

# Event in a Box preparation guide



# Vendor Event in a Box

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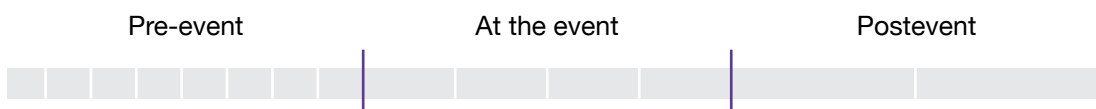
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# Part 1: Pre-event



# Overview

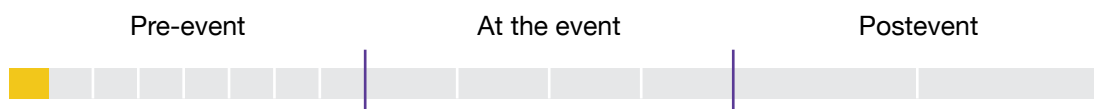
## How to leverage Gartner Peer Insights at events

We're excited to work with you to collect firsthand feedback from your customers. These reviews help shape your product and customer journey while, ultimately, helping you to meet your customers' needs.

We designed **Gartner Peer Insights** from the ground up as an enterprise reviews and ratings platform that allows you to virtually extend your personal network to more than 135,000 peers. It's open to everyone (and their teams!) free of charge.

Gartner is transforming the way enterprise software is bought and sold by creating the industry standard for reviews and ratings. Each rating is verified by Gartner professionals. Reviews cover the entire IT life cycle (product evaluation and implementation to service and support) and represent the unfiltered, firsthand experience of enterprise technology buyers.

This guide explains how you can implement Gartner Peer Insights as a customer advocacy tool and referral program for your products at your events.



# Event planning checklist

How to prepare in the months leading up to your event

## > 3 to 6 months ahead marketing plan

- Create your TPT event campaign link
- Create a pre-event email campaign using the campaign link you created in TPT
- Media/press release
- Develop publicity pieces (blog, articles, social posts, etc.)
- Use #GartnerPeerInsights hashtag
- Create promotional video (provided by Gartner)
- Secure a prime location for build in a high-traffic area

## 2 months ahead

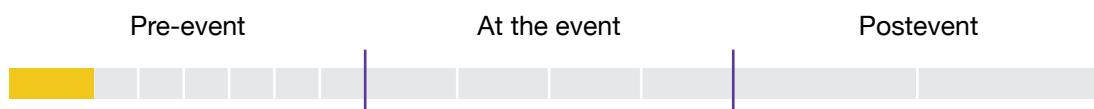
- Booth setup
- Order signage
- Plan incentive program and include in your attendee communications
- Order incentives
- Send out pre-event email communications
- 8 weeks out to 1 week out
  - Note call to action, location and thank-you gift!
- Plan full-time staffing for sourcing booth and set up training with Gartner

## 2 to 4 weeks out

- Finalize staff
- Train staff
- Ship materials to event venue
- Alert on-site tech support on network wireless or hardwiring options for review area

## Day of event

- Walk through booth area
- Finalize decor, incentives, tabletop signage and snacks
- Kiosks: Set campaign link as homepage for reach kiosk
  - Do a test run through the landing page and site; go through all steps and submit a test review
- Connect with tech support in case any issues arise during the event



# Technology Provider Tool (TPT)

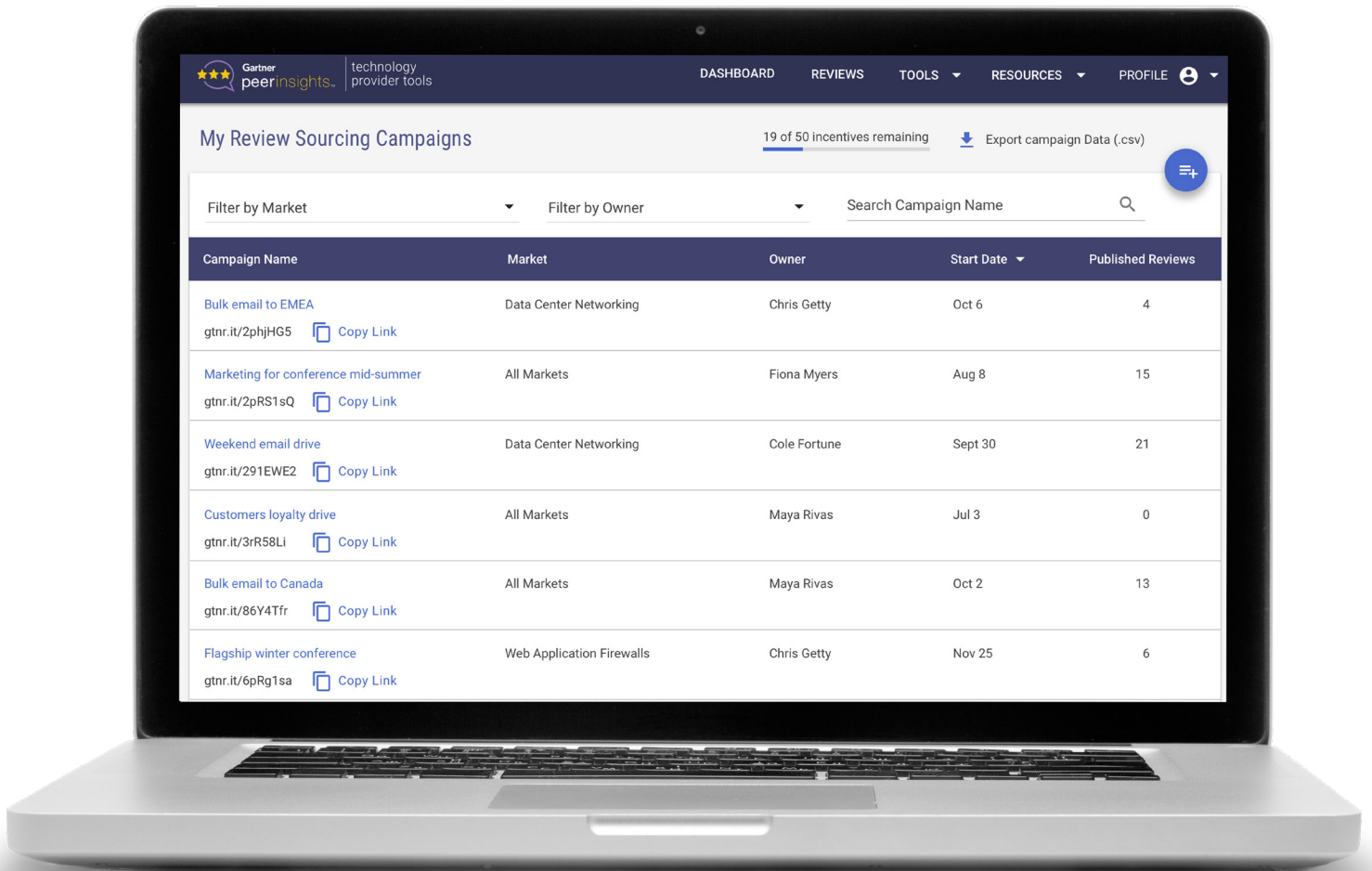
## Product alignment, team access and creating your event campaign

You can now source reviews across all of your products and markets in a single campaign. Or, you can focus your campaign's targeting and messaging on a single market while still accepting reviews for all products in that market.

Get set up in the [TPT](#) to manage your products and review sourcing campaigns:

1. [Product alignment](#)
2. [Team access](#)
3. [Setting up your event campaign](#)

[Click here](#) to learn more about how to create a campaign.



Pre-event

At the event

Postevent





## Reviews process: How it works

- We help you leverage your event to collect reviews of your business software on Gartner Peer Insights.
- Your product, \_\_\_\_\_, is listed on the website. Attendees who have used it in the past two years can write a review of \_\_\_\_\_ or any other of your company's software products.

### What's the catch for reviewers? (i.e., what do you need to communicate to them on-site)?

Other than being opted in for more opportunities to write reviews after their first one is published, there is no catch! Peer reviews help software buyers and users make more informed decisions. Just make sure that the reviewer indicates that they've received a gift for their honest review by selecting the appropriate box in the survey.

### How does Gartner Peer Insights use reviewer contact information?

- Gartner has a comprehensive [privacy policy](#) that explains how we collect, use and safeguard your contact information. We also have a set of [Terms & Conditions](#) that govern your use of our website and [Terms of Use](#) that set rules around the review submission process.

### Validation and moderation process

- Please refer to [Validation](#) and [Moderation](#) questions in FAQ for more details.

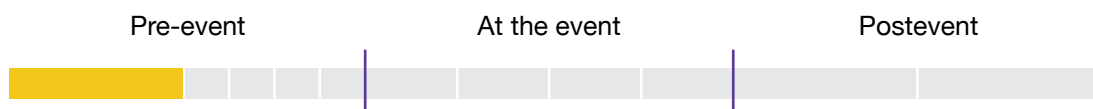
### To reviewers:

#### Do I have to write a positive review?

No! All we ask is that you write an honest review. In fact, negative reviews are vital to adding authenticity to the software-buying process.

#### Where does the review go?

Once approved by our QA team, reviews are published in the product pages on Gartner Peer Insights. Think of it as if you wrote a review about travel on TripAdvisor and the review got published on the destination's page. You will receive communication from our team notifying you when your review has been published.



# Incentive program

**If you'd like to offer incentives** in exchange for customers writing an honest Gartner Peer Insights review, here's a few things we suggest.

Gartner policy states that any incentive must be made available to all reviewers who submit honest reviews, regardless of the rating they ultimately give the product they are reviewing.

Incentives of nominal value (\$25 or less) are acceptable to give away in exchange for a review submission. Popular items we have seen are:



**Portable Wi-Fi plugin**



**Vendor-branded swag**  
(shirts, dress socks, coffee mugs)



**Small electronics**  
(USB charger, flashlight)

Pre-event

At the event

Postevent





# 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

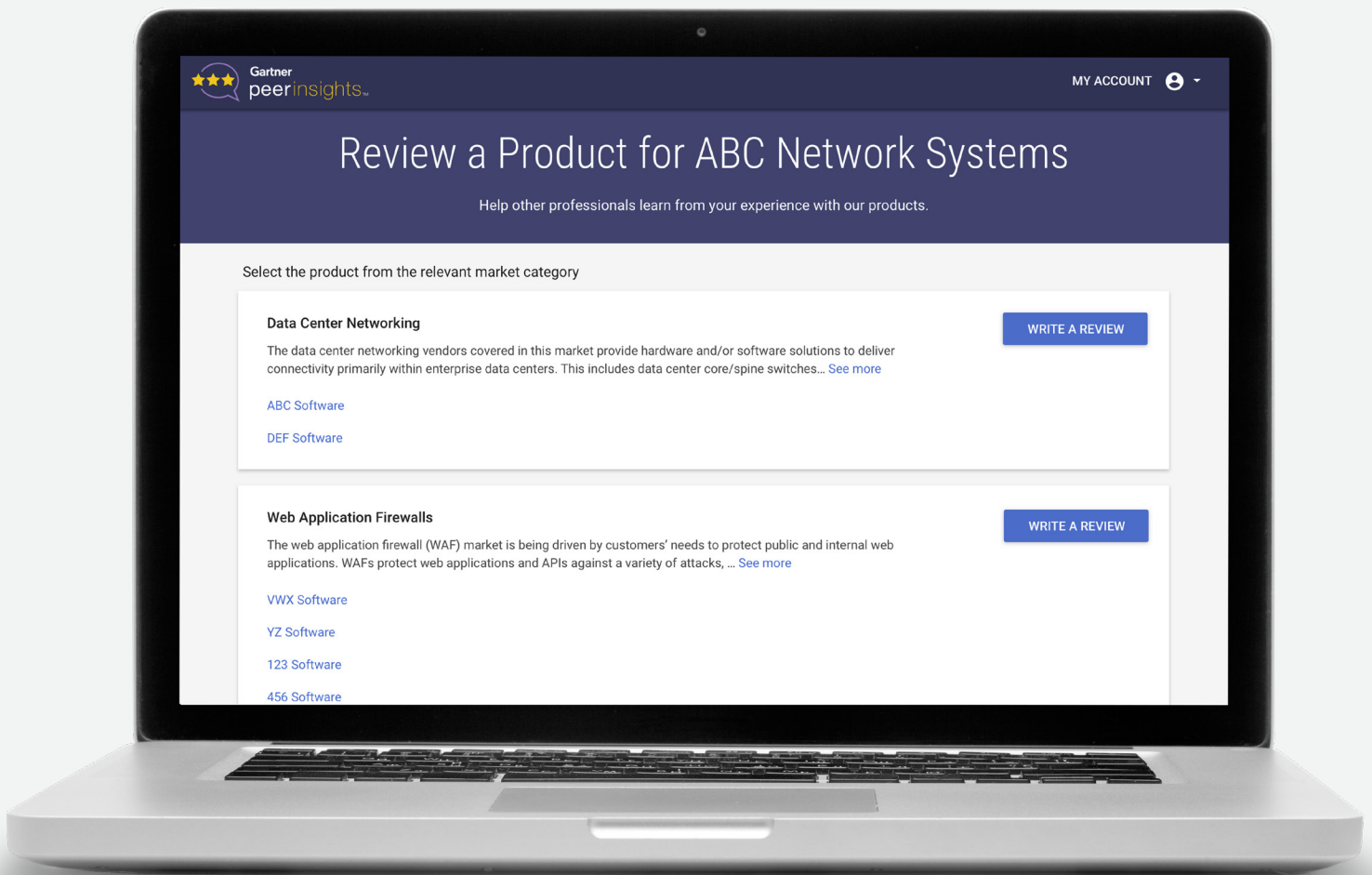
At the event

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

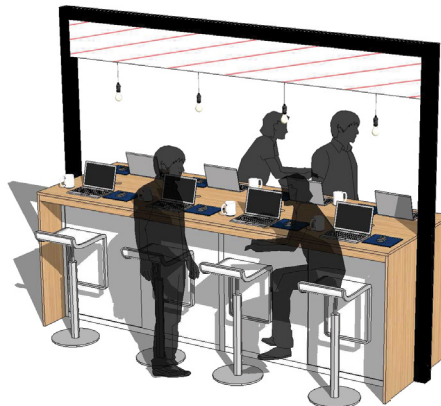
Suggestions for booth sizing and layout options for positive attendee experience



**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



Insert vendor logo here.

**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.

★★★★★  
"Xerit voluptatum ero blaborestio. Et fuga. Perias acaperi stieto doluptatur, volupta epudit."

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**Keynote flyer**  
includes "gift" callout

[↓ Download](#)

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

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

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Insert vendor logo here.

**Business card with**  
**campaign link**

[↓ 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](http://gtnr.it/peerinsightsBI16) to write a review. Bring your thank you email to the booth to claim your gift.



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

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**Folio insert**  
includes "gift and drawing prize"

[↓ Download](#)

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](mailto: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





# Social media cheat sheet

Here's five ways to leverage social media to engage attendees before, during and after your event

## Before the event:

### The power of the # (hashtag):

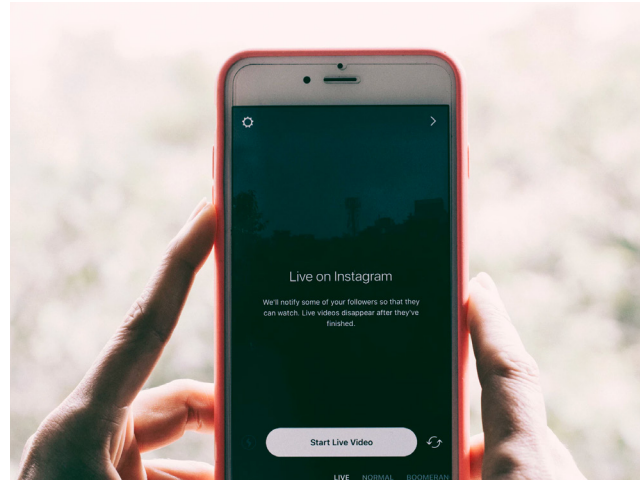
- Create buzz by encouraging attendees to use a hashtag.
- Keep hashtags as short as possible due to limited character counts for posts.
- Campaign ideas:
  - Ask attendees to post a picture in a fun location and include #GartnerPeerInsights and your event hashtag.
  - Create friendly competition — write a review with #GartnerPeerInsights and be entered to win a (fill-in-the-blank).

### Paid social promotion:

- Create a targeted social ad campaign to reach people based on their interests.
- Measure, evaluate and adjust your efforts so you can use your learnings in the future.

### Event-related content:

- Publish blogs featuring guest speakers from your event in the months and weeks leading up to it.
- Have guest speakers promote the content to their social networks to help increase your social reach.
- Share promotional videos from past events to build excitement.
- Don't forget to use your event hashtag when posting any related content!



## During the event:

- Make sure the event hashtag is visible on all event materials and signs to encourage attendees to post on social media.
- Post about the event multiple times a day on your own platforms to engage attendees.
- Respond to any attendee questions or comments in real time.

## Postevent:

- Keep an eye on your hashtag after the event. True success is when the conversation continues!
- When sending your postevent satisfaction survey, ask attendees to tweet event highlights or suggestions for next year.
- Don't forget to thank your attendees via social media to make them feel appreciated and to make those who did not attend feel like they missed out.

Pre-event

At the event

Postevent



# Part 2:

# At the event





# Setting up your kiosks and booth

Best practices for engaging with customers, managing the flow of activity around review submissions and having a successful experience

## General setup

- Hardwire in to the network.
- Set Gartner Peer Insights as default homepage on browsers in kiosk laptops/devices.
- Setup an event campaign URL in your TPT account.

## Booth setup

- Create a relaxed, comfortable and private environment for submitting reviews.
- Develop clear signage and call to action at booth.

## Staffing

- Staff should be approachable and welcoming.
- Have at least two staff members per one to two tables.
- Engage with attendees — explain Peer Insights, answer questions and encourage attendees to submit reviews.

## Review process

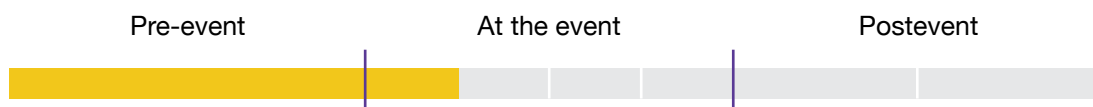
- Ensure all products you want reviewed during the event are available on Gartner Peer Insights at least four weeks prior to the event (if there are any discrepancies, please email [peerinsights@gartner.com](mailto:peerinsights@gartner.com)).
- Clients should use their current employment details when registering.
- Remind users they are sharing their opinions with Gartner and any personal information will NOT be shared at the event or otherwise.
- Reviews are robust and generally take 10 to 15 minutes to complete.

## Validation and moderation process

Please refer to [Validation](#) and [Moderation](#) questions in FAQ for more details.

## How does Gartner Peer Insights use reviewer contact information?

- Peer Insights' [Privacy Policy](#) covers how we collect, use and safeguard your information.
- The [Terms & Conditions](#) policy governs your use of our website and the [Terms of Use](#) sets rules regarding the review submission process.



## Technical support

We recommend that you have a tech support person readily available or on call during the event.

### What if a reviewer is unable to register?

Reviewers are required to use their employment email address to register with Peer Insights. Free accounts such as Gmail or Yahoo can't be used.

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## Driving traffic to booth



### General setup

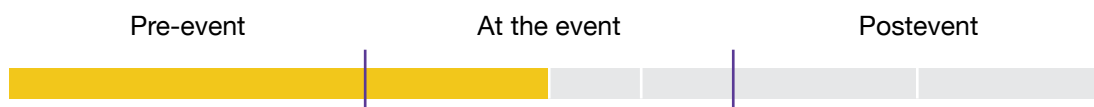
- Consistent high-traffic areas are ideal.
- Send pre-event, during and postevent attendee communications with a clear call to action, including event campaign link, for easy tracking capabilities and reporting
- Send notifications during event via email and social media.
- Promote booth location repeatedly during event through print and digital material.

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## On-site support from Gartner

If you are still experiencing technical issues, please contact [peerinsights@gartner.com](mailto:peerinsights@gartner.com). Please start your subject line with “URGENT TECH ISSUE.”

Your program manager will be on call during your event to address any questions throughout the process. Please be sure to get their contact information prior to the event.



# Part 3:

# Postevent



## Debrief with Gartner

Set up a meeting with your program manager to review your reflections and take-aways



## Postevent follow-up email

↓ [Download template](#)



Pre-event

At the event

Postevent

