

SITUATION: HOW DO YOU FIND THE TIME TO SET YOUR
FACE-TO-FACE MARKETING PROGRAM UP FOR SUCCESS?

Strategic Summits

The outcome of our strategic summit process is a
documented plan of action that outlines and defines:

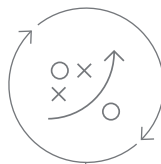
Measurable
objectives

Gap analysis

New segmentation
opportunities

Change
recommendations
with financial
considerations

Methods for ensuring
measurable success for
your program





Alignment of strategy is key for success

Our process focuses on sharing strategic imperatives across stakeholders and emphasizes the target audiences that matter most across your entire face-to-face marketing efforts. We lead the effort to understand what key product launches, updates, or market differentiators are scheduled for your company and how to bring those changes to fruition. You and your team bring your experience, ideas, and challenges to the table for us to prepare a roadmap that meets all requirements and creates unique opportunities for the company.

Validating the plan through measurement

We assist in creating the framework for a performance metrics plan. We seek to recognize how the company has measured trade show success in the past and assess the appetite and organizational need for trade show measurement. From there, we suggest measurable Key Performance Indicators (KPIs) that address areas of improvement for the program and ensure that essential objectives are accomplished throughout the year.



Plans of action are situation-dependent and customized

Results of the summit are the foundation for many
different actions steps. Examples of some are:

01

Adoption of a trade asset
management portal

02

Deployment of a
lead-retrieval system
with lead ranking capabilities

03

Gathering competitive
intelligence and objective
performance evaluation
by auditing a show

04

Documenting post-show results
to capture show performance and
recommendations for improvement

05

Laying out the cost
benefit analysis of a
modular new booth build

06

Establishing a timeline for
creation of a new customer
experience campaign

Set the foundation for a strategic, measureable face-to-face marketing program

One workshop, your stakeholders, and our Client Strategic
Services team. Think beyond the next show to get collective
buy-in and elevate your face-to-face marketing program.

To learn more about strategic summits,
[REACH OUT TO YOUR ACCOUNT EXECUTIVE FOR MORE INFORMATION.](#)