

STEP BY STEP MARKETING AND CREATIVE SERVICES

An event marketing plan is essential to maximizing participation of attendees, speakers, exhibitors, partners, and sponsors.

**OUR MEETING COORDINATORS
WILL ENHANCE YOUR CURRENT
PLANS OR FULLY DEVELOP A
CUSTOM, INTEGRATED CAMPAIGN
TO DRIVE PARTICIPATION.**



Brand Identity

Create a conference brand identity - create consistent brand identity across all marketing materials, building greater recognition for the client

Create custom conference logo

Create custom conference graphics

Identify and obtain conference photos

Electronic/Printed Publications

Save the date

Speaker announcements

Conference updates

Onsite Handouts

Conference agenda

Event ticketing

Email Marketing & Database Management

Publicity

Press releases

Press invitations

Press kits

Social media outlet

Online news services

Website Services

Web production

Web hosting

Web maintenance

Web listing

BENEFITS

Integrated event marketing

Ongoing recommendations based on performance analytics

Creative branding and theme development

Key messaging and content development

Consistent attendee communications throughout the event (i.e., e-marketing, invitations, websites, mobile apps, program guides, agendas, badges, and signage)