

IN-PERSON EVENTS

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



B2B marketers

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

ADDITIONAL SERVICES

Direct Marketing

Penton can help you increase registrations for your event with lead generation programs or targeted email campaigns.