

# Monthly Sales Call

*April 13, 2020*

1. What are reps hearing from customers? – MERIDETH
   1. Wants to hear how we are approaching advertisers and what we are hearing
   2. Wendy said most of her people are just waiting; no one has asked about getting EXPO PACK refunds
      1. Merideth said they will get something back, but we don’t know what yet
      2. Not sure yet if it will be a credit or a refund, but Laura Thompson will send us a note when it is finalized
   3. Not getting a lot of questions on PACK EXPO yet
      1. Merideth asking us to keep them at bay if possible
      2. She is going to send us a link to PACK EXPO International COVID statement for language
      3. We are leading with “We fully expect to have PEI”
      4. Can forward show questions to her if needed
      5. They are seeing a few cancellations; Merideth will send the list over
      6. Let her know if you hear about anyone seriously thinking about cancelling the show
      7. We do not have a drop dead date for a decision on cancellations – we do not plan to cancel
      8. Merideth heard that McCormick Place will be cleared out and cleaned in July but that date keeps moving (also on the PEI Covid page)
   4. EXPO PACK 2021 - Think it will be in Guadalarjara
2. New Lead Gen capability added to sites – DAVE
   1. Not 100% sure this will work – it is an experiment
   2. “Request More Information” Forms
   3. Works on other B2B Media Sites who use BASE
   4. We are going to turn it on and just have the leads go to Dave and Jen to see if the leads are good
   5. If it looks good, we’ll figure out a process
3. Using Bullseye as a partner – DAVE
   1. We’re going to treat them like a partner instead of just hiding them as part of us
   2. Easier and we make most of our money on the distribution anyway
4. Leads from your List – ALICIA
   1. Temporarily pulling this product while we investigate
5. Revisit EXPO PACK Packages – ALL
   1. They are in the hub and will be in Media Planner later today
   2. Once they are live, you need to contact the advertisers who have purchased
   3. If you had the old packages in a Media Planner, you have remove the old package an add in the new one
   4. We will cut off May 15th and then we will tell everyone what the categories
6. Webinars – WENDY/SARAH
   1. Who is a good candidate to talk to Sarah?
   2. Thought leaders; someone who knows what they want to talk about, but maybe needs some direction
7. Removing the red from Media Planner – ALICIA
   1. Removing the red background, but leaving the red text when dates need to be chosen.