

ELEVATE REACH WITH EXPERIENTIAL MARKETING

CUSTOM EVENTS OFFER A DYNAMIC APPROACH TO MARKETING THAT ENHANCES BRAND VISIBILITY, CUSTOMER RELATIONSHIPS, AND CAN GENERATE VALUABLE CONTENT AND LEADS.

ELEVATING AUDIENCE REACH: EXPLORING EXPERIENTIAL MARKETING VIA EVENTS

American Planning Association partnered with our event experts to bring their event vision to life. Through close collaboration with their agency, our team orchestrated an event tailored to policymakers, elected officials, and key community influencers called "It Takes a Planner."

This event created an opportunity for APA to connect with their desired audience and served as an ideal platform to positively influence the way the work of planners is perceived by decision-makers.

"95% OF MARKETERS BELIEVE THAT LIVE EVENTS PROVIDE COMPANIES WITH A VALUABLE OPPORTUNITY TO FORM IN-PERSON CONNECTIONS AND CREATE BRAND AWARENESS."

- Event Marketing Institute

Our highly respected reporters are known for their expert and fair reporting. American Planning Association chose us as their event partner because of the trust and expertise our deeply rooted journalism and brands have built within the communities we serve.

This positive brand recognition was a key factor in securing speakers such as the Mayor of Cleveland and the Cuyahoga County Executive. It also was a key driver for many of the guests to attend the event. Events hosted by our team are known to provide expert information and insights and to portray the speakers in a fair and clear light.

AUDIENCE ENGAGEMENT

Events provide a unique opportunity to engage with your target audience face-to-face. This direct interaction fosters deeper connections, brand loyalty, and trust.

CONTENT CREATION

From event videos and photos to keynote speeches and attendee testimonials, the content generated can be re-purposed across various marketing channels, extending the reach and impact of your message

MAKE YOUR JOB POSTINGS STAND OUT

Your job postings should be clear, concise, and engaging. They should highlight the benefits of working for your company and the opportunities for growth and development. You should also use keywords that are relevant to the skills that you are looking for.

MEASURABLE ROI

By monitoring metrics like attendance, lead generation, and revenue generated, you can assess the impact of your events on your marketing goals.

COMPETITIVE ADVANTAGE

Incorporating events into marketing strategies can set your business apart from competitors who rely solely on digital or traditional marketing methods.

Partnering with us on a custom event offers a dynamic and multifaceted approach to marketing that enhances brand visibility, customer relationships, and can generate valuable content and leads. Whether it be in-person or virtual, customized events can significantly enhance your overall marketing strategy.

THE RESULTS



106 Registrations

(140% to goal, with 81% attendance rate)



26% of RSVPs from Policymakers

(130% to goal. 11 Councilmembers, 7 Mayors, 5 State Representatives)