

SCRIPT TO APPROACH POTENTIAL EVENT PARTNERS

I know most of us don't like the idea of picking up the phone, calling someone and asking for something but trust me, this approach will have a higher success rate rather than email being your first point of contact.

Try the below script, it doesn't have to be anything long or fancy. Short, to the point and easy to understand is what you are aiming for here. Of course, please put your own spin on the below using language you are comfortable with.

Hi <name> have I got you at a bad time?

Okay great, this won't take long. We are holding an exciting event in a couple of months with a room full of <insert your ideal guest here>. We have identified you as an industry leader and someone we would love to partner with on this event.

I have a document I can email through which details everything and how we can help promote your brand to our room of <insert your ideal guest here>.

Thank you for your time.