# BDR-as-a-Service for Event Registration

Anteriad

## Turn event interest into real attendance and real pipeline.

Events should be revenue engines. They just need more focused, human outreach behind them.

### The challenge

Event marketers are under a lot of pressure right now. You are expected to hit registration targets, deliver great experiences, and prove pipeline impact, all while juggling competing priorities and shrinking internal bandwidth.

### Our approach

Our BDRs run personalized outreach in 30 languages. Short, real conversations that break through noise and drive action. We manage confirmations, last-minute logistics, and real-time attendance tracking so your team can focus on the program.

### Case Study: Global CRM Leader

A global CRM leader partnered with Anteriad to boost registrations across three major European events. With less than two months to execute, our team delivered:

**39%**
conversion rate from call to registration

**3**
markets activated (Barcelona, Lisbon, Paris)

### How it works:

1. **BDRs**
   Dedicated to your event with no competing priorities.
2. **Customer Success**
   Guides pacing, strategy, troubleshooting, and quality.
3. **Analytics**
   Delivers clean dashboards, unique tracking codes, and quality scoring you can trust.
4. **Strategists**
   Refine messaging, optimize targeting, and adapt as markets shift.

**Ready to turn your next event into a pipeline driver?**
**Contact sales@anteriad.com to learn more!**