

Essential checklist



Technology

- Go through events platform training with your Gartner Peer Insights Program Manager
- Integrate Gartner Peer Insights into event experience
- Create space for customers to submit their reviews
- Determine process and tech needed for customers to ask for help
- Architect the review sourcing area to run continuously
- Identify POCs to troubleshoot various problems
- Consider how your staff can be available to help reviewers digitally

Team staffing and help desk

- Finalize staff and how they will support
- Train staff on your event software
- Train staff on Gartner Peer Insights
- Help: A help desk team member must be able to troubleshoot the issues by email, phone or screen share and resolve issues quickly
- A chatbot would be most user-friendly and help immediately while a reviewer is stuck. Be sure to have immediate and continuous support set up

Event design

- Design a custom review sourcing experience that is visually in line with your digital event branding
- Generate Gartner review sourcing links and embed “Write a Review” as a CTA
- Finalize digital incentives for reviewers
- Provide full-time “staffing” to support reviewers

Communication and content

- Encourage attendees to visit your digital review experience
- Provide a high-level overview of Gartner Peer Insights
- Set expectations for writing a review
- Offer a digital incentive in exchange for writing a review
- Create a sense of urgency by sending out a push notification or pop-up for attendees
- Send pre- and post-event email campaigns
- Generate buzz with publicity pieces
- Use the #GartnerPeerInsights hashtag