



“Leveraging an event portfolio has become an integral part of in-house knowledge management and brand building.”

Live Events/ Trade Show Strategy Workshop

Do companies attend events because they have to? Will there be a conspicuous absence if they do not? How much is really involved with creating and executing a workshop series and is it worth the effort? Which type of events pack the most punch? Until answered, all of these questions pose road blocks on the path to developing a productive and effective events program.

Few discussions are more uncertain than a company's annual evaluation of which events companies should host or sponsor and which they should attend. Most companies “feel” they need to go to industry events and trade shows. And others “think” they should host executive breakfasts or similar events as part of their sales arsenal. But few know how to reliably pick the “right” events, identify the most effective planned events, or measure the benefits.

For optimal results, event planning must be integrated into an overall business, sales and brand strategy, stressing the critical importance of marketing and relationship building.

Who Should Attend

Events, though encompassing a wide variety of subjects, have one common element. Whether hosted or attended, these occasions provide the ability to touch multiple target groups in a one-to-one setting. With such an array of opportunity, this workshop is beneficial for all senior management professionals communicating with company stakeholders, including those focused in:

- * Business development
- * Sales
- * Events
- * Marketing
- * Public Relations
- * HR

Benefits & Outcomes

This workshop is intended to help organizations identify the events strategy that is best suited to their business goals. Not only can organizations learn how to enhance existing event skills but they also aid in the development of new capabilities. This workshop will provide the ability to strengthen brand by:

- * Consistently choosing the right events to attend and the right types of events to put on;
- * Assessing, planning for, and executing events that deliver a reliable ROI;
- * Understand the core theories and lessons learned from effective event marketing;
- * Leveraging resources needed to put on or participate in a successful event;
- * Generating more leads from each event;
- * Closing more deals through effective after-event follow-through.

For valuable tips on effective event planning and marketing, schedule your workshop with Delve and call 212-255-3870.