



MESA Monthly Member Meeting (4M)

Tuesday 30th September 2025

Finding New Clients: Smarter Lead Generation for Events Businesses

Thank you for the NEW section: **The Five-Minute News Brief** from Paul Cook, Storyteller & Creative Producer of Paul Cook Storyteller, MESA Member and Bob Toovey, Founder & Owner of Event Planner News (EPN), MESA Member.

1. Data insights have never been more important
2. Numbers are not enough
3. Return on Engagement/Relationships – New Kids on the block
4. Sales funnels – are they irrelevant or indispensable?
5. Gathering and gaining insights from data for your next show

Main topic: **Finding New Clients: Smarter Lead Generation for Events Businesses.** The session centered on Marija's sales methodology framework - **4-Step Map** - with an emphasis on identifying unique value propositions, understanding ideal clients, and balancing AI with human connection in outreach. Speakers shared how authentic, personalised approaches lead to stronger engagement, while highlighting practical tactics that can be applied across industries.

4-Step Map

Step One: Create, don't copy - Question for you: 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?

Step 2: Listen and crystallise - Question for you: 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?

Step 3: Cold doesn't have to be cold - Question for you: How could you reimagine your outreach so that it feels warm, creative, and personal - something you look forward to doing?

Step 4: Map your treasure - Question for you: 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?

Key Takeaways:

- **Unique propositions & client focus:** Marija introduced steps one and two of her 4- Step Map - defining a unique proposition and identifying ideal clients
- **Client listening & tailoring:** We described options such as shifting from a broad sales strategy to targeted client types after analysis; Jelmer highlighted ***SPIN selling (see below)** to let clients lead conversations
- **Personalised outreach:** Marija stressed that "cold doesn't have to be cold," sharing her use of creative, pop-culture-infused outreach. Others noted success with giving prospects "homework" after initial calls
- **AI vs. human touch:** We discussed the value of AI research in prospecting, while others debated how to balance automation with authenticity
- **Introductions & credibility:** Our speakers emphasised the impact of personal introductions in cold calling to build trust quickly

SPIN Selling is an acronym for four types of questions that guide a sales conversation while letting the client do most of the talking:

- **S – Situation questions:** Understand the customer's current state (e.g., "How are you currently handling X?").
- **P – Problem questions:** Identify challenges or pain points (e.g., "What difficulties are you running into with your current process?").
- **I – Implication questions:** Explore the consequences of those problems (e.g., "What impact does that have on your efficiency or costs?").
- **N – Need-payoff questions:** Help the customer articulate the value of solving the problem (e.g., "If you could fix this, how would it help your team?").

You can access the 4-Step Map with more details on:

<https://themesa.community/members-only-2025/pages/4-step-map>

<https://mesa.wall.idloom.com/#/filelastversion/3346>

Additional Info

Links used in compiling the news

<https://www.bizbash.com/experiential-marketing/return-on-relationships-measuring-what-really-matters-at-events>

<https://www.pcma.org/return-on-emotion-events/>

<https://www.exhibitoronline.com/topics/article.asp?ID=2915>

<https://www.brandextract.com/Insights/Articles/Sales-Funnels-Aren%E2%80%99t-Dead-Just-Different/>

<https://www.lightspire.co/blog/funnel-vs-flywheel>

Employee advocacy important - www.employfluence.com Create a culture that employees want to share content

Thank you to our panellists & moderator:

Jelmer van Ast, Founder & CEO of [Conference Compass](#), MESA Patron Member

Sebastien Braun, CEO and Founder of [idloom](#), MESA Patron Member

Pascal Lagadec, VP Sales & Business Development, [fielddrive](#), MESA Patron Member

Marija Malinić, Co-Founder & Chief Strategy Officer of [Mamma Consulting](#)

Moderated by **Tamsin Treasure-Jones**, Co-Founder, [Kubify](#), MESA Member



NEXT MEETING:

MESA MONTHLY MEMBER MEETINGS
(4M's) 1400 GMT / 1500 CET:

Thursday 30th October: Crafting the
Perfect Pitch for You or Your Product
moderated by **Richard John**, COO
of [Realise](#), MESA Member.

Going to ibtm in Barcelona?

Meet with us at ibtm on Stand P47 / P48
/ P49! [Find out more!](#)

Join us for the MESA Re-FRESH Dinner on
Wednesday 19th November – [Register
Now!](#)

MESA Events page

MESA MONTHLY MEMBER MEETINGS (4M's)

Please connect to our LinkedIn page

Thank you, MESA MEMBERS!

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- For general access and content
- To be connected and hear about events
- To get to know MESA and the community

Please post content and connect with each other