

Tech Week Pipeline Planner

A one-page ROOM worksheet you can complete and use

NEXT ACTION

Owner: _____

Due: _____

R: Revenue outcome

Company / project: _____

Target buyer role: _____

Desired outcome: _____

Numeric target (if applicable): _____ Deadline: _____

Qualified meeting criteria: _____

O: Optimal room

Event: _____ Participation: attend / host / sponsor

Public event URL (reference only): _____

1. Audience evidence: ☐ Known ☐ Unknown

2. Problem fit: ☐ Known ☐ Unknown

3. Access: ☐ Confirmed ☐ Applied ☐ Waitlisted ☐ Unknown

4. Travel / conversation time: ☐ Known ☐ Unknown

Evidence / notes: _____

What will you verify next? _____

O: Outreach engine

Recipient role / account: _____

Relevant context: _____

Useful offer you can deliver: _____

Small ask: _____

Editable draft: _____

M: Measure

Next action: _____

Owner: _____ Due: _____

Conversation context: _____

Promised resource: _____ Follow-up: _____

Actual results: not targets

Conversations: Not recorded Qualified meetings held: Not recorded Opportunities: Not recorded