

The Event & Webinar-to-Pipeline Engine

How GTM Engineers turn event and webinar engagement into qualified pipeline

Full-Funnel GTM Framework

Demand Generation

Account-Based Marketing

Sales Activation

Pipeline Growth



Great events don't automatically generate pipeline.

Companies invest significant time and budget into webinars, trade shows, workshops, and industry events, yet many struggle to convert engagement into measurable revenue.

- Marketing focuses on registrations and attendance
- Sales receives a list of attendees with little context.
- RevOps routes leads through the CRM.
- Customer Success follows up with existing customers.

The pieces exist. The system often does not.

Turning event engagement into GTM action

A GTM Engineer does not just report who attended. They define: which signals matter, which accounts should be prioritized, who else is in the buying committee, what message should be sent, and when sales should step in.

Pre-Event

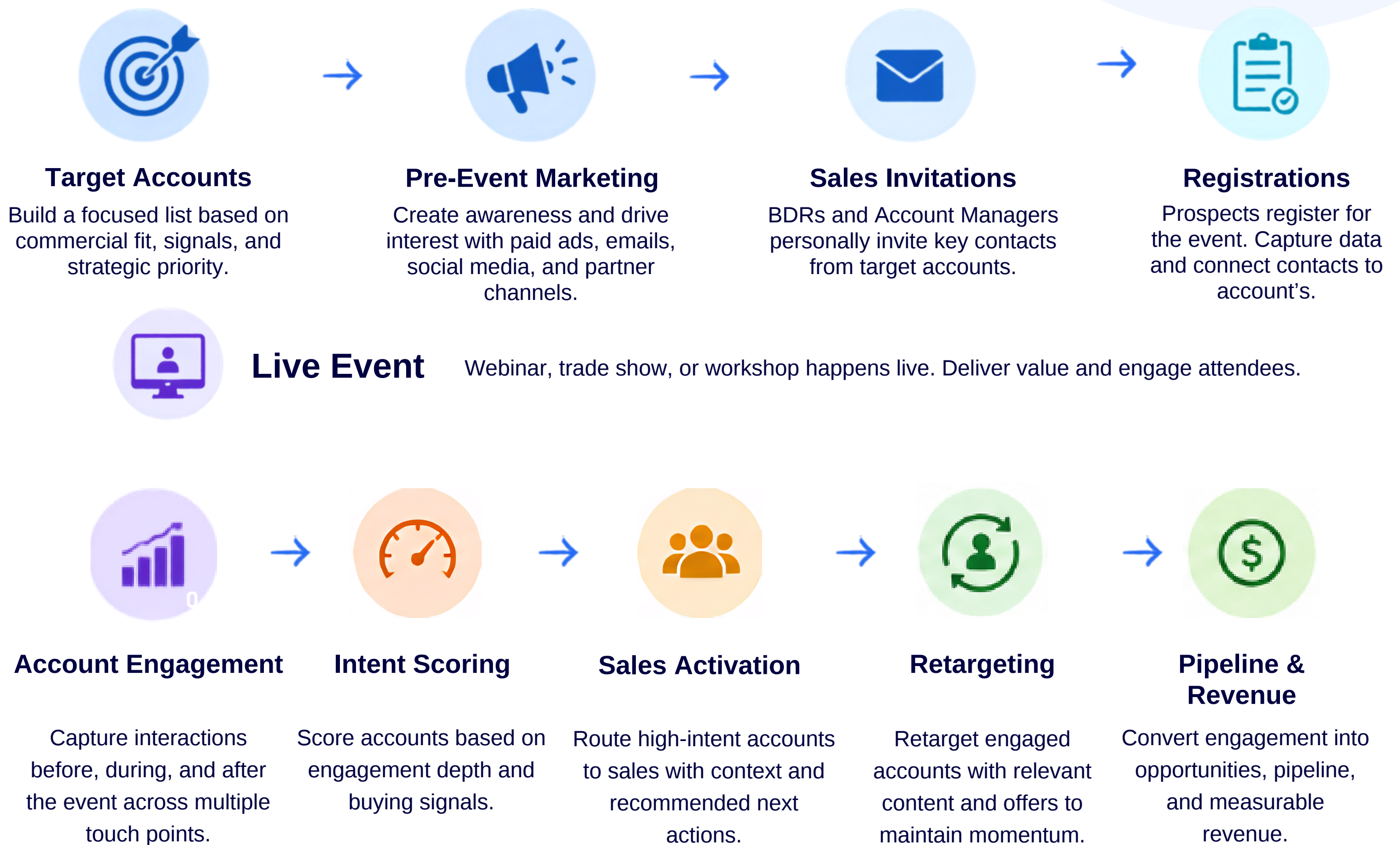
Audience building → Demand creation → Sales activation

Post-Event

Signal Capture → Intent Scoring → Sales Activation

Pipeline Reporting

Full-Funnel Event Lifecycle



Define the event objective before launch.

The event is not the goal. Pipeline movement is the goal. Before inviting anyone, define the commercial reason for the event.

Event Objective	Definition
Build Brand Awareness	Increase visibility among your target audience and position your company as a trusted industry expert.
Generate Demand	Drive registrations and engage target accounts to create new opportunities for the sales pipeline.
Accelerate Existing Pipeline	Support open opportunities by educating buying committees, and moving deals closer to a decision.
Expand Existing Customers	Strengthen relationships with current customers while identifying cross-sell, and expansion opportunities.
Drive Conversions	Drive add to carts, quote requests, consultation requests, or sales meetings.

Build the target account list.

Before inviting anyone, decide which accounts matter and how every event interaction will be connected back to the company.

01

Expansion Accounts

Accounts with past or current relationship, but no active event-related opportunity yet.

Goal: create expansion or cross-sell interest.

02

Active Pipeline

Accounts with an open opportunity, whether customer or net-new.

Goal: accelerate the deal, add stakeholders, support validation

03

Net-New Accounts

ICP-fit companies with no current relationship or opportunity.

Goal: create first engagement and qualify interest.

Expansion Accounts = relationship status

Open Opportunity = pipeline status

Net-New Accounts = Market Status

Map the buying committee.

The attendee is rarely the only buyer. The goal is account coverage, not individual attendance. Map every relevant persona inside the target account before outreach begins.

Technical
Evaluator

Project
Owner

Buyer &
Procurement

Decision-
Maker

The goal is not just finding a contact. It is mapping the full buying committee: who influences, who approves, who blocks, and who champions the deal inside the account.

Build the Pre-Event Promotion Strategy



Marketing Promotion:
LinkedIn Ads-Google Ads-
Email Marketing-Website
& Landing Pages-Organic
Social Media



Sales Activation:
Automated Sales email
invites+LinkedIn Follow-
ups-Calendar invitation

Launch the Event Advertising Plan

Core Advertising Channels

LinkedIn Ads

targeting job titles,
industries,
company lists

Google Ads

people searching
event topic,
service pain point

Retargeting Ads

Website visitors,
landing page visitors,
previous event
attendees

Recommended Audience Structure

Account-Based

Named accounts
from the event
account list.

Persona-Based

Relevant job
functions and
seniority levels.

Retargeting

People who visited
the landing page but
did not register.

Identify Interested Accounts Before Outreach

Before launching sales sequences, identify which accounts are already showing interest in the event topic.

Interest Signals	Definition
Account Fit	Industry, company size, region, strategic value, customer status, and ICP match.
Event Engagement	Landing page visits, ad clicks, registration, agenda views, and reminder email clicks.
Website Intent	Visits to related service pages, case studies, pricing, quote pages, technical content.

Segment Accounts and Prioritize Outreach

Prioritize accounts with strong intent, good fit, credible timing, and a realistic reason to switch.

High Priority Accounts

- Target account or strategic account
- Multiple event interactions
- Website activity on related service pages
- Existing opportunity or expansion potential
- Contacts engaged from the same company

Launch personalized
AM outreach

Keep in paid retargeting
or email nurture. Do not
push to sales yet.

Low Priority Accounts

- One relevant contact engaged
- No urgent buying signal yet
- Weak engagement
- No website activity

Map the buying committee.

Map the people who would be interested in the event within the high priority account

Persona	Role
Technical Evaluator	Compares requirements, technical fit, and risks.
Buyer / Procurement	Validates supplier, cost, contracts, and negotiation.
Decision-Maker	Owns budget, approval, or strategic priority.

Launch Automated Sales Outreach

The message should be built around the buyer's likely pain
The goal is to contact the right people inside the right accounts

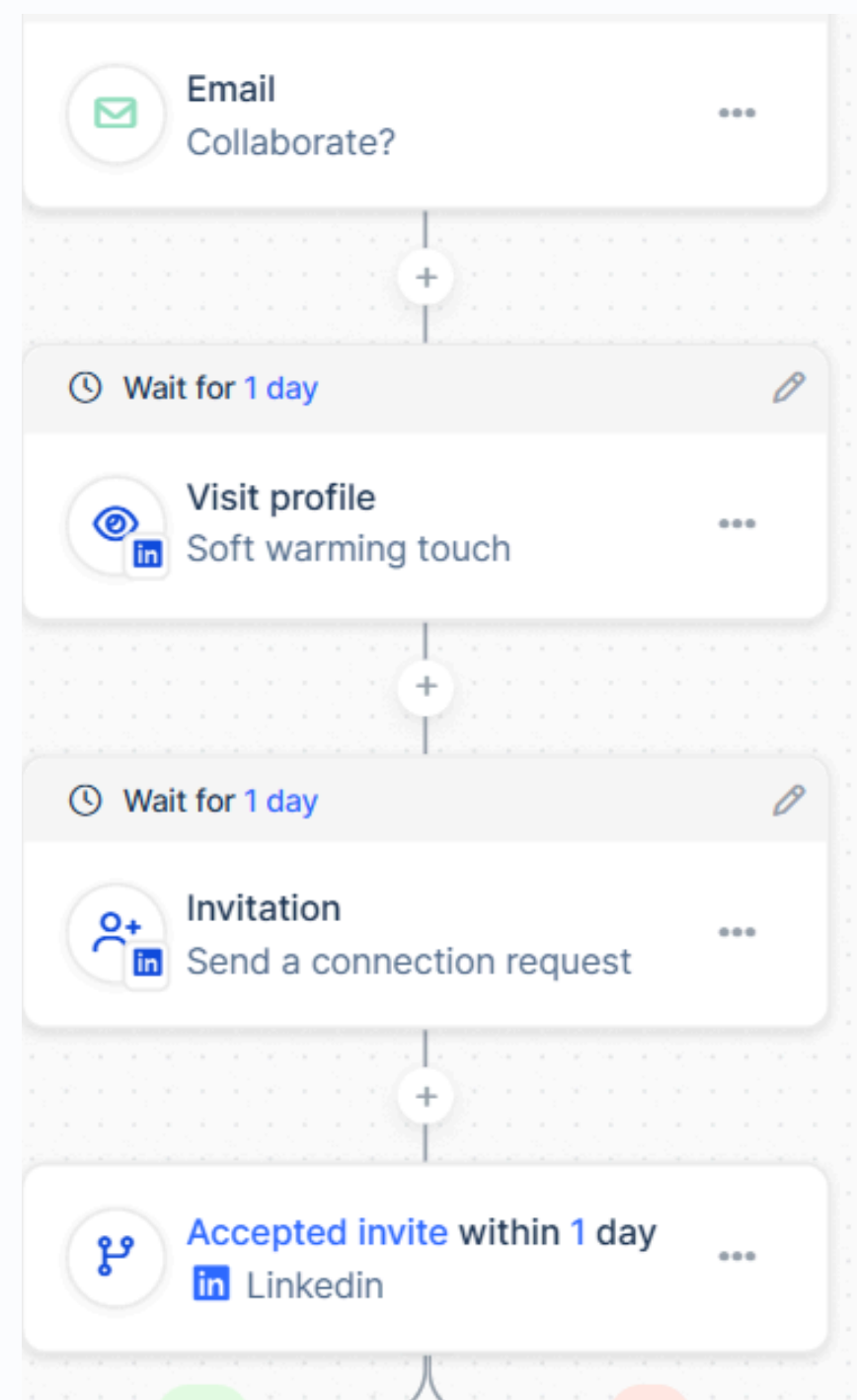
Email 1 → Personal Event Invitation

Email 2 → Value Reminder

Email 3 → Final Reminder

Touch 1 → LinkedIn Connection Request

Touch 2 → LinkedIn Reminder message



Capture Engagement Signals and Score Account Intent

① Pre-Event Signals

Ad Click-Email Click-Linkedin connection
accepted-Replies-Landing Page Visit-Registration

② Event Signals

Attendance-Time Attended-Poll Participation-
Questions Asked-Booth Visit-Resource
Download-Meeting Request-Demo Request

③ Post-Event Signals

Contact Form-Quote Request-Add to Cart-
Opportunity created

Generate AI Account Battle Cards

AI Account Battle Cards by Account Manager

Account Manager: [redacted]

Event: [redacted] Webinar

Mar 23 - Jul 2027

Account [redacted]

[redacted]

Solutions France

92

Account Score: 92 / 100

High Intent

Status: Existing Customer

Opportunity Status: Expansion Potential

Engagement Summary

Website

20 clicks

3 registrants

0

1

This Week

Webinar

1 attendees

3 replay views

0

1

This Week

Top CRM Users

Camille Durand – Engineering Manager

Julien Martin – Procurement Lead

Sarah Lefèvre – R&D Director

Registered Contacts

Camille Durand – Sarah Lefèvre

Thomas Bernard

Attended Contacts

Camille Durand – Sarah Lefèvre

AI Insight

AI Insights & Recommendation

"Multiple engineering stakeholders engaged with the [redacted] topic and visited [redacted] pages after the webinar. Strong expansion signal. Recommend a technical follow-up around regulatment [redacted]."

Recommended Next Action

Book technical consultation

Key Stakeholders & Contact Engagement

[redacted] (Engineering Manager)

Registered

Attended

CRM User

[redacted] (R&D Director)

Registered

Attended

CRM User

Julien Martin (Procurement Lead)

Registered

CRM User

[redacted]

Registered

AI Insights & Recommendation

AI Analysis

"One technical stakeholder attended and the account around continued engaging through replay views and service page visitl. Interest is present but needs qualific:atification. Recommend soft BDR outreach with a rethnical resource."

Recommended Next Action

Book technical consultation

Data refresh 13 min ago

chadymouawad.com

Activate Sales with the Battle Card

Once the AI Account Battle Card is generated, it should be routed to the right sales owner with a clear next action.

Email Battle Cards

Send Email to each relevant account manager with their accounts battle cards

Salesforce Task

Create a follow-up task linked to the account and primary contacts.

Automated outreach sequence

Add contacts to the correct post-event sequence based on intent level and account maturity

Measure Event Success



Executive Summary

A high-performance campaign focused on B2B target accounts. Strong engagement resulted in over 180 high-intent accounts and 100+ buying committees. This generated \$2.8M in pipeline and nearly \$1M in revenue, with a 325% ROI. Follow-up is ongoing.

AI Insights

- 1. **LinkedIn Ads:** Top Channel for Qualified Registrations.
- 2. **Existing Customers:** Highest Pipeline Expansion Potential.

Recommended Next Actions

- 1. **LinkedIn Ads:** Top Channel for Qualified Registrations.
 - 2. **Existing Customers:** Highest Pipeline Expansion Potential.
- 1. **Retarget Viewers:** Target replay and partial attendees.
 - 2. **Prioritize Sales:** AE engagement with High-Intent accounts.

Turn Every Event Into a Revenue Engine

Target the Right Accounts

Build every event around strategic accounts

Engage the Entire Buying Committee

One attendee creates awareness. Multiple stakeholders create buying intent.

Measure Intent, Not Vanity Metrics

Registrations are useful. Pipeline is what matters.

Equip Sales with AI-Powered Intelligence

Don't send attendee lists. Deliver account battle cards with context and recommended actions.

Optimize Every Event

Use insights from each event to improve targeting, messaging, outreach, and conversion for the next one.