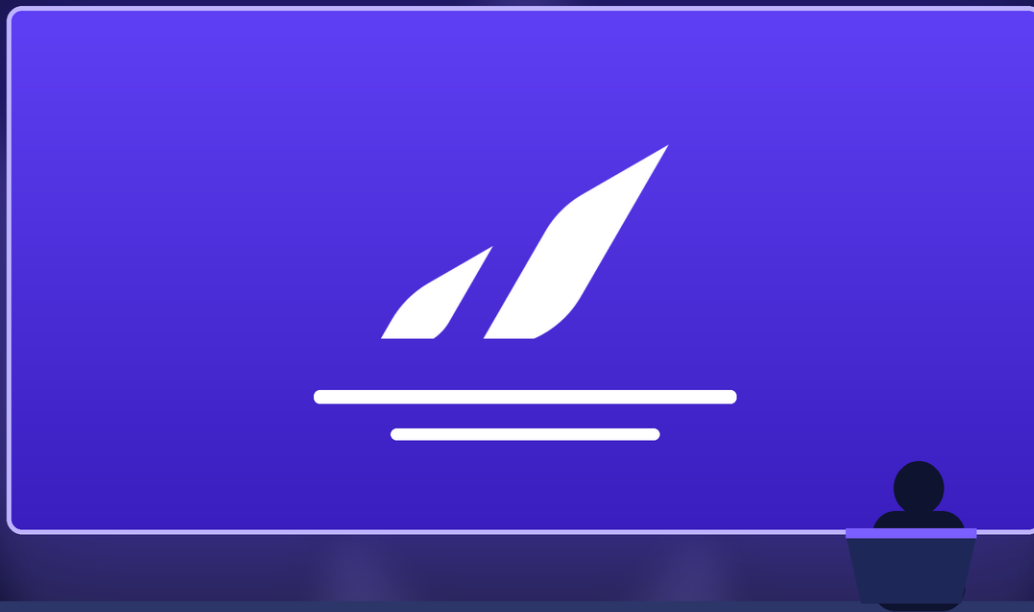




# Post Conference Playbook for Founders

What to Do **After** the Conference  
How to turn conversations into actual pipeline



## STEP 01

## Timing Your Follow-Up (Most People Get This Wrong)

**Your instinct:**

**“I’ll follow up right away”**

Wrong.

**Right after the Conference:**

- inboxes are flooded
- people are catching up on work
- many spend more time with their family

**If you send too early:**

**you get buried**

**Do this instead:**

- ✗ Not Thursday / Friday
- ✗ Not Monday / Tuesday
- ✓ **Best timing: Wednesday or Thursday**

**Better timing = higher reply rate**

## STEP 02

## Make Scheduling Frictionless

Your goal is NOT to “follow up”

**Your goal is to get the meeting**

**Make it stupid easy:**

**In your email:**

- Offer **2-3 specific time slots**
- Add a **Calendly link**

Why both?

- Some people prefer picking a time
- Some prefer clicking a link

**Remove friction = increase conversion**

**Think:****Amazon one-click purchase**

The easier it is → the more it happens

**STEP 03****Don't Get Emotional About No Response**

You'll send great follow-ups

And still get ignored

That's normal.

**Most of the time:**

- they were busy
- they read it at the wrong moment
- they forgot

**It's not you****If you take it personally:**

- you stop following up
- you lose deals

**STEP 04****Follow-Up Cadence (Simple and Effective)**

Don't disappear.

Don't spam.

**Use this:**

- Email #1 → initial follow-up
- Wait **48 hours**
- Email #2 → short bump

**If still no reply:**

- Move to LinkedIn

**EXAMPLE**

*"Following up here in case my email landed in spam"*

**Clean. Light. Works.**

## STEP 05

## Use LinkedIn as a Second Channel (Not a Replacement)

LinkedIn is not your first move

**It's your reinforcement channel**

**Best practice:**

**If NOT connected:**

- Send connection **1 day after your email**
- Use it as a subtle reminder

**If already connected:**

- Send a short message referencing your email

**Multi-channel = higher response rate**

## STEP 06

## Stay Top of Mind Without Being Pushy

People don't respond

Not because they're not interested

But because you disappeared

**Do small things:**

- Like their post
- Leave a thoughtful comment
- Engage naturally

**This is a soft reminder that you exist**

## STEP 07

## Personalize or Don't Bother

Generic follow-up = ignored

**Your edge:**

**you were actually there**

**Use it:**

- Mention where you met
- Reference something specific

- Add 1 personal detail

**EXAMPLE**

*“Great meeting you at the Team8 event – I especially liked your point about...”*

**Relevance = response****STEP 08**

## Run a Post-Conference Alignment Meeting (Don't Skip This)

Before you start chasing leads individually

**stop and align as a team**

Get everyone who attended the conference + your operations team

Into one room (or Zoom)

**Spend 60–120 minutes and go through:**

- All leads
- Notes from conversations
- Key insights

**Then decide:**

- Who owns each lead
- What's the best follow-up strategy
- What priority each lead gets

**Why this matters:**

**Without this:**

- leads fall through the cracks
- multiple people follow up to the same contact
- no clear ownership

**With this:**

**you turn chaos into a structured pipeline**

**And one more thing:**

**You already invested:**

- tens of thousands of dollars
- days of your time
- massive energy

## This is where you make that investment pay off

Don't skip it.

### STEP 09

## Run a 1-Week Follow-Up Checkpoint

One week later

### regroup

#### Have a short meeting and review:

- Who actually followed up
- Who didn't
- What responses you got
- Where things are stuck

Why?

#### Because after a week:

- people get busy
- follow-ups slip
- momentum dies

#### This is your chance to:

### fix things before it's too late

### STEP 10

## Run a 30-Day ROI Review

One month after the conference

### measure what you actually got

#### At this point you should already know:

- How many meetings were booked
- How many actually happened
- How many turned into real opportunities

#### This is where you answer:

### Was The conference worth it?

#### Use it to:

- Understand what worked

- Understand what didn't
- Improve for the next conference

Because the goal is not just to attend the conference

**it's to get better every time you go**

## Final Reminder

The conference created:

- conversations
- interest
- potential

But:

**Follow-up creates pipeline**

**If you don't follow up well**

**You wasted the entire conference**



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