

Make Every Event Count

Great events create conversations.

Great follow-up creates business.

Events are one of the best ways to meet prospects, but most opportunities are lost after the event—when contact forms get buried, memory fades, and follow-up never happens.

Today's consumers expect quick, easy, and digital ways to connect. A modern intake and automation system ensures you capture consent, start the right conversations, and stay compliant—without slowing down your event.

The agents who win AEP treat every event like the start of a relationship, not the end of a conversation.

MODERN WAYS TO CAPTURE CONSENT



QR CODE OPT-IN

Fast, frictionless, and increasingly expected. One scan connects them to you.



TEXT-TO-JOIN

Text a keyword to instantly opt-in and receive information. Simple and effective at any event.



DIGITAL FORMS

Collect the info you need with an intake survey or form. Capture preferences, needs, and consent.

THE BENEFITS ARE CLEAR

- ✓ Capture more leads at every event
- ✓ Secure consent and stay compliant
- ✓ Automate follow-up so no one falls through the cracks
- ✓ Personalize communication based on interests
- ✓ Drive more appointments and enrollments
- ✓ Measure ROI for every event and campaign



BUILT FOR YOUR SUCCESS

Lync CRM comes with pre-built event systems—QR codes, intake forms, automations, calendars, and campaigns—so you can launch quickly and focus on what matters most: building relationships and closing business.



**LESS SETUP.
MORE FOLLOW-UP.
BETTER RESULTS.**

“

*The best events don't end when the room clears.
They keep working—because your follow-up is automatic.*

”



Don't just host events. Turn them into growth.

Let Lync CRM help you capture more leads, automate follow-up, and book more appointments—before, during, and after every event. Visit LyncCRM.com or call us today to get started.

**LYNC
CRM**



HOW IT WORKS WITH LYNC CRM



1 THEY OPT-IN

Prospects scan your QR code, text your keyword, or complete your digital form.



2 DATA CAPTURES INSTANTLY

Information maps directly into Lync CRM with proper tags, consent, and source tracking.



3 AUTOMATION TAKES OVER

The right email or SMS campaign is triggered immediately based on their interests and behavior.



4 THEY TAKE ACTION

Trigger links, QR codes, and calendar booking make it easy for them to schedule a consultation or ask a question.



5 YOU SEE THE RESULTS

Track opens, clicks, responses, appointments, and ROI—all in one place.