

Google Partners  
Connect

# Event handbook

Here's what you need to know to make the most out of our upcoming livestream event.



# You're one step closer to finding new business.

By signing up to host this Google Partners Connect event, you'll have the opportunity to connect with prospective clients and turn them into new ones, showcasing your relationship with Google along the way.

As you prepare to host, we've put together some tips and best practices to help ensure your event is a success.

Have questions or need support? We're here to help. Email your Google representative directly or reach out to [partnersconnect@google.com](mailto:partnersconnect@google.com).

# Table of contents

- Promoting your event
  - Using social media / 4
  - Using email / 5
- Hosting your event
  - The event kit / 6
  - Technical best practices / 7
  - Presentation content / 8
- After your event
  - Setting up a pitch / 9
  - Following up with Google / 11

Google Partners



# Promoting your event with Social Media

Build buzz on **Google+** and other social media with posts like these as we approach event day – don't forget to add the hashtag #PartnersConnect to join the conversation.

Need digital marketing help? We're here for you. Join us and Google for the #PartnersConnect livestream event on 9/28 <Registration Link>

Share Cancel 140 CHAR

Join us and @googlepartners on 9/28 to learn more about Mobile and why it matters for your business <Registration Link> #PartnersConnect

Share Cancel 140 CHAR

Join us for a livestream event in our office on 9/28, where we're partnering with Google to discuss the latest digital marketing trends and how to build mobile experiences optimized for conversion.

We'll have some fun goodies for you too. RSVP here: <Registration Link> #PartnersConnect

Share Cancel 295 CHAR

# Promoting your event with email

Customize this email template with your event information. Then, send it out to prospective clients to build awareness.

We also suggest sending a day-prior reminder email to individuals who have registered on your custom web page. You can download this information [here](#).

Google Partners

New Message – / X

To: [Prospect's Email]

Subject: Join us for a livestream event with Google on 9/28

Hi [First Name],

We're partnering with Google to host a free event on Wednesday, September 28th that's all about helping you grow your business online. Google will present the latest trends in mobile marketing and we'll help answer questions that are specific to your business.

**We'd love for you to join us and invite anyone you think would benefit.**

What: Creating Mobile Experiences that Sell  
When: Wednesday, September 28 [9am PDT or Local Time]  
Where: [Office Location]

<YOUR LINK> RSVP Now <YOUR LINK>

We hope you'll join us in person for this exciting session.

See you there,

[Your Name]  
[Your Organization]  
Google Partner

Send

# Make an impression with your event kit

If you registered prior to September 9th and you are a badged agency, keep an eye out for this free event kit to arrive before September 27.

It contains Google Partners-branded pens, notepads and name-tag lanyards for your guests. It also includes a \$50 Starbucks Gift Card for you to order refreshments for the event.

If you don't receive your kit by September 27, email us at [partnersconnect@google.com](mailto:partnersconnect@google.com).

Google Partners



# Technical best practices

To make sure the event runs smoothly on September 28, we suggest you:

- Test your equipment and sound before guests arrive by watching any YouTube video.
- Use a large TV or projection screen to display our livestream presentation (visit [partnersconnect.withgoogle.com](https://partnersconnect.withgoogle.com) after 8am PT).
- Watch the livestream at 1080p quality and in full-screen mode.
- Provide free WiFi for your guests as a courtesy.

Google Partners



# Livestream content

## Presentation 1: Tim Reis, Director of Performance Agencies

- Why removing friction from customer experiences leads to better conversion
- The evolution of mobile consumer behaviors and expectations over time
- How Google Partners can support businesses

## Presentation 2: David Chung, Mobile Site Transformer

- “What happens after the click”
- Core principles of superior user experiences
- The business impact of load time on mobile
- Resources to test business’ mobile readiness and how to improve it

Google Partners





# Setting up a pitch

After the event, we suggest following up with your prospects within one business day. Write a note, like this sample on the right, adding a level of personalization to make it meaningful.

Your aim should be scheduling a time to discuss your prospect's needs over the phone or in-person.

Here are a few best practices that have proven successful:

- Use industry-specific statistics from Think With Google's [data gallery](#) to provide the most relevant information possible.
- Present a customer success story (as close to their industry as possible).
- Make it personal by including a photo of your team and by referencing material we covered during our livestream (or in your own presentation).

Google Partners

New Message – / X

To: [Prospect's Email]

Subject: It was a pleasure hosting you at [Your Organization Name]

Hi [First Name],

I'm so glad you could join us this week for the Partners Connect session at our office. Our team greatly enjoyed meeting you and sharing a bit more why we think Mobile represents an opportunity for you to grow your business online.

Now that we know people check their phones an average of 150x per day, I'd love to set-up some time to help you and [Their Company's Name] understand the impact that digital marketing could have on your business goals.

We can help you think about: [List Company Capabilities here].

Thanks and I hope to hear from you soon.

Cheers,

[Your Name]  
[Your Organization Name]  
Google Partner

Send

# Following up with Google

Once the event is over, let us know how it went so we can make our future events even better. You can:

- Fill out the event survey that is sent to your email or by [clicking here](#).
- Post event photos in the community at [g.co/PartnersCommunity](https://g.co/PartnersCommunity) or on Twitter by using #PartnersConnect.
- Reach out to your Google representative if you need additional support for a large opportunity.

Google Partners

