Value-First Marketing Event

Marketing event in HubSpot

How the Value-First Team sets up its own HubSpot portal, for HubSpot users.

A Marketing Event record holds one event people register for, with who registered and who came.

That covers our Office Hours sessions, workshops and masterminds, and events others run where we take part, such as HubSpot's UNBOUND conference.

Why do portals go custom?

> "... marketing events has not been really easy to use. Not been a full fledged object."



Chris Carolan, Welcome Back, Casey, 28 October 2026

Try it in your portal

Sync your webinars. Connect the webinar app you use, such as Zoom or Microsoft Teams webinars, and each webinar becomes an event with who registered and who came, as ours do. Marketing › Events. All plans; Account Access to install apps.

Segment who came. Build a segment from an event's attendance, or from how long people stayed. CRM › Segments › Create segment › Contacts › Next › Add filter › Events tab › Marketing events. All plans.

Tie an event to a campaign. On the event's record, use the Campaigns card in the right sidebar: + Add, then pick the campaign. Marketing › Events. Marketing Hub Professional or Enterprise.

What do we keep about an event?

Beyond HubSpot's own event details and attendance counts, we keep:

Who it is for. The stage of our Value Path a workshop is meant for, or general.

Kind of workshop. One of ten categories, and a focus: general, technical and tactical, or strategic and transformational.

Key takeaways. What the workshop teaches.

Price. What a workshop costs, where it has a price.

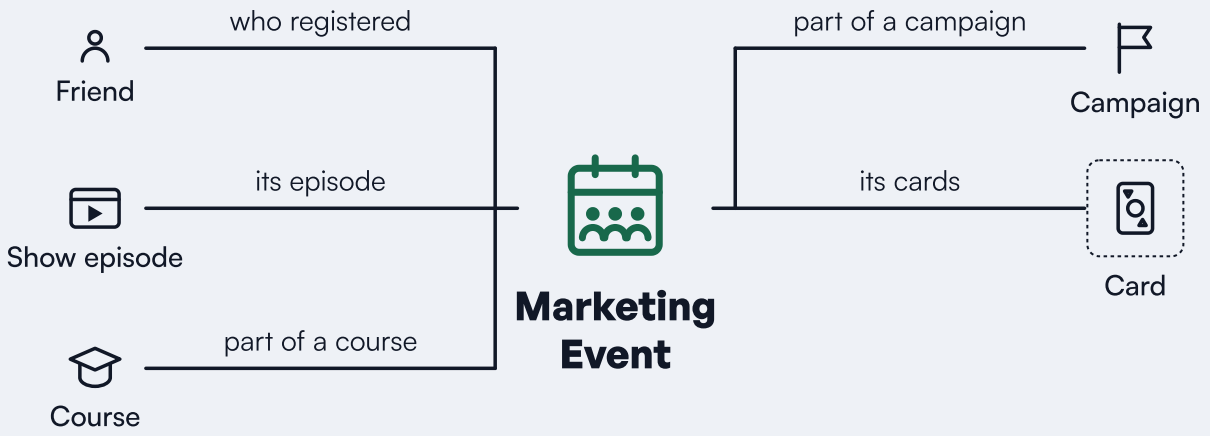
Whose value does it serve?

Value for the Customer

It serves the people who register and come, whether or not they are customers. Their attendance is context for the relationship, never proof that value landed.



What links to an event?



Dashed frames mark our own custom objects, which need an Enterprise subscription in HubSpot.

Card is our own object. For UNBOUND 2026, cards mark each person's role: at the event, on the stage, or in one session.

People reach an event through attendance, not a link you add. It can also connect to appointments, Opportunities, Accounts, projects and more.

How does an event move with us?

Planning	In Progress	Completed	Cancelled

Our portal has one pipeline for these records, with four stages; Completed and Cancelled are closed. HubSpot also works out its own status, which no one sets: Upcoming, Ongoing, Completed or Cancelled. Attendance fills in after the event, person by person.