

## IN-PERSON EVENTS

# When you want to attract high quality attendees and make a lasting impression.

Network with your current and potential clients in person for educational learning to create an open and receptive environment for new product and service information. Penton Marketing has extensive experience in producing in-person events ranging from conferences with thousands of attendees to targeted, seminar-style events.

### SIMPLE DETAILS

- Secure and manage facilities for event
- Coordinate content for sessions
- Develop event registration website
- Develop marketing materials
- Produce summary report and follow-up plan

### USEFUL FOR

- Generating leads
- Building relationships
- Creating product awareness

### ADDITIONAL SERVICES

These additional marketing services compliment or work well with In-Person Events:

#### STRATEGIC INSIGHTS STUDY

Gain feedback on the event.

#### SEARCH PRESS PRO

Announce the release to a larger audience.

#### LEAD LIFECYCLING

Nurture generated leads.



## B2B marketers

rate in-person events and case studies as the most effective content marketing tactics.