



# Multimedia Marketing Group

*YOUR SUCCESS IS OUR BUSINESS*

THE BENEFIT OF PARTNERING WITH MULTIMEDIA MARKETING GROUP IS SIMPLE: WE'RE RECOGNIZED AND ACKNOWLEDGED WITH HAVING A HIGH LEVEL OF EXPERTISE, SKILL, KNOWLEDGE, AND COMMITMENT. EQUALLY AND PERHAPS MORE IMPORTANTLY, WE HAVE A BROAD EXPERIENCE BASE THAT SPANS MANY YEARS OF SERVING CLIENTS IN A PLETHORA OF INDUSTRIES AND SERVICES.



# CORPORATE EVENT PLANNING & EXECUTION

As with people, there are never two events that are alike. All have their own needs and wants and sometimes like some folks, Corporate Events have their personal peccadillos and individuality. From pre-planning through execution, to post follow-up thank you cards, we can provide you with a complete solution. However, if you prefer some assistance and want to share some tasks with your team, we can take on any aspect of your event supporting the journey right up to the day and beyond.

From Live video assist, media packages and news conferences, to run of show planning and wordsmithing for your event speakers and the creation of a special invitation which will personify your event, Multimedia Marketing Group is here to make your life just that much easier.

## FIRST THINGS, FIRST

“The goal is to manage your event from beginning to end seamlessly.”

It all starts with What IS?

What is the goal of the event, possible dates, venues to consider, number of guests, and many more questions? No matter what type of event, you want to make sure everything is in place, which is not a simple process when doing it yourself. You don't want to invest your time and money into the wrong choice. The first step of the event journey is more tell us what you need: a ticketing system? Web or mobile brochure? Golden shovels? What level of attendee engagement are you expecting? What outcomes do you want to achieve?

Are we a good fit for your event, such as conference management, lead retrieval for a regional exposition or perhaps you want explore filmed documentation of the proceedings through Transmedia storytelling. Need to manage multiple websites including your event information, such as registration pages and Facebook event pages. We have the internal capabilities to provide all of this and more, all in-house. How about Speaker, Sponsor or Exhibitor Pages? We will work with your IT and other members of your team to ensure everything is seamless. Once we meet with you, we will clearly specify the event planning services that will be provided. And yes, the best part there is 'no-charge' for this meeting!

From catering, tents, table center arrangements, sound systems, we work with specialized vetted vendors to ensure that what was promised is indeed delivered on-time and on-schedule. The ramifications can be both detrimental and costly when a vendor over promises and under delivers. Multimedia Marketing Group provides a broad range of services and these services offered can vary from one event to another.





## Your Success, is our Business

### Let the Journey Begin

All your expectations are clearly defined on what materials and services will be delivered, how much they will cost, how the outside vendors will be paid (caterers, entertainment, DJs, rental companies, etc.) and how we will handle most situations that could arise during the course of the project, all will be provided in a written document so that all the surprises are removed. Once we commence on the journey toward your event, we provide you with continuous, up-to-the-minute status through the MMG planning dashboard. We take a proactive approach since as you know, stuff happens! From the Key Note speaker coming down with strep throat, to your CEO wanting a different rain date or changing the golden shovel to silver! Yes, really, it has all happened.

### The Goal of a Branded Environment

Multimedia Marketing Group will provide event planning consulting and execution services in the following areas for you:

- 1) General Analysis and Event Planning, Marketing Integration and Consulting
- 2) Social Media Strategy Development and Execution
- 3) Daily/Weekly Event planning Management Services based on the event plan



# BRANDS ARE EXPERIENCED INSTEAD OF WITNESSED

NOTHING CAN COMPARE TO THE IMPACT AND EFFECT ON A CORPORATE BRAND THAT IS CREATED AT A LIVE EVENT. THE KEY IS TO USE YOUR UPCOMING EVENT TO ITS FULL POTENTIAL AS AN ORGANIZATIONAL MARKETING TOOL. WE WILL SHOW YOU HOW YOU CAN LEVERAGE THIS AS PART OF A BROADER COMPREHENSIVE MARKETING STRATEGY. WE HELP YOU MAXIMIZE YOUR EVENT PRESENCE, ASSIST YOU IN COALESCING THE EVENT INTO YOUR OVERALL MARKETING PROCESS.

WHEN YOU PARTNER WITH US, WE WILL SET YOUR EVENT ON A PATH TO INVIGORATING NEW RELATIONSHIPS AND NURTURING EXISTING ONES.

FROM OUR YEARS OF UNIQUE EXPERIENCE WITH EVENT PLANNING, WE ALIGN YOUR BRAND WITH THE RIGHT AUDIENCE AT THE EXACT TIME WHEN THOSE PROSPECTS ARE READY TO ENGAGE WITH YOU. WE WILL CREATE A LIVE EVENT FORMAT THAT'S CERTAIN TO MAKE A LASTING IMPRESSION.

CREATING A LIVE EVENT IS SOMETHING AN EVENT COMPANY SPECIALIZES IN. HOWEVER, THESE COMPANIES TYPICALLY DON'T CONSIDER THE BROADER, OVERALL STRATEGIES OF YOUR BRAND OR HOW TO NAVIGATE THE EVENT EXPERIENCE TO THOSE STRATEGIES.

WE UNDERSTAND HOW TO DRIVE REAL RESULTS BY APPLYING LONG TESTED LESSONS IN TRANSMEDIA STORYTELLING, AND HAVE AN IMPACT ON THE CONTENT WE CREATE. IT IS UNDENIABLE THAT CULTURE AND SOCIETY ARE CHANGING EXPONENTIALLY, AS HAVE EVENTS, MARKETING, PUBLIC RELATIONS, AND COMMUNICATION PRACTICES, AND WE BELIEVE THAT WEAVING NEW AND DIFFERENT THREADS INTO THE SOCIAL FABRIC ENHANCES YOUR MARKETPLACE AND PROVIDES A BROADER AND DEEPER MEDIA CONTEXT FOR ANY ORGANIZATION.



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