

Events Strategy and Management

Bob Dobinski

President

Corporate Communications, Inc.

Face to Face Interaction for the Promotion of Products / Services

“Oldest Form of Marketing Communications”

People Do Business With People

Traditional Tradeshows

Promotion Provided by a Show Promoter or Association

- **Great Prospecting**
- **Distracting**
- **Opportunity To Compare Products**
- **Financial Benefit of Show Producer**

Corporate / Private Event

- **Hospitality**
- **Product Launch**
- **Mobil Marketing Event**
- **User Group Event**

Components of a Trade Show

- **Branding**
- **Messaging**
- **Selection of Technology Relating to Audience Demonstrations**
- **Prospect List**
- **Employee Scheduling**
- **Other Supporting Events, ie Hospitality, Non Disclosures, etc.**

Components of a Trade Show

Content

- Branding
- Messaging
- Presentation Technology
- Prospect List
- Employee Scheduling
- Other Supporting Events

Implementation

- Exhibit Design
- Exhibit Delivery – Own vs Rent
- Graphics Production
- Show Logistics (Unions)
- Measurement

Corporate Events

Content

- Branding
- Message Education
- Product Benefits
- Customer Testimonials
- Industry Spokespeople
- Partner Positioning
- Prospect List

Tactical Implementation

- Venue Selection / Negotiating
- Invitations
- Agenda Delivery
- Rooms /Meals/Breaks
- Registration
- Logistics Management
- Measurement

Determine Your Internal Strengths

Outsource the Rest