

Miracle Max Marketing



B2B EVENT SCOUTING SCORECARD

Evaluate before you invest: a quick guide to choosing the right conferences

1. Audience Fit

- ▶ Does this event attract our ICP (CISOs, VPs of IT, security leaders)?
- ▶ Do the priority verticals (healthcare, financial services, etc.) show up in force?
- ▶ Is the attendee mix weighted toward buyers vs. vendors?

Score (1-5): ____

2. Credibility & Visibility

- ▶ Is the event recognized as a must-attend in the industry (e.g., Gartner, RSA, Black Hat)?
- ▶ Are competitors or partners likely to be there?
- ▶ Are there opportunities for speaking slots, panels, or thought leadership?

Score (1-5): ____

3. Cost & Resources

- ▶ Booth/package cost is within budget.
- ▶ Travel + staffing requirements are realistic for our team size.
- ▶ We can afford to invest in surround sound campaigns (pre, during, post) — not just the booth.

Score (1-5): ____

4. Pipeline Potential

- ▶ Can we realistically book 10–20 meetings at this event?
- ▶ Do we have a clear plan for pre-event outreach + dinner invites?
- ▶ Does the event provide badge data or attendee lists for follow-up?

Score (1-5): ____

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5. Strategic Fit

- ▶ Does this event align with our current narrative or product launches?
- ▶ Will this event help us break into a new geography or segment?
- ▶ Is this an anchor event we can build campaigns around?

Score (1-5): ____

Final Tally

- 20–25 points: Green light → Anchor event candidate
- 15–19 points: Yellow light → Consider, but only with strong narrative + supporting campaigns
- <15 points: Red light → Skip (or revisit next year)

Pro Tip:

Don't just check boxes. Every "yes" should come with a plan: who's attending, how many meetings are expected, and how you'll extend impact beyond the expo hall.