

## Follow Up on Investment Promotion Events

This text summarises the steps which should be taken by the organizers after an investment promotion event such as an Investment Day.

It should be remembered that an event does not really end with the last presentation and closing address of the chairperson. On the contrary, good follow-up on an event may yield further inquiries and visits by potential investors. Lack of follow-up, on the other hand, means that at least part of the effort invested in the event was wasted. Time flies really quickly and as soon as the event is over, other pressing matters require the attention of event participants. As a result, some of those who were really interested while at the event and were planning to contact the organizers to request further information will never do that. Good and timely follow-up by the organizers is therefore essential for the full realization of an event's potential.

### Steps to be taken after the event:

1. Send a letter of thanks to all speakers
2. Send a letter of thanks to others who provided support or assistance in organizing and/or publicizing the event, e.g., partners, sponsors.
3. Display information about the event and a few photos on your website. Say that the event was very successful, presentations were very interesting (and provide a link to the presentations on your website), discussions were lively, and the data provided were useful for potential investors. Include the total number of guests, rounded up. If possible, include a quote from one of the guests saying how interesting and useful the event was.
4. Send information on the event, a few photos and the quote to selected media such as newsletter of the Chamber of Commerce or a business weekly.
5. Send a personal email to all business participants, thanking them for their participation in the event and urging them to contact you should they need any further information or assistance. If you have promised to send them some additional information and you have it ready, include that information. If you do not have that information ready, state when you think you will be able to send it. Do not wait to communicate until you have found/received/collected that information as it might take some time!

Action	Day 0 (Event)	Day 1	Day 2	Day 3	Day 4	Day 5	Next Week
Letter of thanks to speakers							
Letter of thanks to co-organizers/sponsors/partners							
Information on the event displayed on the website							
Information on the event sent to selected media							
Personalized letter to business participants thanking them for participation + provision of information promised at the event							
Provision of further information promised at the event							