

Speaker CAROLYN DOW, the Dow Consultancy

Topic 'Capturing Corporate Events'

Synopsis The term Corporate Events covers Meetings, Corporate Hospitality, Product Launches and Incentives, all of which have different characteristics, different requirements and different expectations. As if that weren't enough, different nationalities have different expectations too! This session will examine event characteristics, and look at how suppliers can determine which of these events their product / facility is best suited to. It will help attendees do their own product/market fit analysis and give advice as to how to draw up marketing strategies and plans. Session participants will get ideas as to the best way to position their product, so as to gain events business. Practical examples will be used to illustrate this further and show how particular products met the marketing challenge.