

PROOF OF
EXPERIENCE

congratulations



WE CREATE
“BELIEF THROUGH EXPERIENCE”



- Behavior Change
- Measurable Growth
- Culture Transformation
- Inspired Passion
- Untapped Opportunities
- Refreshed Approach
- Emotional Connection
- Galvanized Trust
- Message Investment
- Brand Advocacy

CPG designs disruptive, impactful experiences that connect top brands to the ideas that drive critical initiatives and grow business.

More than just lights and sound, our experiential solutions

INSPIRE ACTION AND
CREATE BRAND ADVOCATES.



Event Production

Every detail around your event design, planning, production, breakouts and expo must “WOW” attendees by crafting a fresh, impactful experience... even for those who’ve been attending for years.

HOW DOES YOUR EVENT ENVIRONMENT (FROM GENERAL SESSION TO BREAKOUTS) TELL YOUR BRAND’S STORY?

HOW DO YOU ENSURE YOUR EVENT PRODUCTION STAYS ON SCHEDULE? ON BUDGET?

HOW HAVE YOU REFRESHED THE EXPERIENCE FOR REPEAT ATTENDEES?

WHAT “WOW” MOMENT WOULD YOU CREATE IF BUDGET WASN’T AN ISSUE?

“

CPG did an amazing job transforming our General Manager Conference from an ordinary caterpillar into a beautiful butterfly. Everyone who worked on our conference was passionate and enthusiastic and brought our vision to life. CPG is not only part of our team – they’ve become part of the Ulta Beauty family.

”





Stakeholder Engagement

Active engagement must evolve to match how your people want to learn - it's how we create moments that inspire. We get innovative to capture hearts and minds - sometimes high-tech and sometimes low-tech - but always on-strategy.

HOW ARE YOU UTILIZING EXPERIENCES OUTSIDE OF THE CONVENTION LOCATION?

IN WHAT WAYS ARE THE SEATING AND SETUP OF YOUR BREAKOUT SESSIONS CONDUCIVE TO LEARNING?

HOW HAVE YOU GAMIFIED THE ATTENDEE EXPERIENCE?

WHAT ROLE DOES INTERACTION PLAY IN YOUR SESSIONS TO ENSURE ATTENDEES ARE ACTIVELY (NOT PASSIVELY) LEARNING?

“

What distinguishes CPG is the way they continuously exhibit a commitment to our partnership. CPG's creative approach to our event included multiple fresh, exciting ideas to engage our people and get them to interact with our message. Everything came together seamlessly to create a unique, compelling experience for our employees.

”





Experiential Across Employee Lifecycle

Investing in the employee experience makes it easier for employees to invest in you. From recruitment to onboarding to recognition, we create unique, immersive experiences across the entire employee lifecycle.

IN WHAT WAYS DOES YOUR ONBOARDING PROCESS EMBED A NEW EMPLOYEE INTO YOUR COMPANY CULTURE?

HOW ARE YOU IDENTIFYING AND GROWING LEADERS WITHIN YOUR ORGANIZATION?

WHAT PROCESSES ARE IN PLACE TO MOTIVATE AND RECOGNIZE YOUR TEAM?

WHAT GENERATIONAL SHIFTS IN THE WORKPLACE ARE YOU MAKING TO ENSURE A POSITIVE EMPLOYEE RETENTION RATE?

“

We've worked on many exciting initiatives with CPG, and I can't say enough about the amazing partnership and what it's done to challenge us to think differently. I love that they know us well enough now, that we can give them a new challenge and CPG is able to quickly assess and come back with innovative solutions!

”

KOHL'S



Communication Strategy & Content Development

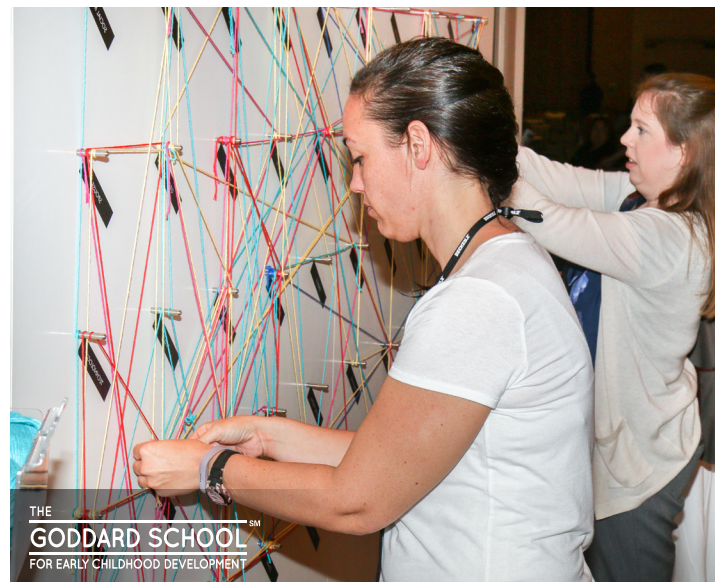
Your internal communications plan is a critical conduit for active event engagement. We take a holistic approach toward content and communication to engage your audience before, during and long after the event.

IN WHAT WAYS DO YOU INVOLVE EMPLOYEES IN THE EVENT'S CONTENT DEVELOPMENT?

WHAT CHANNELS DO YOU USE FOR INTERNAL COMMUNICATION BEFORE THE EVENT?

HOW ARE YOU CASCADING YOUR MESSAGE TO NON-ATTENDEES?

WHAT PROCESS IS IN PLACE POST-EVENT TO ENSURE YOUR MESSAGE STAYS FRONT-OF-MIND?



“

CPG's methods to promote cultural change are rooted in best practice and research. They bring easy-to-implement engagement ideas for behavior and cultural change. CPG understands our organization and realizes that cultural change is all about human behavior and programs need to be tailored to each company.

”

CALERES
★ 5 ★

INCREASE ATTENDANCE

New, return, and non-attendees

MONITOR ENGAGEMENT

via apps, polls, social, etc.



CREATE BRAND ADVOCATES

monitor adoption/retention of initiatives

POST-EVENT BUSINESS GROWTH

via revenue, NPS, retention, etc.



Event KPI Measurement

Your event investment centers around important, aspirational goals for your brand. We work passionately to leverage that investment to create an unforgettable experience, develop brand advocates, maximize revenue and drive ROI.

WHAT GOALS ARE CRITICAL TO YOUR EVENT’S SUCCESS? WHY?

HOW ARE YOU MEASURING ATTENDEE ENGAGEMENT IN REAL-TIME?

HAVE YOU BENCHMARKED BEHAVIOR BEFORE EVENT TO ACCURATELY MEASURE BEHAVIOR CHANGE POST-EVENT?

HOW HAVE YOU GENERATED SPONSORSHIP INTEREST AND USED THEM TO ENHANCE THE EVENT EXPERIENCE AND OFFSET COSTS?

“
We knew our national events needed more than just AV equipment to take us to the next level. CPG transformed our shows to an event that’s alive, exciting and entertaining for attendees. Their exceptional team takes time to learn our company’s focus and play an integral role in our positive ratings increase!
 ”

SportClips
 HAIRCUTS

**No one connects top brands
to their people like CPG.**

By engaging your people before,
during and after each experience,

WE TRANSFORM ATTENDEES

INTO PARTICIPANTS.



**NITROUS
EFFECT™**
AGENCY COLLECTIVE

One of the major points of difference to
consider when evaluating our organization
is what we call **The Nitrous Effect™**.

The Nitrous Effect™ is a unique family of
specialists that work together to solve
complex challenges better and faster
than the traditional multi-agency model.

Simply, we have more to offer you than event
management. We can provide a suite of
services as your project scope expands.



CPG

Live
Experiences,
Internal
Engagement
& Immersive
Digital



UPBRAND

Brand
Strategy,
Advertising
& Digital



EVNTIV

Special Events,
Grand Openings
& Celebrity
Entertainment



VIDZU MEDIA

Video,
Motion &
Storytelling



REVUNIT

Software/App
Development
& Digital
Marketing



REDPEG

Experiential
Activation,
Mobile Tours
& Stunts



GENIECAST

Interactive
Expertise via
Live, 2-Way
Video

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LAS VEGAS • LOS ANGELES • ST. LOUIS • WASHINGTON D.C.

NitrousEffect.com



WE ARE
LEADERS
IN THE
COMPANY
OF LEADERS.

Southwest® amazon



SHERWIN-WILLIAMS.

Walmart 




CARNIVAL
CORPORATION & PLC

Chick-fil-A

SportClips®
HAIRCUTS

O'Reilly
AUTO PARTS

BRIDGESTONE

ULTA
BEAUTY