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## Maximizing Your Post Yankee Security Convention Experience: A Guide to Follow-Up Success

The Yankee Security Convention in October was undoubtedly an incredible experience for so many that attended. Filled with educational classes, networking opportunities, insightful seminars, the Demo Zone, and the chance to explore the latest security innovations, the show always does wonders to promote the locksmith and security industry and we're always thankful for the people that support the show.

There is so much prep that goes into the show, and energy at the show, but did you know that your post-show follow up is just as important. Without it, some of the leads, connections, and reconnections you made at the show could slip away. To help you make the most of your post-convention experience, we've put together a comprehensive list of what to do after the convention. Read on!

### **1. That's a Wrap – Reflect on Your Experience:**

Before jumping into post-convention follow-up, take some time to reflect on your experience at the Yankee Security Convention. What were your key takeaways? Did you meet any promising contacts or discover innovative products? Write down the value you realized at the show. If there was an area that you feel you could have improved, write that down too and set your sights on creating an evolving game plan for your 2024 show. By analyzing your experience, you can better tailor your follow-up strategy to meet your future goals.

### **2. Organize Your Contacts:**

Your convention badge may be a sea of napkin scribbles and business cards, but it's essential to organize your contacts promptly. Create a spreadsheet or use a dedicated CRM tool to categorize your leads based on their relevance, potential, and interest in your products or services. This organization will be crucial in ensuring you follow up effectively.



### 3. Maximize Your Post-Show Experience:

The post-convention period is an excellent opportunity to extend your brand's presence and engage your newfound connections. Here's how:

- **Social Media:** Share photos, insights, and highlights from the convention on your social media platforms. Tag relevant attendees and companies to extend your reach and create reciprocity. Keep our team in the loop by tagging us #YankeeSecurityConvention and we'll be sure to reshare!
- **Blog Posts and Articles:** Write about your experience at the convention and publish it on your company blog or contribute to industry publications. This demonstrates your expertise and can attract further attention from attendees as well as encouraging people to attend the show in the future.
- **Email Newsletter:** Share a post-convention newsletter with your subscribers, summarizing your key takeaways, and offering exclusive insights or promotions to the leads you met and/or show attendees.

### 4. Tips for Follow-Up:

Now, let's get down to the nitty-gritty of post-convention follow-up:

- **Personalize Your Outreach:** Avoid generic messages when reaching out to leads. Mention specific conversations or topics you discussed during the convention to show you were genuinely interested in their needs. Use platforms such as Mailchimp or Constant Contact and personalize your emails to properly address your targets.
- **Prompt Communication:** Send your follow-up emails within a few weeks of the convention. This ensures your interactions are still fresh in the minds of your contacts and that YOU remember the details of your conversations with specific prospects. Keep your word. Make sure to deliver on everything you promised at the show!
- **Provide Value:** Offer valuable resources or solutions tailored to your leads' needs. This can be in the form of case studies, whitepapers, or even exclusive offers. Summarize what you covered and the products you shared at the show and send these out to contacts that may or may not have been able to attend.
- **Set Up Meetings:** If you had promising conversations at the convention, don't hesitate to set up follow-up meetings or calls to delve deeper into potential collaborations.

### 5. Implement a Drip Campaign:

A drip campaign is an automated series of emails that are sent to leads over time. It's an excellent way to nurture your prospects and keep your brand top of mind. Plan your drip campaign to gradually introduce leads to your company, its offerings, and the value you can provide.



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#### **6. Invite to Product Demos:**

If your product or service was a highlight of the convention, leverage that interest by inviting your leads to a personalized product demo. This allows them to see firsthand how your solution can address their needs and pain points. You can arrange for these in person, or by Teams or Zoom to reach more people faster.

#### **Conclusion:**

The Yankee Security Convention may be over, but your work is far from finished. By following these post-convention strategies, you can maximize your experience and turn those valuable connections into meaningful relationships and, ultimately, successful partnerships. So, gear up for your post-convention journey, and make the most of the opportunities that lie ahead. Happy networking and we can't wait to see you at next year's convention in 2024!