

Event formats that drive ROI

Rethink presence. Design for performance.

In today's B2B environment, successful event formats aren't defined by booth size or foot traffic. Whether it's a curated micro-session or a major industry conference, they're defined by strategic alignment, intimacy, and follow-through. These formats outperform because they're built to activate—not just exhibit.

1. INDUSTRY CONFERENCES & TRADESHOWS



WHAT IT IS:

Strategic activations at large-scale events like re:Invent, Ignite, or vertical conferences.

WHY IT WORKS:

These shared platforms accelerate deals already in motion, create partner alignment, and capture content that fuels pipeline far beyond the show.

KNACK TIP:

Ground your presence in account mapping and co-sell planning weeks before the event. Focus on advancing specific opportunities—not collecting hundreds of scans.

2. EXECUTIVE BRIEFINGS (INVITE-ONLY)



WHAT IT IS:

Curated, small-format sessions with decision-makers.

WHY IT WORKS:

High signal, low noise. Ideal for strategic accounts and accelerating late-stage deals.

KNACK TIP:

Co-develop an agenda with your partners to reinforce joint value.

3. PARTNER DEMO LOUNGES



WHAT IT IS:

Shared spaces for showcasing real solutions in context (often embedded within larger industry events).

WHY IT WORKS:

Buyers want to see outcomes, not read spec sheets.

KNACK TIP:

Capture video during demos for post-event content use in nurture.

4. ABM-FUELED MEETING PODS



WHAT IT IS:

Pre-booked 1:1 or 1:few meetings with known accounts (ideal alongside tradeshows to ensure pipeline focus).

WHY IT WORKS:

Targeted engagement tied to pipeline. Fewer walk-bys, more closed-won.

KNACK TIP:

Use account mapping tools like PartnerTap to select overlap targets and align outreach.

5. CO-BRANDED MICRO-EVENTS



WHAT IT IS:

Small gatherings hosted with two or more partners (can run parallel to major conferences for amplified reach).

WHY IT WORKS:

Shared audience, shared credibility, shared pipeline.

KNACK TIP:

Wrap the event with marketplace tie-ins and co-sell plays to extend impact.

6. POST-EVENT CONTENT STUDIOS



WHAT IT IS:

On-site or virtual recording zones for thought leadership, use cases, and demos that can be executed at events of all sizes.

WHY IT WORKS:

Multiplies the value of your event presence for weeks or months.

KNACK TIP:

Plan your interview questions before the event. Repurpose quickly post-show.

The best event investments are intentional, integrated, and insight-driven. If the format doesn't connect to accounts, content, or co-sell—it's probably just a line item.

See how Knack helps partner teams turn everything from micro-sessions to major conferences into repeatable, pipeline-producing programs.