

Finding New Clients: Smarter Lead Generation for Events Businesses

*After 20+ years in the corporate world, we decided to use that experience and transform it into Mamma and all of its services – channeling our knowledge into creating event formats that bring real value to people and their businesses. Most importantly, we focus on creating meaningful human connections for better business results. As a duo of two women, we founded **Mamma Consulting**, a boutique event and consulting studio. We specialize in events of up to 350 attendees, across Europe and selected areas of the UAE, KSA, and the US.*

Our shared background comes from executive ground transportation, and since we are based in Serbia, we are also specialized as a Balkan DMC – a touch that may be relevant to colleagues looking for partners in this region.

Our journey with Mamma started without a Plan B. That gave us both motivation and a healthy dose of urgency – we simply had to start right away.

Honestly, the way we first thought things would work... didn't. Very quickly we realized: you can't just sit and wait for the phone to ring. You have to be an active participant in your own path.

*And from that experience, a **lead generation map** was born – with soul – one we keep returning to, and one that helps us navigate.*

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Step One: Create, don't copy.

In a more formal sense, this is about identifying your *unique proposition* – the foundation of any meaningful lead generation.

In a crowded industry, what sets you apart is your voice, your brand, and your contribution. Your USP can evolve, but clarity around it is critical for credibility.

And if you don't have a crystal-clear definition yet, start from what feels natural and what you enjoy doing. That starting point can grow into something distinctive over time.

We began designing our own formats – we didn't even know they would grow into series, that people would start asking for more. But that's exactly what happened.

Those formats became our lead generation, because every event brings together both business people and those organizing private celebrations. That's where the treasure lies.

And even more importantly – this process shaped us, too. Not just as event managers, but as organizers who understand the journey every client goes through when planning an event. That insight is something we carry into every new lead.

What could you create in your business that is truly your own – something that people might not even know they need yet, but that could become your signature?

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Step Two: Listen and crystallize.

Defining an ideal client in the events industry is rarely straightforward. Projects can range from large corporate conferences to intimate private gatherings, and the boundaries often overlap. In the events industry, this can feel blurry, because “everyone organizes events” and many companies need them. How do we help ourselves narrow this down?

The most reliable method is attentive listening: paying attention to reactions, conversations, and questions, then recognizing the patterns that help clarify who your true audience is.

We listened carefully and, over time, started to see more clearly who our ideal client really is. This is a continuous process – as we grow, our ICP evolves as well. The point is not to target everyone, but to recognize the people for whom *your* way of working makes the most sense.

One thing we realized early on: if you already run your own business, why not choose to work with people you truly like? That energy carries through every step of a project. And when you pay attention to recurring signals – like which types of companies consistently return, which conversations feel the most natural, or which projects leave you energized rather than drained – you start to see the breadcrumbs that lead toward your true ICP.

(Check Mamma's Tips section for one exercise you can do)

When you listen to your clients and community, what patterns or signals do you notice that help you see who your ideal client really is?



3

Step Three: Cold doesn't have to be cold.

Conventional outreach strategies – lists, templates, repetitive sequences – often fail to resonate. By embedding creativity and personalization into the process, outreach becomes more effective and far more sustainable.

It is not merely a transaction; it is relationship-building from the first point of contact.

We tried the “old way” – specialized email lists, template messages. But it didn't work.

Instead, we started to look at: *how do people consume information today?* And we decided to make our cold outreach... actually warm. Interesting, personal, creative.

What used to be a boring task turned into something we look forward to, because we know it helps us build bridges.

Even when it doesn't lead directly to a client – it leads us to a new insight, to doors that are closer to where we want to go.

How could you reimagine your outreach so that it feels warm, creative, and personal – something you actually look forward to doing?

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Step Four: Map your treasure.

Ultimately, lead generation matures when the previous steps converge into a recognizable flow. It is not just persistence, but alignment – *identifying where your approach fits best and where genuine connection occurs.*

Steve Jobs put it beautifully:

“You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something – your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life.”

This is the fine-tuning process, where all the previous steps come together. If you repeat it, and keep doing the work, you begin to clearly see where your place is, with which people *your* approach fits perfectly, and where you're speaking the same language.

That's the moment when lead generation stops being a hunt – and becomes a natural flow.

Lead generation doesn't have to be about numbers – it can be about growth, connection, and the projects you're meant to create.

And this is the map we always return to, to check whether we're still on the right path.

If you look at your own journey so far, where do you see the “treasure” – the people, opportunities, or practices that align most naturally with the way you work?



Mamma's Tips



Tip 1 & 4: Keep revisiting your USP and your “treasure map.” As you grow, your formats and audience will adapt.



Tip 2: Try the ICP exercise – take leads from the same period or for the same product/service, and compare those who bought with those who didn't. Put their details (industry, role, company size, type of event, budget, etc.) into ChatGPT and ask it to highlight similarities and differences. This way you'll see more clearly who is likely to convert and why, helping you crystallize your ICP in a practical way.



Tip 3: Consider using lead generation platforms such as Apollo to identify relevant contacts and roles. For freelancers, this can mean finding the right individuals to approach directly. For larger companies, it can streamline outreach at scale while still keeping the process personal and targeted. But use it wisely: they can save time, but the real value is in personalization, not automation.





Overall Tip: Never exclude yourself from the equation. Your voice matters – and if you are building a business, let it be a place of growth, of collaboration with people you genuinely like, and of finding the perfect match between how and what you do and the client who needs it most.

Business creates a ripple effect across every sphere of life. If we already devote so much time and energy to starting and shaping it, let's make sure it becomes something good – for ourselves, our teams, and our communities.

Smarter Lead Generation



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MAP YOUR TREASURE.

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4

We are Marija & Maja, come say hi!

