

Elev8 Partner Flex Funds

Idea Guide for 8x8 Channel Sales & Valued Partners



The Elev8 Experience Idea Guide

Use this idea guide to create co-branded, mutually beneficial, highly custom “Experiences” that drive the business outcome you need:

- New deal registration
- New qualified leads
- New closed business

Key Benefits

- Flexible & Customizable
- Proven to drive customer and prospect interactions
- Turn-key—won’t drain partner resources

Building Your Custom Elev8 Experiences

8x8 and Partner work together to identify & choose:

Business Outcome	Experience Track	Customizations
<input checked="" type="checkbox"/> New Deal Registrations	<input checked="" type="checkbox"/> Culinary Experience	<input checked="" type="checkbox"/> Branding & Logos
<input checked="" type="checkbox"/> New Qualified Leads (further qualify existing deal registrations)	<input checked="" type="checkbox"/> Theater Experience	<input checked="" type="checkbox"/> Venue/Event
<input checked="" type="checkbox"/> New Closed Business (close existing/qualified opportunities)	<input checked="" type="checkbox"/> Arena Experience	<input checked="" type="checkbox"/> Target Attendees
	<input checked="" type="checkbox"/> Social Experience	<input checked="" type="checkbox"/> Ticket/Seat
	<input checked="" type="checkbox"/> Elev8 Experience (8x8 Awareness)	

How It Works:

8x8 Deliverables:

Full event funding & execution

- Secure venues, tickets, giveaways
- Invitation & registration process
- Onsite event management

Co-Branding

- Invitations/email reminders
- Signage
- Name badges

Program management

- Pre-event launch
- Post-event readout

Provide digital campaigns

- Automated Marketing Platform
- White Glove training

Sub Agent Deliverables:

Target an executive audience

- VP, C-Level titles

Follow Rules of Engagement

- Deal Registration

Drive attendance

- Send invitations
- Review registration list
- Call RSVPs to confirm

Pre/Post event engagement

- Set customer appointments
- Post event strategy meetings

Use campaigns as a tactic

Example of Elev8 Experience

Business Outcome

Close existing opportunities

Experience Track

Arena

Customizations

Tickets to Opening Day



Custom Arena Experience

Customer and a guest are treated to a VIP Happy Hour before attending Opening Day in your city.

Client Touchpoints

- VIP Co-branded email invitation and digital registration
- Co-branded pre and post event communications
- Co-branded event signage
- White glove event concierge & treatment
- Event lanyard with souvenir ticket and program

Client Gifts

- Home team baseball hat
- Custom branded baseball jersey



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