

What is Events Marketing?

Events have long been a main element in a company's marketing plan, and with advances in technology, they are becoming even more powerful as a method of connecting with customers and marketing solutions.

Events marketing includes everything related to promoting products and services to prospects, customers, partners and other stakeholders, and extends throughout the lifecycle of an event.

Key challenges

▶ **Execution:** Events can be chaotic, and attendees have lots of options with limited time. How can you make sure you attract the right people at an event, and how do you optimize your time with them to make an impact?

▶ **Return on Investment:** Events are expensive and require time from high value staff. How can you decide which events to invest in, and how much of your marketing budget to allocate to events, if you are unable to measure your return on investment?

How Aventi helps

We maximize the value of events by providing insights, expertise and resources so you can plan and execute with confidence. We will lead an assessment of your overall approach – including company events, partner events and 3rd party events. We help you leverage online activities, introduce innovative event content, and combine both virtual and physical event elements into new and exciting experiences for your target audiences. We collaborate with you to design targeted event game plans, ensuring engagement with the right audience, and set KPIs to measure results. Finally, we ensure your engagement plans are repeatable, utilizing smart and consistent processes and templates.

EVENT ASSESSMENT AND STRATEGY: We help you assess your current approach to events marketing:

- How do you select and prioritize events?
- How do you set and allocate event budgets?
- How are activities and sponsorship levels chosen?
- Are KPIs and other event objectives set and measured?

Using these insights we help optimize your approach and align your event strategy and plan with your priorities.

EVENT GAME PLANNING: Successful events marketing campaigns demand effective preparation. Event game planning includes:

- Creating a project team and a project plan with proper representation across the company
- Setting event objectives, including KPIs so your team can assess performance
- Selecting messaging, tactics and activities that will attract your target audience
- Developing comprehensive communications, social media and other promotional plans
- Managing vendors and organize budgets, logistics and staffing

Our events specialists lead you through this exercise and ensure you are well prepared.

PHYSICAL EVENT EXECUTION: We provide experienced event marketers, both onsite and remote, to help manage participation in events from start to finish:

- Staff booths, demo centers, receptions and other activities
- Host and prepare speakers, VIP guests and company executives
- Oversee logistics, spending and administration
- Ensure all activities run smoothly

We handle event execution for you so your team can focus on representing the company and engaging with prospects and customers.

VIRTUAL EVENT EXECUTION: We help you harness the power and flexibility of virtual event activities, including webinars, live streams, and remote presentations. Our expertise includes:

- Webinar design - traditional webinars, online panel discussions, and other interactive experiences, and utilizing quizzes, polls, and other features
- Webinar and live streaming production and operations support
- Remote production services – providing equipment for home recording studios, audio video and lighting setup, speaker preparation, and video editing and publishing
- Innovations in dynamic content – video presentations, virtual speaker complex backgrounds, animations and whiteboards, live demos and distributed panels

Business impact examples

With Aventi support, our clients have achieved great results from investments in events marketing:

20-50% REDUCTION IN OPERATIONAL COSTS
BY CENTRALIZING AND STREAMLINING EVENT
MANAGEMENT PROCESSES

UP TO **50%** REDUCTION IN TIME REQUIRED
FOR EVENT PLANNING BY INTRODUCING REUSABLE
CONTENT, TEMPLATES AND STANDARDIZED KPIS

UP TO **100%** OR GREATER INCREASE IN SOCIAL
MEDIA ENGAGEMENT AND REACH BY MORE CLOSELY
INTEGRATING COMMUNICATIONS WITH EVENT
PLANNING AND BY ADDING NEW TECHNIQUES SUCH
AS LIVE TWEETING AND LIVE STREAMING AT EVENTS



INCREASED NUMBER OF LEADS CAPTURED
AND HIGHER LEAD QUALITY DUE TO
CONSISTENT PROCESSES AND REDESIGNED
LEAD ACQUISITION AND TRACKING METHODS



IMPROVED FEEDBACK FROM EVENT
ATTENDEES FOR USE OF INNOVATIVE EVENTS
ACTIVITIES, INTEGRATION OF VIRTUAL AND
PHYSICAL EXPERIENCES, AND GREATER
OPPORTUNITIES FOR PRE AND POST EVENT
ENGAGEMENT

Client Testimonials

“ With Aventi’s help, we have created a highly efficient and repeatable approach to planning for events which enables a much higher level of performance and lets us deliver a highly professional and consistent experience for our event attendees. ”

— **Marketing Executive,**
Large Enterprise Client

Let us help you!

We will schedule an introductory meeting and talk about where we can assist you with your events marketing activities.

Connect with us

We'll listen to your challenges and craft the best plan of attack.

Please contact us at
Aventi Contact Form
or call **(415) 890-5434**



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