



November 12: Full-Day Workshops for All-Access Passes
November 13-14: Main Conference Program
Omni Boston Hotel at the Seaport

Your Guide to Making the Case

1. Let your boss know that now is the perfect time to register. **Prices** won't get any lower and early interest indicates we'll sell out this year.
2. Review the **2023 agenda** to get an idea what to expect in 2024. We always include new topics we know marketers are facing, and you can expect the 2024 agenda in the next few months. See how you can align your company's goals to what you'll learn.
3. Read common objections on page 2 and be ready to confidently answer them (facts, numbers, proof). Check out pages 3-4 for details about who attends B2B Forum and reasons it's an excellent choice for your growth.
4. Once you've done your homework and prepared your case, customize the yellow areas in the template you can copy and paste on page 5 and share it with your manager.
5. Alert your boss of key dates. Our **cancellation policy** allows you to cancel at any time, for any reason, before 5 p.m. ET on October 25, 2024. And our **special hotel room rate** (\$359/night), available until October 21, 2024 or until the block sells out.

Objections we missed? Need more help? **Email us.** We're happy to help!

How to Answer Common Objections With Confidence

Objection #1: “B2B Forum is too expensive.”

Response: Be prepared with the costs of NOT attending. Compare the cost involved to what might be lost if you aren't able to fill the sales pipeline or create content that converts or keep up with the latest technologies such as AI (whatever is important to your business). Also, be sure to talk about the value of creating a network of marketers like you that you can turn to when faced with a challenge. And if you want to bring your team, talk about the value of learning together.

Objection #2: “B2B Forum is just like any other marketing conference, filled with lofty ideas and big parties.”

Response: MarketingProfs B2B Forum is specifically designed for multi-disciplined B2B marketers, so you can be assured that I won't be wasting my time with sessions that don't address our particular B2B challenges. All of the speakers are experts and practitioners—the ones in the trenches, doing the work. They understand what works, and what doesn't. I will learn the steps (and how to do them) to actually implement new tactics and strategies when I get back to the office.

Objection #3: “It's too much time away from work.”

Response: I've come prepared with a plan of how I'll cover my responsibilities while I'm away. By dedicating three days to the experience, I'll be able to focus and fully immerse myself in “learning mode,” which will allow me to execute what I learn faster and give me new ideas to help us reach our goals faster.

Objection #4: “You can learn the same content from webinars and articles.”

Response: Webinars and articles can fill some gaps, but they can't replace an in-person conference experience. At B2B Forum, I'll meet other B2B marketers facing the same challenges. There's also the chance to network directly with speakers and other attendees to ask the targeted questions I have, so we can meet our specific goals.

Use Social Proof

“I was thoroughly impressed with the quality of content. I had to check a couple of extra bags for the flight home with all of the insights I had gleaned!”

Global Communications Business Partner, Automotive and Global Branding and Marcom,
Corporate Affairs | SABIC

“This is the first MarketingProfs event I have attended and it was excellent. The speakers were dynamic and engaging and I came away with solid knowledge and creative inspiration. I look forward to future events.”

Carolyn Fair, Marketing Manager | Berks County Bar Association

“It is hands down the best personal development I have ever done...and in just two days.”
2022 Attendee

More Reasons B2B Forum Is a Great Investment

MarketingProfs events are dedicated to B2B marketing.

There are a lot of marketing events out there. And at most of them, you'll find that retail brands dominate the conversation.

But at MarketingProfs, our programs are focused on the unique challenges and opportunities B2B marketers face. We gather some of the brightest minds in the game to share insider knowledge for successful B2B marketing.

Advice and connections are invaluable.

#MPB2B attendees have the chance to meet, network, and get advice from hundreds of fellow B2B marketing professionals. In addition to individuals, companies like Adobe, Deloitte, Duke Energy, Google, IBM, SAP, Vanguard, and more share their successes, lessons, and innovations with conference attendees.

Thanks to our active community, introverts and extroverts alike are able to create meaningful connections they can turn to for advice for years to come.

Marketing is constantly changing.

For many marketers—whether they're just starting out or they have twenty-plus years under their belts—there's a gap between what they know today... and what they need to know to succeed tomorrow.

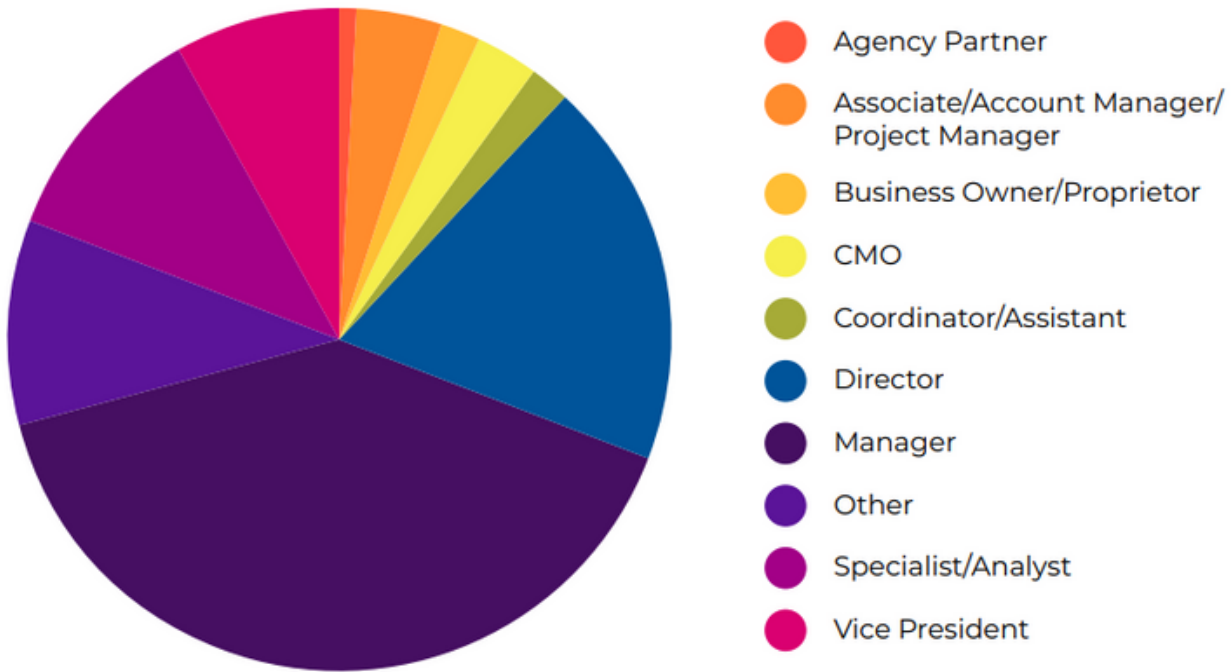
MarketingProfs B2B Forum has sessions designed to help bridge that gap. Our conference helps marketers create better content, design innovative demand gen campaigns, develop winning marketing strategies, learn the latest in AI, and so much more. For dozens of examples of what's waiting at B2B Forum 2024, check out the [agenda for 2023](#).

It's all about ROI.

Marketing budgets are always shifting focus to the latest core topics in marketing. Topics like AI, influencer marketing, SEO, sales enablement, and marketing ROI—topics covered at B2B Forum.

Investing in your own performance—or your team's performance—in these channels is an excellent way to keep your marketing relevant to, and in front of, today's customer.

Attendees Span a Variety of Roles and Experience



Companies of Past Attendees



Convince Your Boss Letter Template

Copy and paste this template as needed to share with your boss! Update the highlighted sections to customize for your needs. Or, [download the template here!](#)

Dear [MANAGER'S NAME],

I would like your approval to attend MarketingProfs B2B Forum in Boston from November 12-14 (starting November 12 if you plan to get an All-Access pass to attend a full-day, intensive workshop). This is the premiere conference for multidisciplinary B2B marketers and marketing teams to get together to learn about the latest strategies and tactics, and share their secrets to success.

Sessions cover everything from content strategy and AI to marketing planning and lead generation [update with topics that are most important to your business if needed]. And unlike many marketing conferences, the sessions at MarketingProfs B2B Forum don't focus on using specific platforms or tools, nor is it all theoretical talk. The content is applicable to all B2B marketers, and I will walk away with the steps I need (and how to do them) to implement what I've learned.

Plus, I will have access to watch all of the sessions on-demand if there are things I miss.

Between the content presented in the sessions, post presentation Q&A with speakers, roundtables, one-on-one consultation opportunities, and networking with fellow attendees, I plan to learn new strategies and tactics, and get a plan for action, so I can help improve our campaigns as soon as I return to the office.

Learning how to [INSERT INFORMATION YOU'RE EXCITED ABOUT LEARNING (E.G., BUILD A PREDICTABLE PIPELINE)] will help me [INSERT A NEW SKILL HERE (E.G., HELP ME DEVELOP A DEMAND GENERATION STRATEGY THAT WILL CREATE A FLOW OF LEADS, AND BE ABLE TO MEASURE ITS SUCCESS)].

Upon my return from MarketingProfs B2B Forum, I will share takeaways, including those we can implement immediately to see real results with our marketing programs. You can also learn more about the conference at mpb2b.marketingprofs.com.

I've broken down the approximate cost of my attendance to B2B Marketing Forum:

- Airfare/Travel: [\$IF APPLICABLE]
- Hotel: [\$IF APPLICABLE]
- Conference Pass: [\$AMOUNT: make sure to consider whether or not you want the All-Access pass to attend a day one workshop]
- Total: [\$AMOUNT]

Thank you for considering this request to help me grow my skills and capabilities!
[YOUR NAME]