**Thank you for your participation in the first-ever TecHome Builder Online Summit, scheduled to air live, September 29-30 and continue as an on-demand destination through production of our next online summit in Q1 2021!**

*This Playbook is designed to give you guidance on how to plan and execute a winning sponsorship effort and a detailed vision of how you and your team will operate in the new online environment.*

The Online Summit has been designed to provide you direct connections to a minimum of 1,000 tech-hungry builders and their trade allies. (Our aggressive promotion plan may do a helluvalot better, but we are being conservative in our projections for a first-time event.) Attendees are seeking to update their home tech line-ups and to beef-up digital marketing and sales assets as they answer the surge in new home demand and respond to new market dynamics driven by effects of the COVID pandemic!

## What's in it for Your Company?
- Your participation will include your own customized virtual booth where attendees can request meetings and more information, view your video presentations, product introductions and other digital collateral.
- A 30-min. Boardroom Presentation and/or 15-minute Flyover Presentation. These presentations are part of an ambitious program of online content that includes 26 general sessions, 70+ boardrooms and 100+ flyovers organized in four tracks.
- Presentations and your booth are your opportunities to inform, educate, impress and, most important, generate inquiries for next steps or on-the-spot meetings!


## What's in it for Attendees?
We're working diligently to create a uniquely engaging and valuable experience for all attendees. **It won't be just another Zoom meeting or series of boring webcasts.**

- The Online Summit will feature highly polished, professionally produced presentations like you'd see on a cable news show and compelling content that is tuned to the needs of the tech-forward builders and multifamily companies we serve.
- In conjunction with our session content, we'll provide implementation tools like our Guides, Taxonomies and Research to ensure attendees devise action plans for real results incorporating sponsor products and services.
- You've heard it before – **CONTENT IS KING** – and it's true now more than ever!


## How Will We Work with You?
This is a first for you (and for us!), and we are really trying to raise the bar on what's been a pretty spotty start for virtual/online events across all industries. We all need to understand that communication efforts that passed muster for in-person won't grab and hold the attention of buyers through the screen! We'll work with you intensively to optimize your play with a step-by-step approach.

## Step 1 – Identify a Marketing Lead

Whereas top sales and builder channel leaders tend to be on point for our in-person Summits, proficiency in brand promotion and digital marketing are the key skill sets for our Online Summit. **This week please identify a Marketing Lead who will stay involved from preparation to execution on show days and the post-event follow-up/on-demand phase.**


## Step 2 - Learning the Platform

The week of August 10, we'll be providing a webinar tutorial for Marketing Leads on the functionality of the Summit platform and how to perform various tasks on it such as:

- Building your virtual booth
- Preloading pre-recorded presentation content and collateral
- Delivering live presentations and mixing in slides, other visuals and videos
- Inserting surveys and asking questions during presentations
- Engaging attendees who visit your booth
- Tracking and responding to inquiries and visits
- Attending general sessions

*Getting a good sense of the online environment and activities is a key to your success.*


## Step 3 – Strategic Planning & Organizing Your Team

The Online Summit is more of a top-of-the-funnel brand promotion/lead gen opportunity than our deep-funnel, sales-traction-delivering in-person Summits. **It's critical, therefore, that you think through your positioning and the brand promise you want to project as a foundation of your play in the Summit.**

**From there your decisions are more tactical:**
- *Which products, services and proven processes do we want to promote?*
- *Which do we want to feature/highlight?*
- *What existing digital marketing assets can we use for brand projection and promotions and what do we need to create?*
- *Who are the staff/cast members who should contribute to the development and delivery of our messages?*
- *What next steps are we trying to close, and how we will ensure swift and sure action on them?*

  Knowing how calendars fill quickly, this is also the time to book appropriate staff for participation in strategic planning, presentation development and delivery and staffing of your virtual booth.

## Step 4 - Preparing Presentations

As mentioned previously, the stakes for your presentations are much higher online vs. in-person. You need to present powerful content in a compelling way. Here are some of the questions you'll need to answer:

- **How will we present?**

| Form Factor | Description | Pros | Cons |
|---|---|---|---|
| **Live** | Live presentations are streamed via Zoom during presentation timeslot. Screen-sharing and multimedia effects available (as offered by Zoom). | Suspense of live (even mediated) keeps audience engaged. Potential for strong interaction. Ability for last-minute and on-the-fly modifications. Allows for follow-up live via chat feature. | Highest chance for technical mishaps. Will require high level camera, microphone, lighting, etc. for quality assurance. |
| **Simu-Live Interactive** | Sponsor responsible for playing pre-produced video content during presentation slot via Zoom. Allows for presenter to conduct live Q&A following presentation. | Substantially decreases chance of technical mishaps. Maintains live stream feel. Allows for follow-up live Q&A via chat feature. | Last-minute presentation modifications not possible. Slight chance of technical mishaps. |
| **Live Playback** | Fully pre-recorded presentation to play during presentation timeslot. Should be created to seem live to maintain audience attention/viewing. Can only interact via chat and poll features. | Surest quality. Least chance for technical mishaps. Allows for follow-up live via chat feature. | Potential to seem canned. Higher risk for losing audience attention/interaction if not produced with enthusiasm and professionalism. |

- **What will we present?**
  - Boardroom Presentations are essentially deep-dives on company capabilities, products and proven processes, but should utilize storytelling and engagement techniques to grab and hold attention. Flyover Presentations, as the name suggests, should be overview level information intended to entice a deep-dive as a next step.
  - Below are starter concepts and outlines you can use to do your own creative brainstorming. Our team can make time to join you in brainstorming or provide feedback on your presentation concepts and outlines, upon request.
  - **Boardroom Presentation Thought Starter Concepts/Outlines (Click to view examples)**
  - **Flyover Presentations (Click to view examples)**

- **How do we produce presentations that pop?**
    - Context. First understand the context in which your presentations will be viewed. TecHome Builder is making a substantial investment in the quality of its general session presentations, instituting storytelling techniques and production technology typical of a live cable television news show.

      On the technical side of the equation that means 1080p video resolution, presentation audio captured via lavalier microphone, lighting, backdrops and professional mixed video streams. Visual enhancements planned include use of opening and closing graphic bumps, graphic footers identifying presenters, pull quotes, charts and graphs, still photos and live motion video. In short, we're going to do way better than a wall of low-resolution talking heads that has become the norm of B2B virtual events!

    - We encourage our sponsors develop presentations that approximate or beat those production values. Accordingly, we're partnering with BDX to offer you a complimentary consultation on the development of your online summit presentations. BDX has been working with builders and their vendors on sales and marketing efforts for years. They can provide a valuable perspective on your storytelling ideas, provide advice on technical matters and, mobilize video production experts on staff and in the field nationwide to help you cost-effectively produce presentations if needed. *Prices start at just $500.*

## Step 5 - Booth Strategy

**Your virtual booth is basically a pre-formatted landing page** featuring your logo, company description, your Boardroom and Flyover Presentations (once they've aired live) and other digital collateral that aligns with your brand promise and promotion objectives—e.g., product videos, case studies, white papers and brochures. The poll feature at your booth can be used to create a customized Next Step Survey.

To ease your burden in this area, TecHome Builder will pre-populate your booth with copy, images and videos submitted for your most recent participation in our in-person Summits and Brilliance Awards, so you have a starting point to edit.

## Step 6 - Promoting Attendance to Prospects & Customers

In the Online Summit, you are competing for attendance at your presentations and booth just like you would for an in-person trade show, so you'll want to prepare and execute digital promotion efforts. Using assets and registration links provided by TecHome Builder on August 31, you can create and broadly distribute email marketing and social media promotions to customers and prospects to your databases and platforms.

At the same time, we'll also be sending you information on how to enter in free TecHome Builder programs to promote your new and featured products and any giveaways or  drawings you might be conducting as an incentive for attendance at your presentations and booth **(tip: make submitting a Next Steps Survey a requirement).**

## Step 7 – Team Prep & Finishing Touches

**Full session content previews will be posted the week of September 14,** so that is the time for your team to plan your session attendance and more deeply familiarize yourselves with live operations on the platform. Be of the lookout for invitations from us to view live and on-demand webinars that will walk you through the key functionality you'll need to navigate and interact.

## Step 8 – Making It Count

Fumbles, interceptions, unforced errors…pick your sport…these are the main ways games are won and lost. They are also the ways sales opportunities are lost or delayed. We will be "on you" with incessant, pleasant reminders to solidify the next steps you closed during the event and get to the deep-dives or shortlist buying team evaluations you need to pass to realize opportunities.

**No matter all our work together, it means nothing if it does not produce results.** And when it does, we want to know about it, so we can crow about it in our online media as social proof for you and for us!

# Boardroom Presentation & Flyover Concepts

- **Boardroom Presentations**
  - We Can Help You Succeed
    1. Introducing Company & Staff (2 min.)
    2. Case Study 1 – (4 min.)
    3. Case Study 2 – (4 min.)
    4. Products (5 min.)
        a. Overview
        b. New/Best Selling Products
    5. Service & Support (5 min.)
    6. Why Builders/Integrators work with your company (5 min.)
        a. Critical business needs met.
        b. Personal professional pain points relieved.
        c. Goals and aspirations realized.
    7. Advantages of working with your company vs. competitors (4 min.)
    8. Proven Process for Working with Builders/Integrators, potential next steps after presentation (4 min.)
    9. Completion of Next Steps Form (2 min.)

  - Introducing Game Changing New Product(s)
    1. Introducing Company & Staff (2 min.)
    2. New product features, functions, benefits for end-user (4 min.)
    3. Features and benefits for trades (5 min.)
    4. Advantages versus existing products/status quo (5 min.)
    5. Research and development highlights (3 min.)
    6. Service and support programs (3 min.)
    7. Process for on-boarding product, potential next steps after presentation (3 min.)
    8. Q&A (3 min.)
    9. Completion of Next Steps Form (2 min.)

  - Outshining the Competition
    1. Introducing Company & Staff (2 min.)
    2. Product features, functions, benefits for end-user (4 min.)
    3. Comparison via table/grid with one or two competitors (4 min)
    4. Features and benefits for trades (4 min.)
    5. Comparison via table/grid with one or two competitors (4 min)
    6. Service and support programs (4 min.)
    7. Comparison via table/grid with one or two competitors (4 min)
    8. Process for on-boarding product, potential next steps after presentation (2 min.)
    9. Completion of Next Steps Form (2 min.)

- Bottom Line Benefits
  1. Introducing Company & Staff (2 min.)
  2. Product features and functions (7 min.)
  3. Detailed explanation of potential profit enhancement resulting from implementation of product/solution (10 min.)
     4. Q&A (5 min.)
     5. Process for on-boarding product, potential next steps after presentation (4 min.)
     6. Completion of Next Steps Form (2 min.)

  o Other Concepts
     - Pick Our Platform/Ecosystem – talk holistically about integrated, complementary products and applications and channel partners to communicate a holistic solution for builders/multifamily companies.
     - Product Roadmap – talk about both today's products and future vision and line expansion to increase perception of your company as worth of long hail investment.
     - Home Tech Sell Through – talk about assets, systems and partnerships you can bring to bear that will drive real sell-through and/or accelerate new home sales generally.

- **Flyover Presentations**
  1. Introducing Company & Staff (2 min.)
  2. Presentation Meat (10 min.)
     Concepts:
     - New product introductions
     - Lifetime positive track record with builders/multifamily cos.
     - Proven processes
     - Service differentiators
     - Awards won and why
     - What make you different
     - Hero customer description
     - How your products fit the future of the market
     - Three things to remember about your company/products
     - The one big thing to remember about your company/product
     - Why builders/multifamily companies succeed with your products
     - Why homebuyers are thrilled with your products
     - Why your products in a home make a buyer want it
  3. Process for on-boarding product, potential next steps after presentation, completion of Next Steps Form (3 min.)