

Marketing Services

The goal of marketing is to inform people about your event and interest them in attending. Well-attended events are more cost effective and profitable. So even if you are managing your own conference, you will want our expertise in marketing and advertising.

We can help with your:

Market research and strategy

- **Demographics / tracking:** We will crunch the data and help you analyze who is attending your conference (along with who could be).
- **Strategy:** We will help you develop an overall strategy for informing, creating interest, inviting, and confirming people.
- **Contact databases:** We can work with your database, use our powerful and flexible software, or even design and develop a database to meet your special needs

Advertising

- **Direct Mail:** We can guide you through the bewildering world of preparing and mailing letters and brochures.
- **Brochure and registration materials design:** We can provide or arrange for talented artists, designers, and copywriters so your publications convey the right message.
- **Print media / trade journal advertising:** From design and layout to managing contracts, we will help get your message out to your target groups.
- **Press releases:** We will show you how to use the free media to your advantage.
- **Mass advertising:** If TV, radio, and newspaper advertising fit your conference, we can assist with production, distribution, and contracting.

Internet Communication

- **Website:** We can set up information and registration sites on your existing website, or create a new one just for your conference.
- **Discussion boards:** We will give your conference participants a place to ask questions before and during the conference.
- **Online call-for-presenter proposals and presentations:** Potential presenters can submit their proposals online. Your board can access, review, and score the proposals online. You will save postage and time while increasing efficiency and effectiveness. We can even generate acceptance and denial letters to presenters!
- **ListSrvs and E-mail advertising:** We will set up special group e-mailings for potential participants in your conference.
- **Internet advertising:** We will show you how to use buttons, banners, and links to generate interest in your conference.

Follow-up

- **Alumni marketing:** We can help you maintain contact with participants and encourage their registration for your next conference.
- **Evaluations:** Tap into our expertise on using participant evaluation data to improve your next conference.