

A HOLISTIC EVENT SOLUTION

POWERED BY

CPG | CONNECT YOUR PEOPLE
GROW YOUR BUSINESS & **Maritz TRAVEL**
A Maritz Global Events Company

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

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