

R3 B2B Event Landing Page Template

LOGO

HEROEVENT DETAILSSPEAKERSRESULTSFAQSPARTNERSREGISTER

Hero

Event Name

Lorem ipsum dolor sit amet. Sit voluptatem dicta eos nostrum voluptas quo soluta cumque. Quo eligendi voluptatem in deserunt totam ut similique ullam non repudiandae aliquam.

DATE + TIME

REGISTER

Event Details

Event Details + Agenda

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Speakers

About Our Speakers

Speaker Title

Speaker Title

Speaker Title

Results

Outcomes

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FAQs

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Partners

CTA

The Ask

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DATE + TIME

Hero Block

Goal: Grab attention, communicate immediate value.

- Event name: Clear, benefit-driven
- Subheader: Brief summary of the value of attending
- Date/time + virtual or in-person tag
- Supporting image: Real people, relevant action shot
- 1st CTA button (above the fold): “Save Your Spot” or “Register Now”

Event Details + Agenda

Goal: Deliver focused, skimmable insights—fast.

- Bulleted list of takeaways (aligned with audience pain points)
- Agenda overview if available
- Add icons or bolded key terms for scannability (supports “Fast” principle)

Speakers Section

Goal: Establish authority and relevance.

- Speaker headshots + titles
- Why they’re the expert (quick credentials or success stat)
- If internal + client speakers, call it out (social proof)

Results (Proof Section)

Goal: Build credibility with specific outcomes.

- Testimonials from past attendees or clients
- Showcase measurable results from previous events or related services
- Include name, title, company (LinkedIn formatting recommended)

FAQs

Goal: Reduce friction with clear answers.

- What to expect after registering?
- Is it free? What’s included?
- Parking/logistics (for live), login/platform (for virtual)
- Replay or recording available?

Partner or Sponsor Section

Goal: Add legitimacy and external validation.

- Partner logos (single row or carousel if many)
- Short “powered by R3 + [Partner]” text if relevant

CTA / Final Registration Block

Goal: Drive conversion—without distraction.

- Restate key benefit of registering
- Form design follows R3’s “Form” principle: only the fields you need
- Post-submit confirmation promise (e.g., “You’ll receive a calendar invite shortly.”)

Additional Best Practices from R3

- Fast:** Prioritize performance (load speed, mobile optimization)
- Focused:** One core action—register. Remove distractions.
- Form:** Clear, intuitive, minimal.