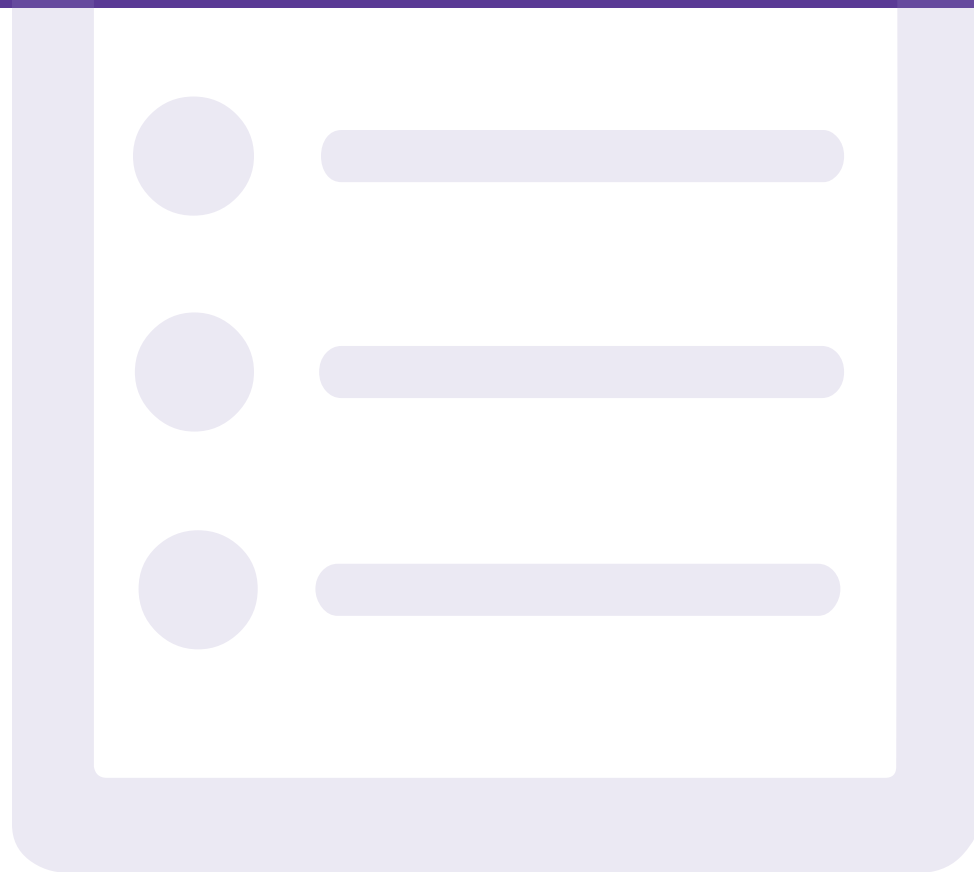# Part 1: Pre-event

Perfecting Your On-site Presence

Perfecting your on-site presence

Here's everything you need to successfully collect user reviews at events:

On-site review collection kiosk platform >

Booth and signage templates >

Promotional items
(examples and templates) >

Attendee communications
(examples and templates) >

Staff training guide >

Pre-event   At the event   Postevent

On-site landing page and review collection platform

Once you create a campaign link, take the bit.ly generated through the TPT and open in your Google Chrome browser. This opens up a kiosk landing page that is customized to your campaign under the markets and products you are collecting reviews for. This should be set as the homepage for the on-site laptops.
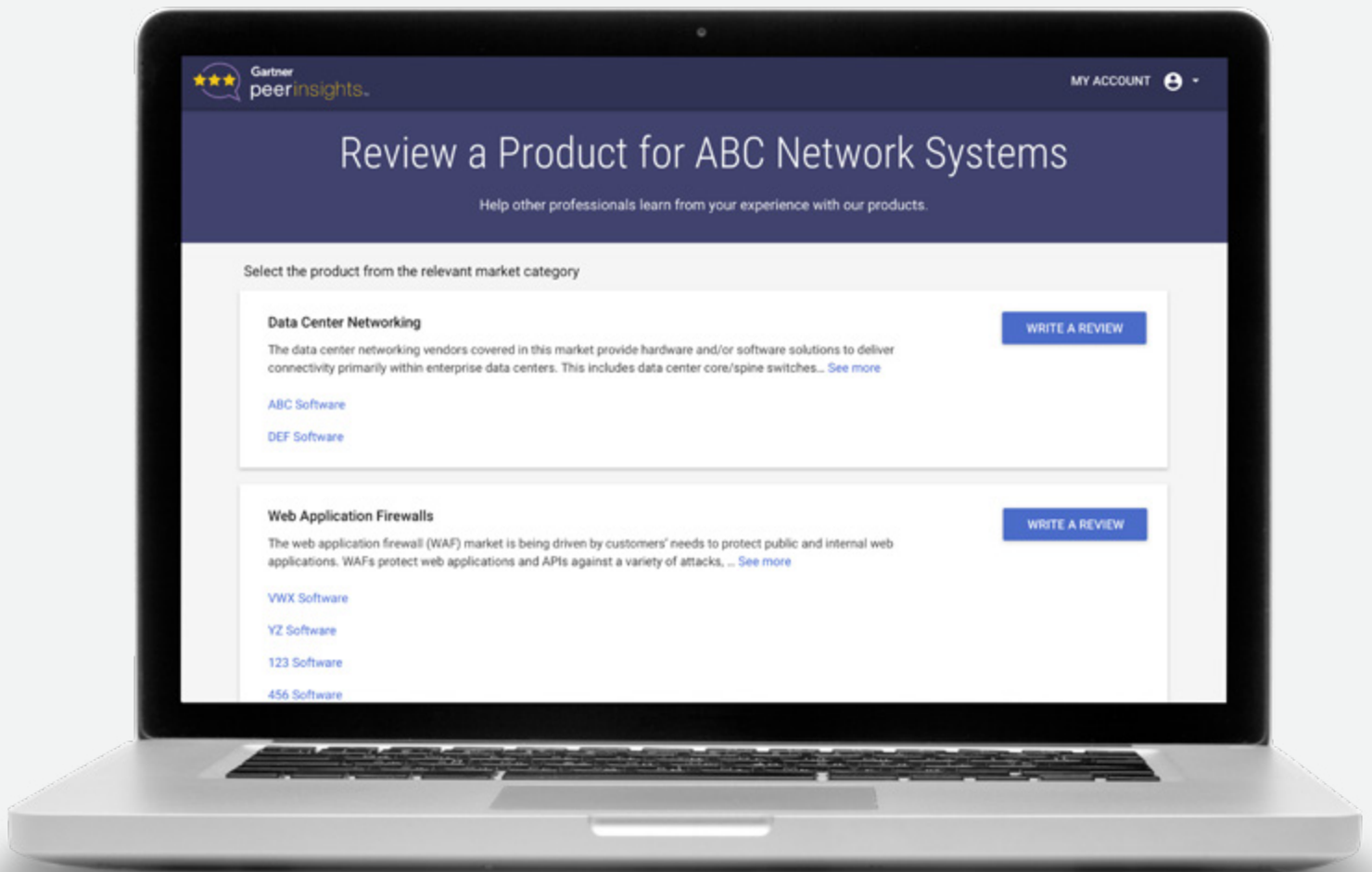
Pre-event   At the event   Postevent
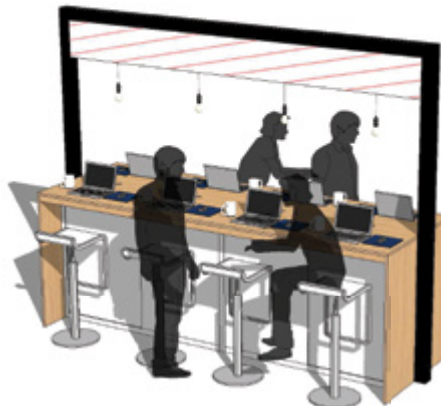
Booth and signage templates

Suggestions for booth sizing and layout options for positive attendee experience

Large area for 10+ kiosks
(recommended for an average audience of > 5,000)
Estimated cost: $7,000

Medium area for 6+ kiosks
(recommended for an average audience of < 5,000)
Estimated cost: $5,000

Small area for 2 to 4 kiosks
(recommended for an average audience of < 1,000)
Estimated cost: $3,000

Pre-event   At the event   Postevent

Promotional items
Examples and templates that are customizable for your branding

Keynote flyer
includes "gift" callout

↓**Download**

Insert vendor logo here.

★★★★★
<Insert PI quote
"Xerit voluptiatum ero blaborestio. Et fuga. Perias aceperi stisto doluptatur, volupta epudit.">

Let your voice be heard
Write a review and claim your gift

Review an IT product or service and make an impact. Write a review, claim your gift.

Visit us in the **<enter location here>**. Go to **<insert campaign link>** to write a review. Bring your thank-you email to the booth to claim a gift.

*Please see Rules of Play for eligibility requirements, winner selection and legal terms and conditions.

Business card with campaign link

↓**Download**

<Do you use a third-party logistics provider?>

If so, go to **<Insert campaign link here>** to submit a review.

★★★ Gartner peerinsights.

Insert vendor logo here.

Folio insert
includes "gift and drawing prize"

↓**Download**

★★★★

Gartner Peer Insights
Verified software reviews from real enterprise customers

Help your peer community.
Write a review and claim your gift.

Review an IT product or service, claim your gift and enter to win an Amazon Echo Show.

Visit us in Texas Pre-function or go to **gtnr.it/peerinsightsBI16** to write a review. Bring your thank you email to the booth to claim your gift.

★★★ Gartner peerinsights.

Pre-event	At the event	Postevent

Attendee communications

Examples for pre-event and during your event

Push notifications

Daily newsletter

Pre-event   At the event   Postevent

Staff training guide
A "day in the life" at an event!

What you should do:
- Utilize appropriate number of laptops, not iPads, to match audience size suggested in booth setup.

How to get reviews:
- Be approachable.
- Staff at least two people at your location during the high-traffic times of the event.
- Engage with attendees: Describe what Peer Insights is, be able to answer questions and encourage people to submit reviews.
- Have some fun and get to know the attendees' roles, find out what product they've used, how they like it and their feedback on the support.
- This is a great opportunity to give back to their peers and, in turn, fill a platform with great insights for their future use when purchasing software.
- Be prepared to answer questions from users about Peer Insights:
  - YES, the review remains anonymous.
  - YES, the more comments the better! Simply leaving ratings and minimal comments will likely not result in it being published.
  - YES, they have access even if they're not a Gartner client! They can leverage the reviews (they're adding to) across any of their enterprise-related decisions.
- Ask attendees "have you or your organization recently implemented a [vendor name] product or solution to your enterprise (in the last two years)?"

How to get help:
- Contact your program manager.
- Email peerinsights@gartner.com with subject line "URGENT EVENT HELP."

Recommendations:
- Know the event floor plans and convention center layout.
- Brief the event staff to notify them of your booth and activities.

What not to do:
- Lack of enough (or no) computers available to complete reviews
- Lack of attendee (and employee) communication
- Poor location
- Lack of (or no) staff "manning" the booth
- Lack of Peer Insights awareness (or value) to those staffing the booth
- Lack of testing laptops/landing pages prior to the start of an event
- Lack of (or no) signage
- Lack of (or no) call-out to incentive for completing a review on-site
- No awareness and communication to on-site vendor IT team for troubleshooting
- Review coaching — Staff can't coach reviewers on what to write in each section, nor suggest phrases
- Discourage negative reviews

Pre-event   At the event   Postevent