



Fact Sheet: Event-Management.

Our Approach

People do business with people. Therefore, building personal customer relationships is a key factor for your long-term success.

Events are ideal to achieve this. But it's no longer just about meeting in one place. New technical developments and, above all, fast internet open up new fantastic possibilities how you can bring people together with your event. Whether live, hybrid or virtual: From many years of experience, we know exactly which format is most effective for which target group and which purpose. You decide your objective, we will find the best way to get you there.

Live, hybrid, virtual – what does that actually mean?

With the right format, you can make the most of your event:

Live – Of course, you know that. The classic format, in which the participants and the speakers physically come together in one place. The most intensive and direct exchange for all participants.

Hybrid – Here you combine physical presence on site with digital components. For example, speeches, discussion forums or presentations can take place live in a studio and be streamed for the public on the internet. Part of the audience can also be on the spot and interact with the virtual attendees. In this way you can achieve a greater reach and create a whole new world of experience for all participants.

Virtual – This type of event takes place entirely on the internet and allows a large reach with less planning effort. But remember: Here it is particularly important to keep the attention of the participants through an exciting and convincing concept.

Roadmap to your Event

The right questions and careful planning are essential for your successful event:

- Which message should be conveyed or what is the goal of the event?
- What is the content and structure of the event, which elements should be included?
- Which target groups should be addressed?
- How many participants do you want to reach?
- What geographic reach is sought?
- Which format is the best way to achieve all of this?



- Who takes on which tasks in advance, during the event and afterwards? For example: Location and/or virtual technology, attendee engagement, speakers and moderators, catering, technology & setups on site, accommodation & travel, coordination during the event, checking all service accounts, evaluation, follow-up communication, etc.

Customized Support

You have the choice whether we plan and organize a project for you from A to Z or whether we should support you with individual tasks. No matter what your requirements are - we always deliver exactly according to your needs.

Value Added Services – what does that mean for you?

We see our main task in the best possible implementation of the goal that you want to achieve with your event. Added to this is our promise to provide tailored support and to ensure that everything runs smoothly. In this way you score at your clients and business partners, and all attendees keep you in best memory.

That's what we stand for

Focus

- Dedicated staff assigned to your event
- Strict adherence to your briefing and compliance with the agreed parameters
- Detailed listing of offers, full cost transparency, budget compliance

Experience

- Over 250 successful events
- Personal knowledge of a wide range of locations and use of the latest virtual platforms
- Long-term contact with reliable service providers in all relevant areas (speakers, transport, catering, technology, trade fair construction, entertainment etc.)

Synergy

- Close cooperation with your team, continuous reporting and regular calls for coordination
- Use of contacts from other activities such as telemarketing campaigns
- Capturing and follow-up on contacts generated during the event for further sales activities

Inspire people with your extraordinary events - let's talk about it.