

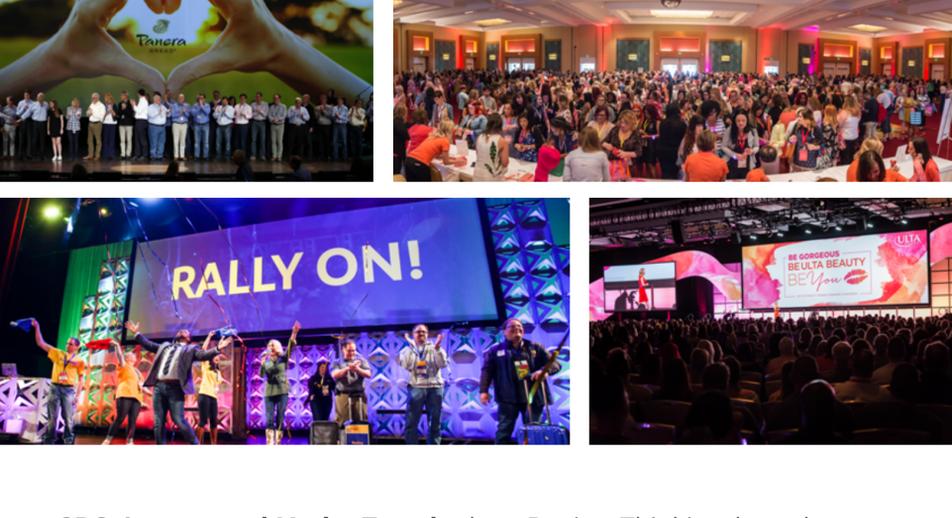
# A HOLISTIC EVENT SOLUTION

POWERED BY



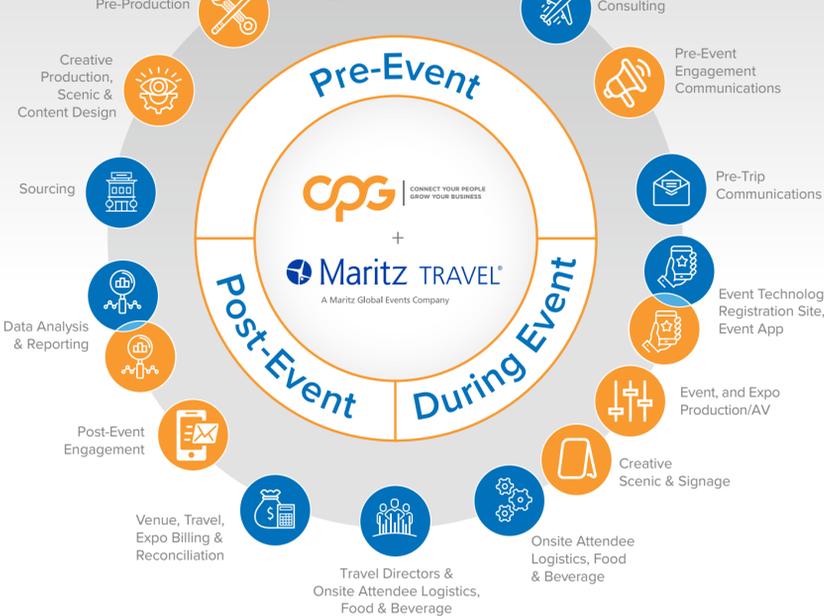
## Events are a strategic asset for your brand

- so design them that way.



CPG Agency and Maritz Travel take a Design Thinking-based approach to uncover creative solutions to complex event challenges. Through this design partnership, both veteran teams work with you at the same table to create a strategic event framework that covers the entire attendee experience.

## Together, we execute across every stage of the attendee journey:



Stop designing your annual event in different silos. Harness CPG Agency production with Maritz Travel logistics to deliver a holistic event solution that transforms your business objectives into people objectives.

## THE PERFECT BLUEPRINT

We design and execute across all 8 phases of the attendee experience:



## OUR DESIGN APPROACH

Design Thinking is a people-centered, science-based methodology that solves:

### WHAT IS?

Capturing the event's current state

### WHAT IF?

Predicting the future audience and landscape

### WHAT WOWS?

Targeting people in the ways they like to learn

### WHAT WORKS?

Turning the blueprint's strategy into action

## PUT YOUR ATTENDEES FIRST

Start designing with intention.

Learn more at [www.cpgagency.com/cpg-maritz-partnership](http://www.cpgagency.com/cpg-maritz-partnership)

