

BBF 2018 Marketing Forum

A  MarketingProfs Event

November 13-16 | San Francisco

Your guide to making the case

1. Choose the sessions you're most excited about from the conference agenda, and review your company's upcoming marketing goals and strategies. Look for common themes and objectives between your manager's or company's goals and what you can learn at the conference.
2. Read the common objections on page 2 and be ready to confidently answer them (facts, numbers, proof). Also, check out pages 2-3 for details about who attends the conference and reasons the conference is an excellent choice.
3. Once you've done your homework and prepared your case, **customize the yellow areas on page 4 and share it with your manager -- preferably in person!**
4. Objections we missed? Need more help? [Email us](#). We're happy to help!



How to Answer Common Objections With Confidence.

Objection #1: “The conference is too expensive.”

Response: Be prepared with the costs of NOT attending. Compare the cost involved to what might be lost if you aren’t able to fill the sales pipeline or create content that converts, or keep up with the latest technologies such as AI (whatever is important to your business). Also, be sure to talk about the value of creating a network of marketers like you that you can turn to when faced with a challenge. And if you want to bring your team, talk about the value of learning together.

Objection #2: “B2B Marketing Forum is just like any other marketing conference. It’s just filled with lofty ideas and big parties.”

Response: B2B Marketing Forum is specifically designed for multi-disciplined B2B marketers, so you can be assured that I won’t be wasting my time with sessions that don’t address our particular B2B challenges. All of the speakers are experts and practitioners — they are the ones in the trenches, doing the work. They understand what works, and what doesn’t. I will learn the steps (and how to do them) to actually implement new tactics and strategies when I get back to the office.

Objection #5: “It’s too much time away from work.”

Response: I’ve come prepared with a plan of how I’ll cover my responsibilities while I’m away. By dedicating three days to the experience, I’ll be able to focus and fully immerse myself in “learning mode,” which will allow me to execute what I learn faster and give me new ideas to help us reach our goals faster.

Objection #6: “You can learn the same content from webinars and articles.”

Response: Webinars and articles can fill some gaps, but they can’t replace an in-person conference experience. At B2B Marketing Forum, I’ll meet other B2B marketers facing the same challenges. There’s also the chance to network directly with speakers and other attendees to ask the targeted questions I have, so we can meet our specific goals.

Use Social Proof

Share [this video](#) we put together to explain a bit more about the conference, and gather proof from our hashtag #mpb2b

I love this event. Last year was my first year attending. I was excited to be able to join again this year and have the opportunity to bring a colleague along. I met fantastic marketing professionals, gathered countless tips that I can implement right away, and was inspired by every keynote speaker. Thank you for all of your hard work!
— Financial Sector Marketing Director

I thought it was amazing. Well organized, super helpful and useful content and speakers. I came away motivated and with tons of new information! Here’s hoping my boss will let me attend next year again!
— MarketingProfs PRO member



More reasons that MarketingProfs B2B Marketing Forum is a good investment:

B2B Marketing Forum is the premier conference for B2B marketers. There are a lot of marketing conferences out there, but at most you will find that retail brands dominate the conversation. But at #mpb2b, our entire program is focused on the unique challenges and opportunities that B2B marketers face.

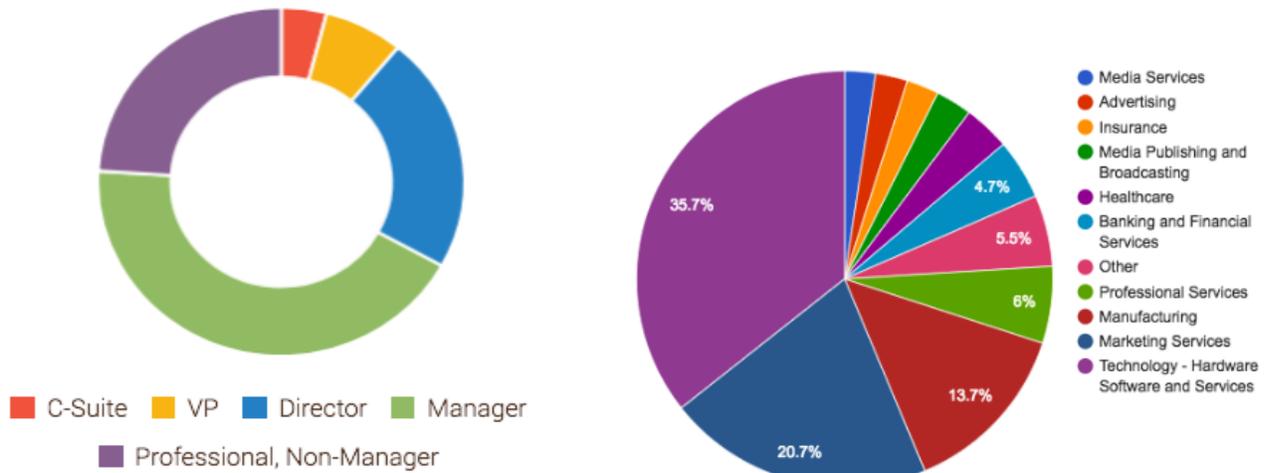
Marketing today is tough. For many marketers --whether they are just starting out or they have twenty+ years under their belt--there is a gap between what they already know and what they need to know to be the best marketer for your business. At B2B Marketing Forum we will have sessions designed to help bridge that gap, whether there is a need for better content curation, innovative demandgen campaigns, or creating a winning marketing strategy. [Check out our 2017 program](#) to get an idea of what you can expect in 2018 (keep in mind that we have all new sessions each year).

Advice and connections are invaluable. At #mpb2b attendees have the chance to meet, network, and get advice from hundreds of B2B marketers, from companies like Adobe, Deloitte, Duke Energy, Google, IBM, SAP, Vanguard, and more. They also have the chance to speak with and get demos from leading technology providers. From lunch-and-learns to speed networking, introverts and extroverts alike will be able to create connections that they can turn to for advice for years to come.

It's all about ROI. The majority of B2B marketing budgets are dedicated to demandgen and content marketing efforts, but most companies find them to only be slightly or somewhat effective (Hubspot, The Ultimate List of Marketing Statistics). And companies report that although they are investing 33% (on average) of their budget in marketing technologies, they don't have a sufficient strategy in place to utilize them. There are many reasons for this and NO conference can solve all of them. But investing in your team – giving them the education to do more with the tools they have -- is an excellent start.

BB 2018 Marketing Forum

Our Attendees Come From a Variety of Industries and Roles



Here are just some of the companies who've attended in the past:



B2B 2018 Marketing Forum

Dear [ENTER MANAGER'S NAME],

I would like your approval to attend **MarketingProfs B2B Marketing Forum** in San Francisco from November 13-16. This is the premiere conference for multidisciplinary B2B marketers and marketing teams to get together to learn about the latest strategies and tactics, and share their secrets to success.

Sessions cover everything from content strategy and email marketing to AI and analytics [update with topics that are most important to your business if needed]. And unlike many marketing conferences, the sessions at B2B Marketing Forum don't focus on using specific platforms or tools, nor is it all theoretical talk. The content is applicable to anyone, and I will walk away with the steps I need (and how to do them) to implement what I've learned.

Between the content presented in the sessions, post presentation Q&A with speakers, lunch and learns, and networking with fellow attendees, I plan to learn new strategies and tactics, and get a plan for action, so that I can help improve our campaigns as soon as I return to the office.

B2B Marketing Forum will have sessions, including:

- [Insert 5 sessions that you think would benefit your organization]

Learning how to [INSERT INFORMATION YOU'RE EXCITED ABOUT LEARNING AT A SESSION (I.E. BUILD A PREDICTABLE PIPELINE)] will help me [INSERT A NEW SKILL HERE (I.E. HELP ME DEVELOP A DEMAND GENERATION STRATEGY THAT WILL A FLOW OF LEADS, AND BE ABLE TO MEASURE ITS SUCCESS.)]

Upon my return from B2B Marketing Forum, I will share takeaways, including those that we can implement immediately to see real results with our marketing programs. You can also learn more about the conference at mpb2b.marketingprofs.com

I've broken down the approximate cost of my attendance at B2B Marketing Forum:

- Airfare/Travel: [\$IF APPLICABLE]
- Hotel: [\$IF APPLICABLE]
- Conference Pass: [\$AMOUNT]: make sure to consider whether or not you want the All-Access pass to attend a day one workshop]
- Total: [\$AMOUNT]

Thank you for your consideration of this request.

[YOUR NAME]