

CONFERENCE PIPELINE SERIES

HR Tech Conference Pipeline Playbook

You're already sponsoring these events. Here's how to turn that investment into qualified pipeline - before, during, and after the conference.



Proof it works: One Model generated **\$6M+ USD in pipeline** from just 6 months of HRtech conference activity across APAC - using the exact tactics in this playbook.

01 SETTING THE SCENE

Before You Read Anything Else

The region that rewards relationships

APAC is not a market you scale into. It is a market you earn your way into — and the companies winning here have figured that out.

Across Asia, there are around 26,000 senior HR leaders at CXO and VP level. In Australia and Singapore specifically, you are chasing a fraction of that number — the same faces, the same events, year after year. The senior buyers with real budget and real authority all know each other. They talk. They share opinions on vendors. Reputation travels fast in a small market. That cuts both ways.

No single APAC circuit

There is no one conference that unlocks the region. Each market runs its own flagship events, its own buying seasons, its own influencers. The flight from Sydney to Singapore is eight hours. Singapore to Tokyo is seven more. What carries weight in Melbourne does not automatically translate to Jakarta or Seoul. The vendors winning across this region show up consistently in each market, over time, with people who understand the room they are walking into.

Presence alone is not a strategy

Conference sponsorships in this region run \$30k to well over \$100k. 6sense's 2025 B2B Buyer Experience Report found that 95% of deals are won by a vendor already on the buyer's day-one shortlist — meaning most buyers walk into the event hall with their minds close to made. A booth, a banner, and a badge scanner will not move you onto that list. Neither will a rushed follow-up email the week after.

The buyers who matter here want roundtables, peer conversations, and genuine expertise. They can spot a badge-scan strategy from across the room — and they remember it next year.

The long game compounds

Year one you are unfamiliar. Year two they remember you. Year three they refer you. In a market this small and this connected, one genuine relationship can unlock five more. But that same network that refers you will also warn people off. One forgettable event, one missed follow-up, one conversation that felt like a pitch — in a market this tight, that sticks.

This playbook is about building the kind of presence that compounds — starting before the event opens.

02 EXECUTIVE SUMMARY

Most Sponsors Leave Pipeline Sitting on the Conference Floor

You have already made the investment. Your team is onsite. Your brand is visible. And yet most HRtech conference sponsors walk away with a stack of business cards, a vague feeling it went well, and pipeline that never quite materialises.

The difference between sponsors who convert and those who do not is not budget or booth size. It is preparation, intentional conversations on the floor, and follow-up that moves fast enough to keep the momentum alive.

\$6M+

USD pipeline generated by OneModel from just 6 months of HRtech conference activity across APAC.

Proof the tactics in this playbook work

One client. Six months. The same conferences you are already sponsoring.

If you are showing up at HR & L&D Innovation and Tech Fest AU (Hannover Fairs), AHRI National Convention & Exhibition, HR Symposium (Ashton Media) or one of the many other HR conferences in this region, your buyers are seeing you three times a year. Maybe more. **That repetition builds something you cannot buy - familiarity.** By the second or third time someone sees your team in the room, the conversation starts itself. Most sponsors treat each event as a standalone. The ones who win treat them as a connected campaign.

WHAT THIS PLAYBOOK COVERS

Before you arrive

How to research, target, and warm up contacts so you walk in with meetings already booked not waiting reactively at the booth.

On the floor

How to work conversations so they end with a committed next step, booked on the spot, before the delegate walks away.

After the event

A four-touch follow-up sequence that keeps pipeline moving before momentum dies - plus the LinkedIn strategy that keeps you visible to everyone in the room.

03 PRE EVENT

The Work That Happens Before You Walk In

Teams that show up prepared walk away with significantly more pipeline than those who wing it. This is the work that happens two to four weeks out.

RESEARCH & LIST BUILDING

 Build your target list in advance

Use the attendee list or conference ICP to identify your target audience who may potentially be onsite (Claude can significantly enhance your lists). One quality target is worth more than ten badge scans.

 Find contacts via Sales Navigator

Filter by job title. One contact per company is enough at this stage.

 Prep a one-liner for each target

Know what they do, why they are at this conference, and what challenge they are most likely facing. This makes your approach feel researched, not rehearsed.

OUTREACH 2 TO 4 WEEKS BEFORE

 Warm up LinkedIn connections with context (but don't be creepy)

"If you're heading to [Event] - would love to connect." Short. No pitch. No attachment.

 Follow up with a warm email to accepted connections

Reference the conference, one relevant observation about their business, your experience from past years' events. Offer a chat, not a meeting, a chat. Keep it pressure-free.

 Lock in 2-3 meetings before you arrive

Pre-booked conversations convert at a far higher rate than cold floor interactions. Even a "let's grab a coffee on Day 2 - my shout!" is a confirmed touchpoint you can build from.

OneModel showed up to AHRI and HR Tech Fest consistently, year after year. By year three, sponsors and attendees were expecting to see the team there. That consistency turned into credibility and credibility turned into inbound referrals from people who had never even worked with them directly.

04 ONSITE

Turn Conversations Into Committed Next Steps

A great conference conversation with no next step is just a great conversation. Your job on the floor is to convert every relevant interaction into a committed, diarised follow-up before you walk away.

THE MOST IMPORTANT MOVE – BOOK IT ON THE SPOT

 **Get your phone out. Book next week's meeting before you leave the conversation.**

When a conversation lands well, say: "Can we put 30 minutes in the diary now?" Share your calendar, collect their email, send the invite on the spot. Every day of delay kills momentum.

 **Frame it as a conversation, not a demo**

"It's not a product walkthrough – I just want to understand your priorities and share what has worked for teams like yours." Low threat. High value. Much easier yes.

 **The coffee queue is prime territory**

No agenda. No pitch. Everyone stops there. Join the queue and start a conversation completely natural, and one of the highest-ROI moves at any conference. One team averaged 8 meaningful conversations per day this way.

WORKING THE FLOOR

- Quality over quantity – 3 real conversations beat 30 badge scans
- Lead with curiosity ask about their goals before sharing anything
- Reference shared context – "I saw your session" opens doors
- Never break into a conversation brochure in hand
- Evening events are often more valuable than the expo floor

EVENING EVENTS

- Drink in hand signals you belong, not that you are selling
- Conversational register, not sales mode
- Bar queue and dinner seating are prime territory
- Evening is when guards come down and real business happens
- Same rule applies: book the follow-up before you walk away

One sales team we worked with set a simple rule for every event: no one leaves the floor without at least two meetings booked for the following week. Not leads. Not business cards. Meetings. By the end of a two-day conference, they had 11 confirmed conversations in the diary before they checked out of the hotel. That is what intentional looks like on the floor.

05 POST EVENT

Four Touches That Keep Pipeline Moving

Most conference pipeline dies in the follow-up not because the conversation was bad, but because the follow-through was not consistent. If you booked a meeting on the spot (Section 03), skip to Touch 3.

1

DAY 1-WITHIN 24 HOURS**LinkedIn connection + personalised note**

"Great to meet you at [Event] - the conversation about [topic] stuck with me." Personal. Specific. No pitch.

2

DAY 1 OR 2 EMAIL**Give, give, give**

Reference the conference, one observation about their business, one relevant insight. share assets related to your conversation. Close with: "Worth 20 minutes to explore if there's a fit?"

3

DAY 5-LINKEDIN**Lightweight touchpoint - no ask**

Engage with their content or share something relevant to what they mentioned at the event. Genuine follow-through, not another pitch.

4

DAY 10-FINAL EMAIL**Direct but warm close**

"I know it has been busy post-[Event]. Are you open to a quick call?" Then let it rest- no more chasing after this touch.

WHAT WORKS

- Reference a specific detail from your conversation
- Offer insight before asking for anything
- 5-line emails maximum
- One clear ask per message
- Frame calls as conversations, not demos

WHAT KILLS IT

- Generic follow-ups that could go to anyone
- Attaching a brochure in Touch 1
- Asking for a "demo" or "product walkthrough"
- Waiting more than 24 hours for the first touch
- More than 4 follow-up attempts

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Where the Buyers Are This Year

These are the events where your next clients are in the room. The question is whether you show up with a plan – or just a booth.

Australia

Event	Organiser	Date	Location
L&D Symposium	Ashton Media	16–17 Jun	Hunter Valley, NSW
AHRI National Convention & Exhibition	AHRI	4–6 Aug	Brisbane
HR Symposium	Ashton Media	6–7 Aug	Hunter Valley, NSW
L&D Forum	LD Forum	13 Aug	Melbourne
HR Strategy Summit VIC	Forefront	13 Aug	Melbourne
HR + L&D Innovation & Tech Fest	Hannover	21–22 Sep	Sydney
HR Retreat	Ashton Media	27–28 Oct	Mornington Peninsula

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Where the Buyers Are This Year

New Zealand

Event	Organiser	Date	Location
NZ L&D Leadership Summit	HR Leaders Institute	11-12 Jun	Auckland
HR + L&D Innovation & Tech Fest NZ	Hannover	30 Jun-1 Jul	Auckland
NZ HR Leadership Summit	HR Leaders Institute	TBC	Auckland

Asia

Event	Organiser	Date	Location
CHRO Malaysia	HRM Asia	23-25 Jun	Kuala Lumpur
People Matters TechHR India	People Matters	6-7 Aug	Delhi
HR Worktech Summit Thailand	HR Worktech	20 Aug	Bangkok
Learning & Development Asia	HRM Asia	Sep	Singapore + Malaysia
HR & Workplace Summit Philippines	HR Worktech	15 Oct	Manila
Future of Work APAC	—	18-19 Nov	Singapore

Most of the second half of the year is still ahead. AHRI, HR Tech Fest, and the Southeast Asia circuit run August through November – enough time to build a strategy behind every event on this list.

READY TO BUILD YOUR CONFERENCE PIPELINE?

Let's turn your next event into **real pipeline**

Most HR tech companies sponsoring conferences in this region are running the same strategy – show up, scan badges, follow up generically, wonder why pipeline is thin.

Stirling Marketing works exclusively with B2B tech companies across Oceania & APAC. We build the strategy behind your conference presence – the target list, the pre-event outreach, the on-floor playbook, and the follow-up sequence that actually converts. Everything in this playbook is something we have built and run for clients at the events you are already attending.

If you are heading to a conference in the next 90 days and want a plan behind your presence – not just a booth – let's talk.

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"Stirling Marketing have been an integral part of our growth in the APAC region-consistently generating pipeline and building our presence at the right events."

**BRUCE CHADBURN -
APAC REGION SALES LEADER, ONEMODEL**