



# “Getting budget buy-in: How to unlock the value of events to fuel business success and professional growth”



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## Why am I here?

66%

of businesses are restricting travel budgets

80%

of leaders are actively encouraging the use of virtual and hybrid events as an alternative

75%

of respondents stated that attending events is becoming less common



## But only...

10%

of virtual event attendees rated their experience as 'excellent'

11%

of hybrid attendees said the same



# Events are integral to business success and your personal growth

- ✓ Learn about the latest trends
- ✓ Network with amazing industry people
- ✓ Connect with your team in an increasingly remote world
- ✓ Socialise with peers
- ✓ Find tools and solutions for your everyday challenges
- ✓ Meet the 'experts' and ask your questions
- ✓ Travel to new places
- ✓ Get inspiration for your campaigns

**And the list goes on!**

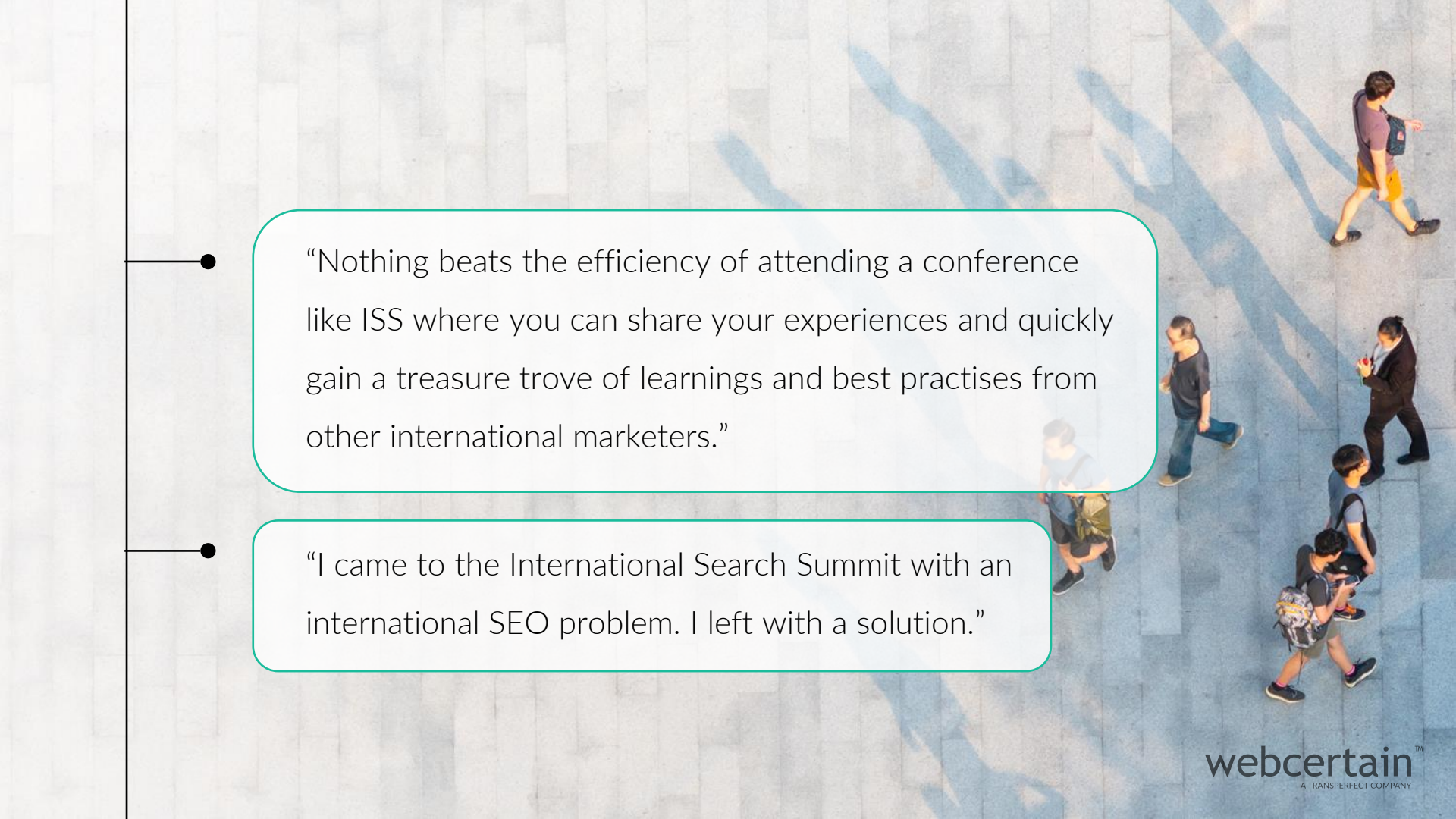




- **Don't just take it from me...**

- “I learned so many insights about expanding your global SEO strategies and really good technical insights. We've already seen a significant positive impact from our learnings.”

- “Meeting inspirational people from all over the world in such a short space of time has been nothing short of incredible.”



- “Nothing beats the efficiency of attending a conference like ISS where you can share your experiences and quickly gain a treasure trove of learnings and best practises from other international marketers.”

- “I came to the International Search Summit with an international SEO problem. I left with a solution.”

# • How to maximise the events you attend

- ✓ Be choosy
- ✓ Do your homework
- ✓ Get involved in the event build-up on social media
- ✓ Plan your day in advance and write down potential questions
- ✓ Figure out your networking style
- ✓ Look for fringe events, other learning and networking opportunities



- You know the value in attending events and you want to be there.

**But what if your stakeholders  
don't buy it?**



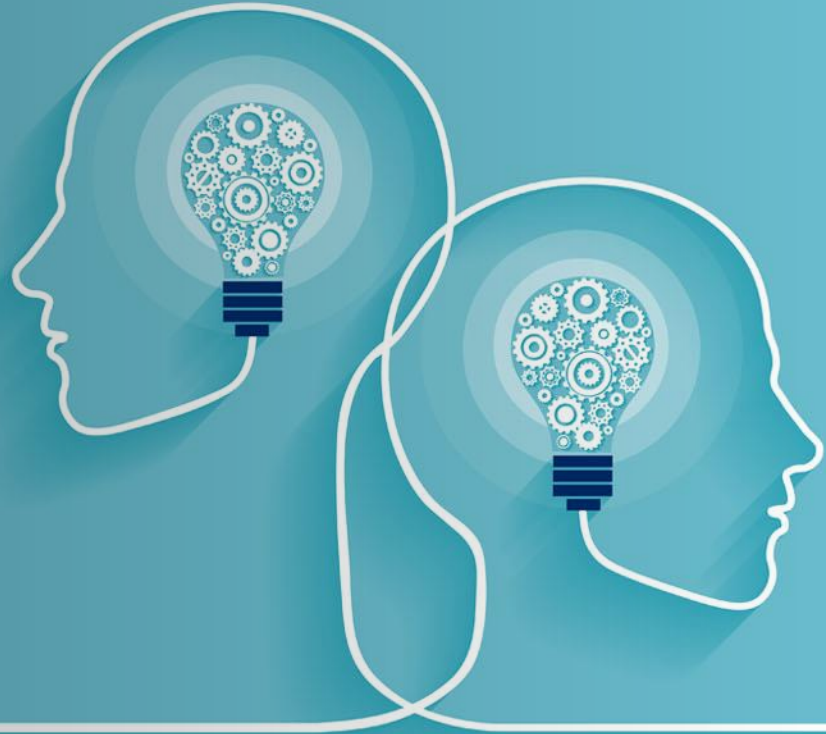
# ● Common challenges

- Restriction of travel budget
- Perceived lack of ROI
- Conflict with other priorities
- Time out of the 'office'
- Too expensive



# ● From their point of view

- Lack of information
- Budget cuts
- False assumptions
- Fear of change
- Short-term thinking



## Digging a bit deeper

### Lack of information

Do they understand the benefits of attending the event and how it could contribute to the organisation's success?

### Budget cuts

Juggling budgets is hard and saying no to events is too easy!

### False assumptions

They might make assumptions on costs, benefits, time out of the office etc. without actually researching it.

### Fear of change

Some people/places are resistant to change and may object to budget requests simply because they are uncomfortable with the idea of doing things differently.

### Short-term thinking

If they're focused on short-term costs and fail to consider the long-term benefits of attending events.

• So how do we change this?



# ● Explain the benefits

Clearly outline the benefits of attending the event for your team and the organisation as a whole.

- Networking opportunities. Who, when and how?
- Specific knowledge that can be gained. Name sessions!
- Share the trends you want to learn, and the potential impact they could have
- Identify speakers who specialise in the challenges you're facing







# ● Present a solid business case

Provide data-driven evidence to support your proposal.

- Data on event attendees
- Past success stories
- Potential return-on-investment for the organisation
- Mention the tools and solutions you want to visit and explore
- Pick the right moment

# ● Be transparent with costs

Provide a detailed breakdown of the costs associated.

- Ticket prices



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- Travel to, from and during the event



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- Food and drink





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Always consider your booking timeline!



# ● Look for cost-saving measures and include them

- Book early to take advantage of Early Bird rates
- Apply for ballot tickets
- Look for discounted group rates
- Suggest apartments instead of hotels
- Travel together
- Use public transport
- Are the slides/recordings available post-event?



# ● Promise to provide a follow-up

Discuss setting clear goals, how you plan to measure ROI, and how you will communicate the results.  
Post-event, share:

- Key learnings
- How is it going to benefit the organisation?
- Who did you meet?
- What solutions did you come away with?
- How you plan to implement the above...

Report, presentation, email, chat.  
You choose, but do it!

A magnifying glass with a black handle and a silver rim is positioned over a white computer keyboard. The keyboard is partially visible, showing keys like 'command', 'option', 'enter', and 'return'. The background is a plain white surface.

## • Summary

- Events are vital to business success.  
And your growth
- Choose events that are genuinely valuable  
to attend
- Maximise every event you go to
- Present a strong business case to get buy-in
- Always follow-up post-event

• Thank you!



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**Let's connect!**

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