



Conference Playbook for Founders

Read This ***Before*** You Land

How to turn a chaotic conference into real pipeline



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1. Your Only Goal at the conference

Let's start with the most important mindset shift:

👉 **If you didn't schedule a follow-up meeting – the conversation didn't happen.**

You can have:

- great vibes
- strong interest
- “we should definitely talk”

None of it matters.

No meeting → no pipeline

2. How to Close Every Conversation

At the end of every relevant interaction, say something like:

“There are so many conversations here and I'm traveling a lot after the conference – it would really help to already put something in the calendar now instead of chasing after. Even 2–3 weeks out works.”

Then do this immediately:

- Open your calendar
- Send the invite on the spot
- Ask them to type their email (avoid typos)
- **Wait until they accept the invite on their phone**

Why?

Because otherwise:

- It goes to spam
- It's never accepted
- They forget you exist

👉 **This single habit can double your post-conference show-up rate**

3. No Demos. No Decks. No BS.

At the conference:

- No one wants a demo
- No one has time
- No one cares (yet)

Your job is **not to sell**

Your job is:

👉 **qualify fast + create next step**

4. Run Micro-Discovery (Fast Qualification)

You have ~2–5 minutes.

You need to answer:

- Is this company relevant?
- Is this person relevant?
- Is there potential pain?

If yes → book next meeting

If no → move on

5. Use a “Communication Agreement”

Start conversations like this:

“We have a few minutes – I’ll quickly share what we do, and then let’s see if it’s relevant for you. If yes, we can set a follow-up after the conference.”

Why this works:

- Sets expectations
- Gives you permission to exit
- Makes disqualification natural

6. Learn to Exit Fast (Critical Skill)

RSA is a **numbers game**.

If it's not relevant:

"It seems like there's no strong fit right now – let's stay in touch."

Smile. Move on.

👉 Every extra 10 minutes on the wrong person = missed opportunity

7. LinkedIn Hack (Simple but Powerful)

Instead of sending requests later:

- Open LinkedIn QR code
- Let THEM scan YOU
- Accept immediately

Why?

- No pending requests
- No lost connections
- Immediate second channel

8. Multi-Channel Follow-Up

After the conference:

1. Email
2. If no reply → LinkedIn

"I think my email might have landed in spam, so following up here"

9. Ask for Phone Numbers (Smartly)

Don't ask randomly.

Use context:

"In case we're late or can't find each other, can I grab your number?"

Now you have:

- WhatsApp / SMS
- A much stronger follow-up channel

10. Tighten Your ICP (Before You Go)

If your ICP is:

“everyone”

You’ll waste:

- time
- energy
- opportunities

Even a rough filter helps:

- company size
- geography
- industry
- maturity

👉 Better ICP = faster qualification = more meetings

11. Split Up (This One Hurts... But Works)

If you’re 2 founders:

✗ Don’t walk together

✓ Split up

Why?

- Double surface area
- More conversations
- Less comfort = more action

12. Where Deals Actually Start

Not in booths.

In:

- bars
- side events
- dinners
- random conversations

Yes:

👉 walking up to someone with a drink works

But:

- don't pitch
- build connection
- qualify lightly
- move to next step

13. Take Notes Like a Pro

You will NOT remember anything.

After each conversation:

- Record a quick voice note
- Capture:
 - company
 - role
 - pain
 - context
 - personal detail

Example:

"Met John, CISO, 50K employees, using Proofpoint, main issue is X, loves Israel, was there recently..."

👉 This becomes gold before your follow-up call

14. When They're Not the Right Person

If they say:

"You should speak to someone else"

Do this:

1. Ask for:
 - full name
 - role
2. Ask for intro:

"Would love if you can connect us"

3. If they don't:
 - find that person
 - reach out directly

"I met [Name] at the conference – he suggested I reach out to you"

15. Final Reminder

The conference is not about:

- learning
- branding
- "being there"

It's about:

👉 **creating future pipeline**

Everything else is noise.