



## **Action Legend**

**AcquireUp** 

Office

## **Sonfirmation Workflow**

**Event Registration Email** 

Email sent immediately upon registration.

**Outbound Call** 

Call each registrant to confirm attendance. Assign appropriate "confirmation status" inside LeadJig. If you prefer Acquireup calls on your behalf, please inquire with your Marketing Consultant.

**Confirmation Email** 

Email sent one day before the event at 9:00 AM.
Only goes to UNCONFIRMED registrants.
They may reply back, which automatically updates their confirmation status.

**Confirmation Text** 

Text message sent one day before the event at 1:00 PM. Only goes to UNCONFIRMED registrants. They may reply back, which automatically updates their confirmation status.

**Reminder Text** 

Text message sent 9:00 AM the morning of the event. Contains driving directions, including a map for those with a smartphone.

**Day of Event** 

Using LeadJig, you can easily check-in attendees as they walk in the door.

Thank You | No Show Email

Email sent at 4:00 PM the day "attended status" was marked. If attendance was marked after 4:00 PM, the email will be sent 4:00 PM the following day.

**Outbound Call** 

- · Call and thank all attendees for coming.
- Confirm that the dates and times still work for scheduled appointments.
- Try to set appointment with attendees who did not request one at the event.
- Call no shows and cancellations offer a package of information and/or one on one dinner/lunch meeting.