

Your Channel Marketing Event Sucks

I'm sorry to be so blunt, but it's true. Most channel marketing events are terrible. They're boring, irrelevant, and a waste of time.



Your Channel Marketing Event Sucks by Ben Rehder

★★★★★ 5 out of 5

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I know this because I've been to a lot of them. I've sat through endless presentations about the latest and greatest channel marketing trends. I've listened to countless pitches from vendors trying to sell me their products and services. And I've met with channel partners who are just as bored and frustrated as I am.

It doesn't have to be this way. Channel marketing events can be valuable and productive. But only if they're done right.

Here are a few tips on how to make your channel marketing event suck less:

1. **Start with a clear goal.** What do you want to achieve with your event? Are you trying to generate leads? Educate your partners? Or build relationships? Once you know your goal, you can start to plan your event accordingly.
2. **Keep it short and sweet.** No one wants to sit through a day-long event. Keep your event to a half-day or less, and make sure the agenda is packed with valuable content.
3. **Focus on your audience.** Who are you inviting to your event? What are their interests? What do they need to know? Tailor your content to your audience's needs.
4. **Make it interactive.** Don't just lecture your audience. Get them involved with Q&A sessions, breakout discussions, and hands-on activities.
5. **Promote your event heavily.** Get the word out about your event through email, social media, and other channels. Make sure your partners know about it and encourage them to attend.
6. **Follow up after the event.** Send out a thank-you note to your attendees and provide them with any materials you promised. Stay in touch with your partners and continue to build relationships.

By following these tips, you can help make your channel marketing event suck less. In fact, you might even make it suck so little that people actually enjoy it.

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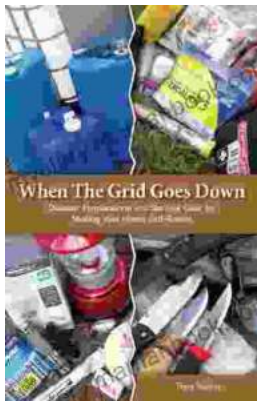
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