



odoo  
TOUR

# Odoo Tour

## Marketing Together with Partners

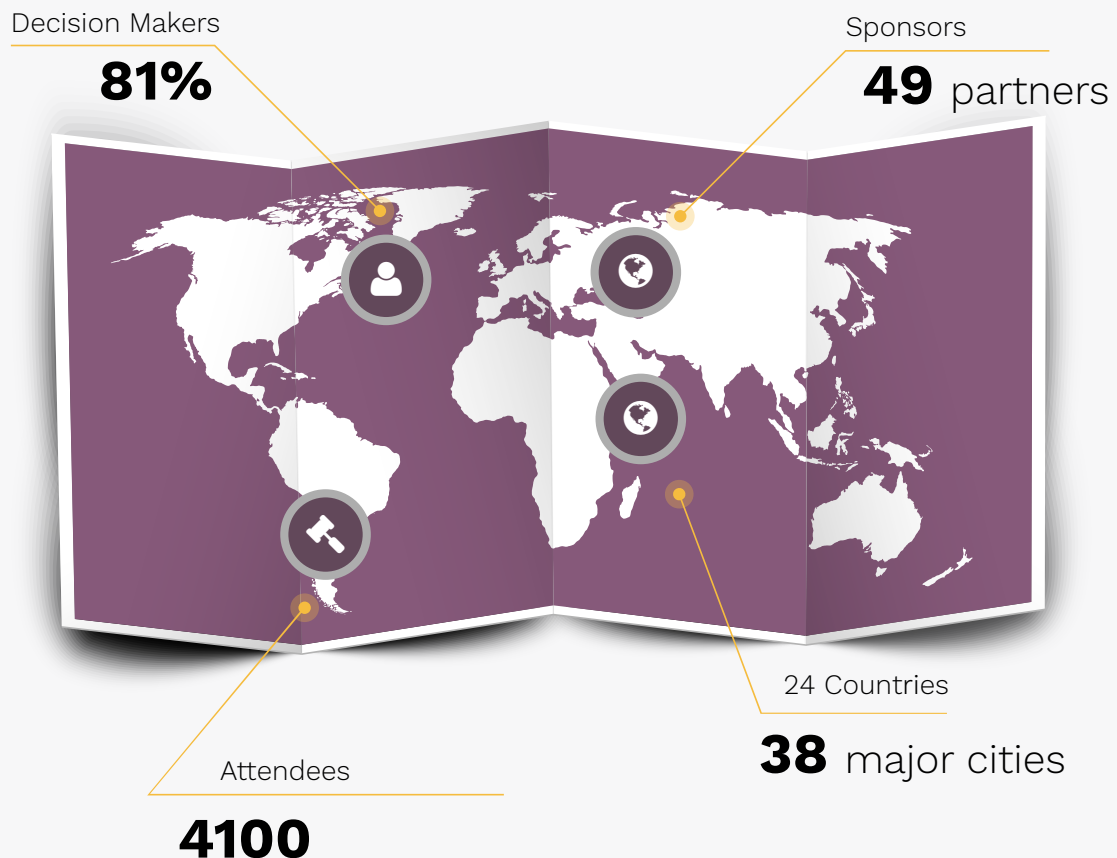
Odoo Tour is a series of events organized at the release of a new version of Odoo or the launch of a new application. These events are a great collaborative marketing effort between Odoo and our partners with the aim to attract quality leads.

Amongst all the marketing activities we invest in, these are frequently the events with the best ROI as the majority of Tour events generate several closed deals within the following 5 months.

## Facts & Figures

The average event attracts between 60 and 150 companies, depending on several factors such as the location of the event and its promotion. More than 80% of the total attendees are decision makers.

The image below shows some statistics we gathered from the Odoo 10 Tour:



## Tour Event Promotion

The Odoo Marketing Team is in charge of the promotion and organization of these events. The team will start promoting each event between 1 and 2 months before the event date through multiple channels.

Part of these marketing activities that Odoo will be in charge of include:

- Online marketing efforts such as mass mail campaigns to the comprehensive database of leads for the event region
- Social media communications across all our social networks.
- Outbound marketing activities to targeted market segments, and online advertising campaigns.
- Odoo is also responsible for creating high quality presentation materials, such as slides and demo scripts to showcase the new version/app release.

As part of the organization of the event, Odoo will be in charge of hosting the platform to promote the event and manage attendee subscriptions. The subscriptions to an event are always free and open to all who express interest in being part of it.

Sponsors will promote the event with mass mail campaigns to their contact database (leads & customers) as well as outreach via other local marketing activities. We encourage each sponsor to bring at least 30 attendees to the event.

## Event Agenda

Most successful events are organized during after work hours (starting at around 5.30pm in most cities), and have an average duration of 3 hours, following roughly this agenda:

**60<sup>min</sup>** Presentation of the new version - Odoo 11

by Odoo

**30<sup>min</sup>** Customers Success Story

by the Sponsors

**30<sup>min</sup>** Questions & Answers

by Odoo & the Sponsors

**60<sup>min</sup>** Drinks & Networking

by Odoo & the Sponsors



## Presenters

Odoo sends one representative to each event, in some cases it may increase to two if there are more than 150 registered attendees. The presentation done on behalf of our Odoo Expert attending the event will entail a high-quality product demo.

Each Sponsor will present a Customer Success Story during the event, which we recommend to be presented by the partner together with the customer.

## Shared Costs

Odoo will pay the costs of the event venue, marketing materials (rollups, banners, etc), WiFi and A/V fees, travel and expenses for Odoo employees, as well as any expenses for food/drinks at the end of the event.

The partner will pay a fixed fee as sponsorship for the event. There is a minimum of 2 sponsors per event. If only one sponsor is available, the fee is doubled. Pricing for Tour event sponsorship is as follows:

	The Americas & Middle East	Asia & Africa	Europe
Single	\$1,900	\$1,200	1,700€

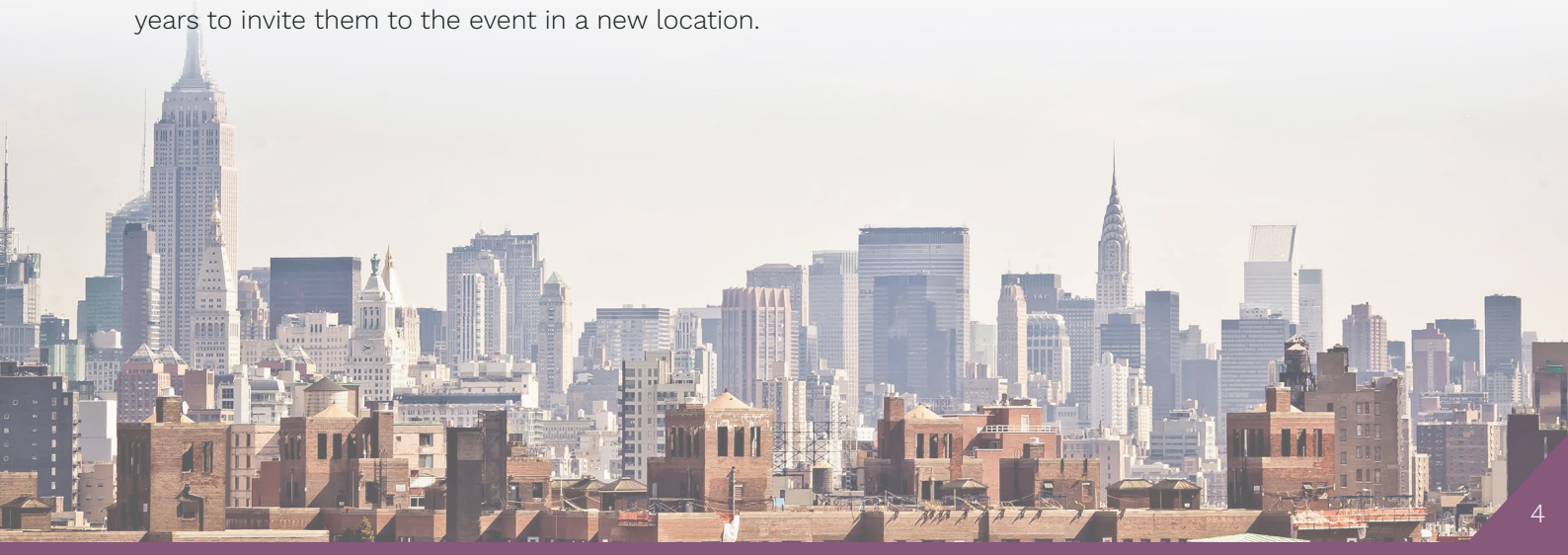
Odoo will accept 2-4 different sponsors per event. The visibility and the leads acquired during the event will be shared amongst all sponsors. Sponsors should aim to attract at least 30 attendees each.

## Target Market

We are open to targeting new countries & cities. Feel free to contact us if you are interested in organizing an event in your city. The conditions for organizing an event in a new city are:

- Having at least 2 sponsors interested in presenting in this city
- The city must be a large/high-density area (top 5 in that country)

Events in new cities & countries are particularly effective as Odoo can engage all leads from the past 2 years to invite them to the event in a new location.



## Odoo Events - Attendee Stats

65%

have decided  
to go with Odoo

60%

planned to implement their project  
within 6 months

70%

of the attendees had a concrete  
project while attending the event

80%

had a good or excellent  
impression about  
the event

“ Odoo events represent one of our best channels for lead acquisition and have delivered tremendous ROI over the years. In 2015, we have gathered more than 40 local decision-makers in Luxembourg and have started working on 10 concrete opportunities. It turned out we signed about half of them. ”

acsone

**Philippe Fontaine - Acsonne Managing Director**

Odoo Gold Partner - Belgium & Luxembourg since 2011

