

EVENT INTELLIGENCE ICP RESEARCH MULTICHANNEL OUTBOUND

Turning historical event targets into a prospecting system

~300

HISTORICAL TARGET EVENTS GOGATHER
HAD ALREADY CHOSEN, USED AS TRAINING
DATA FOR A NEW EVENT-INTELLIGENCE
SYSTEM

GoGather manages complex corporate events for large organizations.

TCA initially built and launched a multichannel outbound operation around existing targeting assumptions. Production exposed a more fundamental problem: the event ICP itself had not been defined precisely enough.

So the research model changed. Instead of trying to invent the ICP from database filters, we worked backwards from hundreds of events GoGather had already considered worth targeting. Those historical choices became the training data for a new event-intelligence system.

01 — THE BUSINESS PROBLEM

GoGather is a full-service corporate event-management company. Relevant opportunities include corporate conferences, national sales meetings and kickoffs, partner and dealer events, franchise conventions, leadership meetings and product launches.

COMPANY	ACME CORP
EMPLOYEES	4,000
REVENUE	\$1B
INDUSTRY	MANUFACTURING

NONE OF THOSE FIELDS ANSWERS:

Does Acme regularly host a multi-day national dealer meeting?

Does it run an annual sales kickoff, or gather franchisees?

Does it host a leadership summit or partner conference? How large is it?

Is Acme organizing it, or exhibiting at someone else's event?

02 — WHY COMPANY SIZE WASN'T ENOUGH

~~Which companies are large enough to buy event management services?~~

Which companies actually run the kinds of events GoGather is built to manage?

There are thousands of large companies. Whether they run the right events did not exist as a clean field in a conventional sales database. The useful signal was **large company + the right kind of event**.

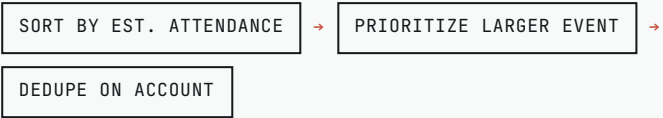
Three campaign motions, one cleaned event universe

The initial build already went beyond a single lead list. TCA constructed Clay workflows for three distinct campaign motions associated with GoGather leadership.

By early September, the underlying tables for all three had been built, including job-title filtering and campaign-routing logic. LinkedIn activation was being prepared through HeyReach.

The source event data also needed cleaning. Multiple events could belong to the same account, so treating every event as an independent prospect would have created duplication.

Deduplication logic



Roughly 190 duplicate or lower-priority rows were removed.

372 deduplicated event/account rows in that version of the working table

04 – MOVING FROM DATA INTO ACTIVATION

The researched leads were connected to both email and LinkedIn. Campaign copy was refined before launch, and by October 1 the team confirmed that leads, variables and revised copy were ready for all three email campaigns to go live.

Email quality was monitored in production. Addresses were revalidated with Enrichly as leads moved through all three Smartlead campaigns.

PRE-LAUNCH CHANGES

Timing between later emails adjusted

Links reconsidered

Copy edited for continuity; variables checked

All three Smartlead configurations updated

THE INITIAL OPERATING CHAIN

01 EVENT / COMPANY DATA	02 DEDUPLICATION	03 ACCOUNT SEGMENTATION	04 PERSON / ROLE SELECTION
05 CONTACT DATA	06 EMAIL VALIDATION	07 CAMPAIGN ROUTING	08 SMARTLEAD + HEYREACH

05 – PRODUCTION EXPOSED THE REAL PROBLEM

Can the campaign run?

How do we systematically identify companies that are likely to run GoGather-sized events?

Technically, the campaign ran. But the approach depended on lists and incomplete event definitions. At one stage, event search was effectively as broad as looking for events in a location such as San Francisco, which did not encode what made an event commercially relevant to GoGather. The campaign was operationally correct while still strategically under-specified.

Automation cannot compensate for an underdefined ICP.

Internal discussion later described the first run as too close to “shooting blind.” The better research architecture emerged only after the first system met the real market.

The client's past judgment became the dataset

Instead of searching outward for another event database, TCA looked inward at information GoGather had already generated: a set of historical target events previously considered relevant enough for a podcast-led outreach motion.

Rather than asking GoGather to articulate every attribute of an ideal event from scratch, TCA used those previous choices as evidence.

~300

historical target events used as the starting knowledge base

~100

events expanded into a richer analysis dataset

RESEARCHED PER EVENT

Event type
Target audience
Event format
Estimated attendance
Event duration
Other contextual information

What does a company that hosts these events look like?

Materially larger businesses, often with hundreds to many thousands of employees.

MANUFACTURING

CONSTRUCTION

CONSUMER BUSINESSES

FINANCIAL SERVICES

TELECOMMUNICATIONS

GEOGRAPHIES

UNITED STATES

UNITED KINGDOM

AUSTRALIA

What does a GoGather-fit event look like?

The event vocabulary was particularly revealing.

ANNUAL MEETINGS

LEADERSHIP SUMMITS

PARTNER CONFERENCES

SALES MEETINGS

SALES KICKOFFS

CHANNEL SUMMITS

DEALER CONFERENCES

FRANCHISE CONVENTIONS

GENERALLY OUTSIDE THE PROFILE

Small local businesses, agencies, educational institutions, cultural organizations and nonprofits.

This reversed the usual workflow. The client's previous decisions became training data for prospect discovery.



Turning the profile back into an executable workflow

An approved company universe was imported into Clay. The event-research prompt looked back over approximately 24 months for evidence of relevant events. The first production test deliberately ran on a subset rather than spending resources across the entire list.

1,000

approved ICP companies imported

~24

months of event history searched

100

company rows in the controlled test

Pilot first, then scale

STEP 1 • VERIFY

Can the system reliably identify the right events?

↓

STEP 2 • SCALE

How quickly can we process 1,000 companies?

10 – HOST AND EXHIBITOR BECAME DIFFERENT WORKFLOWS

A company associated with an event could be the host, the organizer or an exhibitor. Those are not equivalent commercial signals, so one generic “company attended event” field was not enough.

HOST / ORGANIZER WORKFLOW

Find events where the target company appears to be responsible for hosting or organizing the gathering.

That event directly becomes evidence supporting the account.

If Company A exhibits at Company B's conference, A's participation tells us the event exists. But B may be the more relevant GoGather prospect, because B is organizing the gathering. The two paths needed separate tables, since host research and exhibitor-derived accounts are processed differently.

EXHIBITOR WORKFLOW

Find events where a target company participates as an exhibitor. Then:

Identify the event

Identify the organizing company

Evaluate that organizer against the ICP

If qualified, feed it back into the prospect universe

THE EXHIBITOR FEEDBACK LOOP

TARGET COMPANY	EXHIBITS AT EVENT	WHO ORGANIZES THE EVENT?	DOES THAT ORGANIZER FIT?	NEW PROSPECT
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The event itself becomes a discovery mechanism.

11 – FRANCHISE NETWORKS

~800

franchise companies sourced as an additional research universe

Hundreds of those companies were brought into the event-research workflow for additional testing. The question stayed the same: does this company organize a recurring gathering that fits the event profile? Franchise conventions and network-wide gatherings gave the system another type of event behavior to detect.

From list-building workflow to prospecting system

01 HISTORICAL TARGET EVENTS

02 EVENT RESEARCH
TYPE · AUDIENCE · FORMAT · ATTENDANCE · DURATION

03 REVERSE-ENGINEER EVENT ICP

04 REVERSE-ENGINEER COMPANY ICP

05 ICP COMPANY UNIVERSE

06 PAST-EVENT RESEARCH

07 ROLE CLASSIFICATION

HOST PATH	EXHIBITOR PATH
QUALIFY EVENT	IDENTIFY ORGANIZER
IDENTIFY RELEVANT PEOPLE	QUALIFY ORGANIZER
OUTBOUND	ADD NEW ACCOUNT
	IDENTIFY RELEVANT PEOPLE
	OUTBOUND

08 SMARTLEAD + HEYREACH

09 RESPONSE / MARKET FEEDBACK

🔄 REFINE THE MODEL

The revised system reached working-prompt and pilot stage.

13 – THE BUYING SIGNAL WAS BEHAVIORAL

GoGather's ICP could not be adequately represented by firmographics alone. Each of these helped, but none answered the real question.

EMPLOYEE COUNT

REVENUE

INDUSTRY

GEOGRAPHY

Does this company repeatedly organize the kind of complex gathering GoGather can manage?

That is behavioral evidence, scattered across public sources. The research system turned it into structured commercial context.

COMPANY WEBSITES

EVENT PAGES

CONFERENCE ANNOUNCEMENTS

PRESS RELEASES

SPONSORSHIP PAGES

EXHIBITOR INFORMATION

HISTORICAL SEARCH RESULTS

14 – RIGHT COMPANY WAS NOT ENOUGH

RIGHT COMPANY	Does it have the size, structure and characteristics of GoGather's historical customers and targets?
RIGHT REASON	Is there evidence it organizes a relevant event? What kind, how large, how often, for whom?
RIGHT PEOPLE	Who owns or influences the event inside that organization?
RIGHT MESSAGE	Only then should outreach reference the initiative, event or related operating challenge.

The event itself creates the reason.

15 – WHAT CHANGED

~~"Find large companies and send outreach."~~

"Find companies whose observable event behavior resembles the events GoGather already considers valuable."

Prospecting moved from a database exercise to an event-intelligence problem, and produced a reusable capability that can keep expanding the prospect universe from:

HISTORICAL TARGETS	HOST BEHAVIOR	EXHIBITOR RELATIONSHIPS	FRANCHISE NETWORKS	NEWLY DISCOVERED EVENTS	EXPANDED PROSPECT UNIVERSE
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~~Who do you want to target?~~

Who have you already decided was worth targeting, and what do those choices have in common?

The accounts you selected, the opportunities you pursued, the events you cared about and the prospects your sales team approved can reveal a much more precise ICP than another workshop full of adjectives. For GoGather, treating previous target events as a dataset moved the system from “find companies that look right” to “find companies behaving like the companies we know are right.”



CAPABILITIES

ICP RECONSTRUCTION

HISTORICAL-DATA ANALYSIS

EVENT RESEARCH

COMPANY DISCOVERY

CLAY WORKFLOW DESIGN

EVENT DE DUPLICATION

HOST / EXHIBITOR CLASSIFICATION

FRANCHISE SOURCING

PERSON IDENTIFICATION

CAMPAIGN ROUTING

COPY ITERATION

CAMPAIGN QA

TECHNOLOGY

CLAY

CLAYGENT / AI WEB RESEARCH

SMARTLEAD

HEYREACH

ENRICHLY

STRUCTURED PROMPT LOGIC

The tools changed as the research problem evolved. The central asset was the decision logic.

Have a market where the buying signal isn't in a database?

TCA builds research and prospecting systems for B2B companies whose markets require more than standard sales filters. We turn real examples, fragmented public data and commercial judgment into explicit research and qualification logic, then build the machinery that runs it repeatedly.

SEE IF YOUR COMPANY IS A FIT →

THECLAYAGENCY.COM