

Internal Events

3 Fundamentals of a Valuable Event Partner

HOW DO YOU TAKE CORPORATE EVENTS FURTHER?

Live, immersive experiences bridge the gap and connect your people to your brand. **Successful events return healthy ROI by activating brand advocates within your teams and cascading critical messaging across your business.** Designing this brand experience and executing a flawless production, however, requires strategic planning and communication that engages your people.



To tell your story in a meaningful way, you first need to identify your partner in event success. And, just like your event, **a one-size-fits-all approach won't cut it.**



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What Makes an Event Partnership Successful

To be valuable to your brand and ensure a seamless working relationship, your vendor partner must be masterful in these **3 categories**.

1 Speak Your Language

2
Pay Attention to Detail

3 Contribute to the Purpose



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Fundamental 1

Speak Your Language

An event agency partner contributes to the overall success of the event by providing solutions to the challenges that your brand wants to overcome. It's more than technical production - it's complete content creation.

Here's what qualifies an event agency partner to take on the project.



DISCOVERY

- This must kickoff every relationship. A good partner takes the time to understand your brand and your audience - where you're coming from, and where you want to go.



EXPERTISE

- Experience within your industry gives event agencies a better understanding of your audience and the challenges they face
- A strong event agency partner follows a finely-tuned process that ensures they consider every detail.



STRATEGIC THINKING

- Their focus is adjusted to your business' unique needs.
- Starting with a blank sheet of paper lets you design the unique experience necessary to speak to your people and impact individual needs such as audience engagement or employee retention.



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Fundamental 2

Pay Attention to Detail

You have enough on your plate. Peace of mind comes when you can count on your agency partner to project manage and report back on all aspects of production and content creation. Full-service event agencies handle working relationships between creative teams, AV suppliers, venue management, etc.

Here's how a truly valuable event partner provides one-hand-to-hold for all event planning needs.



EFFICIENCY

- They act as the liaison between AV companies and the client to help communicate with transparency.
- They know the event inside and out to anticipate a need or problem area that must be addressed.



THE FULL-SERVICE DIFFERENCE

| Problem | Solution |
|--|---|
| <i>While AV companies can supply the equipment, they often lack the strategy behind the equipment's purpose.</i> | Full-service event vendors map out an engagement strategy and design a custom experience that delivers the highest impact at the lowest cost. |
| <i>Many AV companies' decisions are driven by their own capabilities and not the client's needs.</i> | By utilizing existing relationships with AV companies, they make recommendations based on the most impactful bid for your event budget. |



MEASUREMENT

- Your event agency must partner with you to set, approve and measure the key goals that will determine ROI for your event.
- They track and report the engagement KPIs like attendance, app usage, social response, engagement scores, other survey results etc.



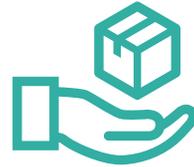
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Fundamental 3

Contribute to the Purpose

The physical environment where the event takes place is certainly an important part of production, but that's a given. Valuable event agency partners develop strategic content that goes hand-in-hand with the event's objectives.

Here's how a strong event agency transforms attendees into participants.



CONTENT DEVELOPMENT

- From email campaigns, through teaser videos, surveys, script development, executive presentations, app content and more, all communication must serve a purpose.
- By creating both the moment and the movement, short-term goals are executed and long-term goals are identified.



CONTENT DELIVERY

- How do your people like to learn? The delivery is often as critical as the message.
- Are you using heavy-handed PowerPoint slides or energetic imagery mixed with short, punchy presentations (like TED Talks or PechaKucha).
- Participatory workshops spark interest through interactive learning & development experiences.



COMMUNICATION STRATEGY

- If done right, a single event can lead to a multi-year ongoing engagement campaign.
- Your event agency must consider the pre- and post-event communication strategy to ignite opportunities for learning, networking and inspiring.



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At CPG, you bring us your story
and we **amplify it to your audience.**

That means creating **meaningful
engagement** for your people that develops
“Belief through Experience.”

Discover what's possible at your next event!



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