



BRAND

Amplification

What can growing companies do to increase delegate footfall to their conference stands and increase lead capture?

- Have a kick ass keynote speaker shout you out from stage
- Have some sort of game that delegates can interact with
- Have a give away competition for a super cool prize

Kick-ass Keynote Speaker

- CX Rockstar, James Dodkins
- World's first and only musical Customer Experience Keynote
- UK's #1 CX Influencer
- In massive demand
- Huge social following (>25k)
- Plays guitar in talk 🤯





When James performs, social media blows up!



BRAND
Amplification



Game that delegates can interact with

- Guitar hero tournament
 - Very 'on brand' for James
- Get lots of fun photos and footage
 - Draw people to your booth
- Everyone will look as cool as this dude in the photo

Give away competition for a super cool prize

- Have people enter contact details to win the guitar James plays in his talk
- Will bring a massive amount of contact details for follow up
- Extremely unique and unforgettable

Massive shout out to **CX Company** for making it possible for me to be here today, make sure to swing by booth 102 and enter the competition to win this very guitar!



How would it work?

Let's grab a call to discuss
Email jd@rockstar.cx



BRAND
Amplification