

## WHAT IS CONVERSION PLUS?

Conversion Plus is a one-day conference bringing together expert speakers from the Meeting and Event industry and business world at large. It is the must-attend training summit for people working in sales in the events, meetings and hospitality industries.

Conversion Plus is taking place on Wednesday 28 August at the Glasshouse in Melbourne and is presented by Conversion Management, the leading events sales experts in Australia.

## THE CONVERSION PLUS ROI

- Attendees will discover how to meet their KPIs using tried and tested sales strategies learnt.
- Learn creative new strategies from the leaders in event sales to increase revenue in your business by 50%
- Attendees will walk back into the office with actionable ideas to put in place immediately and at least one new sales lead to call the next day.
- Attendees will learn how to attract clients and events from new markets.
- This is not a motivational summit. The content is designed to create and deliver sales strategies to immediately implement and deliver results.
- The summit is designed by Meeting & Event industry specialists, for sales professionals in the industry.

## WHAT'S THE COST?

Tickets are \$699 + gst, which is just a small investment of your sales budget to get that next big event booking across the line.

Tickets include a full day of sessions, hearing from 15 expert sales and business speakers, immersive brand experiences, valuable networking with industry peers and delicious catering provided by our event partner The Big Group.

Group booking prices are available upon request for groups of 3 or more (attendees must be employed by the same company).