact that I can monitor my customers' results on line, this allows to me to be involved. I also like the way you break down each seminar by date with the number of attendees. Keep up the good work. I will keep them coming."

- Acquire Financial Marketing

"TeleDirect Call Centers has been a value added service for my business. I cannot image how I would function as effectively as I do without TeleDirect's services helping me with my business."

**-Jim Toddy
Toddy & Associates, Inc**

I run a lead generation company that assists in gaining business for my clients. With the services I provide my clients tend to receive more calls than they can handle on their own. I refer my clients over to Jennifer Clemens to get them setup with the services. TeleDirect provides a wonderful service and I have no hesitation when sending my clients your way! We love your service, keep up the good work!

-D. Austin

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