



# Fact Sheet: Event-Management.

## Our Approach

Despite new technologies and “Digital Live” – in the end people always do business with people. This is why building personal relationships is a key factor in your long-term success.

Events are an ideal means of doing this. Whether large conference, in-house exhibition, Roadshow or Executive circle – from years of experience we know exactly which format is most effective for which target group and for which purpose.

You determine where to go, we find the best way to reach your objective.

## Roadmap to Your Event

The right questions at the beginning and careful planning guarantee the success for your event:

- What message should be conveyed or what is the aim of the event?
- What content and structure does the event have, which elements should be integrated?
- Which target groups are addressed, are the relevant contacts available or how can they be obtained?
- How many participants should be reached?
- Will it be a single event or a series of events?
- Where will the event take place?
- Which type of location is suitable for size and target group?
- Who takes on what tasks before....?
  - ➔ Location, invitation management, external speakers, catering, planning of technics & constructions, accommodation, registration, coordination and support on site
- ....and after?
  - ➔ Checking of all invoices, participant survey, registration of new contacts, follow-up communication

## Support Made to Measure

You have the choice whether we plan and organize a project from A to Z for you or whether we should support your sales & marketing team for individual tasks.



## **Value Added Services – What Does That Mean For You?**

We see our main task in event management in the best possible achievement of the goal that you are aiming for with your event. In addition, our aim is to carry out every event smoothly and thus to build a positive image for your company with your existing and potential customers.

By using our services, you ensure yourself:

### ***Focus***

- Staff permanently assigned to your project
- Strict alignment on your briefing or on the jointly developed parameters
- Detailed quotation, full cost transparency, budget compliance
- Creating awareness and positive attitudes towards your business, products and services

### ***Experience***

- Over 250 successfully performed events from 20 to 3,000 participants
- Personal knowledge of a variety of locations for different types and sizes of events
- Long-term contacts with reliable service providers of all relevant areas (speaker management, transport, catering, technics, trade fair construction, entertainment, etc.)

### ***Synergy***

- Close cooperation with your marketing team: continuous reporting on the planning process and regular co-ordination calls
- Use of contacts from other activities such as tele-sales actions
- Capture and follow-up of new contacts generated by the event for additional sales-activities

**With events, you can use a highly effective measure to secure and expand your customer relationships – let's talk about it.**