



## 6 Lead-Generating Live Events You Ought To Attend

### 1. BNI events

Business Network International is an American franchised networking organization. It boasts around 250,000 members in more than 8,900 local chapters globally. Meetings are weekly, with members discussing business and sharing referrals.

### 2. Chamber of Commerce events

Like BNI events, Chamber of Commerce events are typically advantageous for smaller businesses, with usually less than 50 staff, giving you the chance to meet and make connections with other local business owners. It's a way of finding information about markets very quickly, or just making the business journey less lonesome.

### 3. Meetups

Meetups can be informal affairs, or they can have more formality and presentation, with themes and guest speakers. They might be formed around a large event, or around memberships. They basically involve people with common ground being conveniently in the same locale at the same time and deciding to get together to bond and talk business.

Meetups are great places to have peer-to-peer interaction with people who understand you. You can exchange information, get best practices, benchmark, learn how other people use resources, and get connections. Referrals are also often made at meetups.

### 4. Trade shows

Trade shows can be considered a direct lead gen platform, where various businesses have their own stands or booths and pitch their wares to the traffic that comes through. They attract people who are interested in what's happening around a product, and it's the role of the sales people there to convert them into customers. One of the great things about such events is you get highly qualified buyers in attendance.

### 5. Conferences

Conferences are a great way to combine learning with connection. Go with an open mind, pick up all the knowledge you can from the speakers, and then





leverage the network and partnership potential of having so many like minds in one place. Don't go with an aim to pitch, but to find out what other people are doing in your industry and if there are ways you can help them. Become a friend first, and they will then think about your business. That's how you build a referral network that passes leads and work along to its members.

## **6. Paid workshops/Running events**

Paid workshops, especially if you run them yourself, are a really good medium to get a qualified and engaged audience. It can be a one-day or a multi-day event, and it can be as simple as hiring a room and inviting five to 10 people in the industry who you'd like to talk to and who would be potentially good clients for you. You get the perfect leads, and they get edutainment and peer interaction and learn how they can continue to receive value from you.

You might decide to run a larger event, delivering more value to people and creating more opportunities to network. Whether a workshop or a larger affair, one of the great results is trust and authority. People get to meet you in person and find that you're legit.

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