

The Kiwi Event Follow up Guide

How to turn event conversations
into sales opportunities without
pressuring prospects.

For humans,
by humans

hd human
digital



What we are missing

Most event follow-up fails for one simple reason: everyone is trying to get a meeting.

Within days of an event, attendees are buried under generic emails, missed-call voicemails and calendar invites from vendors who care more about their own sales targets than the buyer's priorities. The result is predictable. Low response rates, a frustrated sales team and a pile of warm leads that quietly go cold.

The brands that win after an event take a different approach. They lead with value, build credibility and stay visible long after the stand comes down. They understand that a good conversation at an event is the start of a relationship, not the end of a sale.

This guide sets out a proven framework for warming event leads through thoughtful outreach, genuinely useful content and smart retargeting. The examples draw on Fieldays and the rural sector, where we do much of our work, but the framework applies to any organisation selling to New Zealand buyers.

The new rules

of Event Follow up

Before you build a single email, it helps to shift your mindset. Five principles sit underneath everything that follows.

- 1. Lead with value.**

Every touchpoint should answer one question: what is useful for the buyer? Not “how do I get a meeting”, but “what can I give them that makes their job easier”. Get this right and the meetings take care of themselves.
- 2. Be memorable, not persistent.**

Buyers rarely choose a supplier because they received five follow-up emails. They choose the organisation they remember and trust when a need finally arises. Your goal is recall, not volume.
- 3. Make every touchpoint relevant.**

Reference the conversation you had at the event, the challenges their industry is facing, the trends shaping their market. Generic messaging is forgettable. Specific, well-timed insight is not.
- 4. Sell less, learn more.**

Early conversations are for gathering information, not forcing an opportunity. The more you understand about a buyer’s priorities, the more valuable every future interaction becomes.
- 5. Think in 90 days, not 14.**

Most teams run a two-week follow-up sprint and then move on. The reality is that buying decisions surface over weeks and months. Treat every event lead as a 90-day opportunity window and you will still be there when the need appears.



The Event Lead

Warming Sequence

This is the practical core of the guide: a measured, two-week sequence that opens the relationship without ever asking for a meeting. Each touchpoint earns the right to the next.

Day 1: The thank you Objective

Re-establish the connection and deliver immediate value. Send a short, personal note that references your conversation at the event and includes one useful article, case study or insight. Keep it brief. No meeting request, no product pitch. Just a reason to remember you.

Day 4: An industry insight Objective

Demonstrate that you understand their world. Share a relevant trend, a piece of benchmark data or a research finding, positioned around what you heard at the event:

"A lot of the people we spoke with at Fieldays raised [problem], so I thought this might be useful."

This shows you were listening, and that you have a point of view worth paying attention to.

Day 7: A consultative call Objective

Understand their priorities, not book a meeting. Call to learn, not to sell. A few questions that open up a real conversation:

- What prompted you to attend this year?
- What is getting the most attention internally right now?
- Are there any challenges your team is working through at the moment?

If the call is not answered, do not leave a voicemail. Most senior decision-makers never listen to them. Send a short, low-pressure text instead:

"Hi Sarah, Ben from Human Digital here. We met at Fieldays last week. I just tried to call as I was keen to hear your take on a few trends we are seeing in [focus area]. No need to call back, I will send through a couple of resources that might be useful."

Day 10: A practical resource Objective

Give them something tangible they can actually use. This is where you prove your value. Share a resource that helps the buyer improve productivity, profitability or decision making. Depending on the sector, that might be:

- A productivity or efficiency assessment
- A seasonal or annual planning guide
- A benchmark against high-performing operations
- An input cost and efficiency analysis
- A technology adoption checklist

Position it as a contribution, not a sales asset:

"We pulled together a few observations based on what we are seeing across [region or sector], and thought it might be useful as you plan for the season ahead."

Why this works: buyers are far more interested in better outcomes than in being sold a product. When you share practical insight, the conversation naturally shifts from your product to their results, and you move from "another supplier" to "trusted advisor".

Day 14: Thought leadership Objective:

Stay visible and reinforce your expertise. Close the sequence by sharing something genuinely worth reading: an industry report, an original point of view, a webinar recording or a research finding. No meeting request. Just a reminder that you are the kind of organisation worth keeping close.

By Day 14 you have given five times and asked for nothing. That is exactly the position you want to be in.

Getting it Right

The sequence is the structure.
These habits are what make it work.

Personalise the first touchpoint.

The Day 1 email sets the tone. Reference something specific from your conversation. A single detail that proves you remember them is worth more than a polished template.

Out-give your competitors.

Most organisations send a generic thank you and little else. Very few share anything genuinely useful. The bar is low, which makes it easy to stand out simply by being more helpful than everyone else in the buyer's inbox.

Share original thinking.

The most valuable content is the content only you can produce: your own benchmarks, customer research, market intelligence and digital maturity or AI adoption insights. Curated links are fine. Original perspective is memorable.

Control the cadence.

A measured rhythm almost always beats aggressive follow-up. Give each touchpoint room to land. Familiarity is built through consistency, not frequency.

Build familiarity.

The aim across the whole sequence is simple: to become a recognised, trusted name in the buyer's mind, so that when a need arises, you are the first organisation they think of.



Retargeting Event Leads



The sequence opens the relationship. Retargeting sustains it across the full 90-day window, keeping you visible long after the last email lands. An event should be the start of a broader awareness and nurture strategy, not a standalone activity.

Build your audiences. Upload attendee data into LinkedIn Matched Audiences, Google Customer Match and Meta Custom Audiences. Segment it so your messaging stays relevant:

- Existing customers
- New prospects
- Strategic accounts
- Product or category interest

Align your advertising with your outreach. Retargeting should reinforce the story you are already telling through email, not contradict it with a hard sell. What works:

- Customer success stories
- Benchmark and research reports
- Educational webinars
- Expert insight and point of view

What to avoid: immediate product or sales-led advertising that undoes the goodwill your sequence has built.

Extend your visibility. Most attendees return from an event and are quickly pulled back into daily priorities. Consistent, light-touch visibility over the following 30 to 90 days keeps you front of mind until a project, a budget or a need emerges.

Measure influence, not just clicks. Event follow-up rarely converts on day one, so judge it on the right signals: website visits, content engagement, return visitors, branded search, assisted conversions and sales conversations. The impact often shows up weeks or months later.



Converting Event Leads

Many event leads will not be ready to buy straight away. That does not make them poor leads. It makes them future opportunities, and how you treat them now determines whether they convert later.

Capture the data that matters. For every lead, record the event attended, their industry, their product interest, their strategic account status and their engagement history. Good data is what makes relevant re-engagement possible.

Create reasons to reconnect. Put your event leads to work across:

- Webinar invitations
- Research and report launches
- Product announcements
- Thought leadership campaigns
- Account based marketing programmes

Restart conversations naturally. The best re-engagement is triggered by something genuinely relevant: new research, a market shift, a customer success story or a fresh benchmark. That gives you a reason to reconnect that feels helpful rather than sales-driven, which is the whole point.

Stay Focused



Successful event follow-up is not about chasing prospects.
It is about staying relevant.

The organisations that win after an event are not the ones sending the most emails.
They are the ones consistently delivering useful insight, demonstrating real expertise
and staying visible until the buyer is ready to engage.

Focus on value.

Focus on the relationship.

Focus on being genuinely helpful.

The opportunities will follow.

Humans still matter.

Human Digital is a B2B growth agency working with manufacturing, industrial and technology brands across New Zealand, Australia and the globe. We help organisations turn events, content and campaigns into lasting commercial relationships.

If you want a follow-up strategy that builds credibility instead of chasing prospects, we would love to talk.



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