What’s working in event engagement … now

July 2023

LIVE MARKETING

Delivering Engaging Events

Live Marketing partners with you to create compelling B2B and B2E events – whether in-person, virtual, or hybrid.

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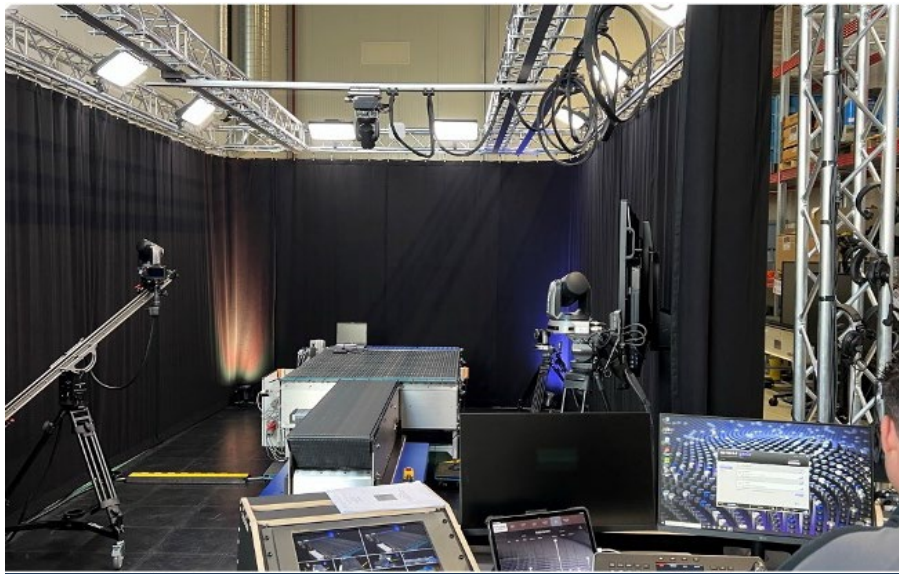
Intralox Live Streamed Demo

CHALLENGE

Create an engaging demo presentation for a large remote piece of equipment that could not be brought to the tradeshow floor.

STRATEGY

A live presenter interacted in real time with a demo engineer who appeared on a large LED wall via a 5-camera remote video set up.





"Thank you so much for making our event come to life with such an aggressive timeline! You all played a very special part in making this real for us. There were countless hours of hard work that all of you put into this project and we couldn't have done it without you."

-Intralox EMEA Event Project Manager

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Google Cloud Security Summit: *Elevate23*

CHALLENGE

Energize and keep engagement high throughout a 3-day internal tech summit.

STRATEGY

Introduced "The Elevator": a live emcee/DJ who kept the energy elevated by consistently interacting with attendees – spinning tunes, conducting interviews and hyping up the crowd between sessions.





"I just wanted to let you know that all the feedback I've gotten on Crystal has been so amazing - thank you so much for working with us and bringing this excitement to our event!!"

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Tate & Lyle at IFT

TATE & LYLE

CHALLENGE

To return to in-person tradeshows, the client needed attendees to engage with the *Collaborate at Home Kitchen*, a digital education and engagement hub created by Live Marketing.

STRATEGY

Professional staffers invited attendees to engage with interactive monitors nestled into the backwall that revealed innovative food ingredients, driving donations to the Northern Illinois Food Bank.





IMPACT

Scanned booth leads surpassed goals by 40%!

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Questions? Let's chat.



Anne Trompeter: Partner, Strategic Account Development

- Anne is an exceptional visionary and a skillful communicator, infusing sound strategy, creative vision, and innovative solutions into every client project.
- She has over 20 years of experience making creative dreams a reality for small innovators to Fortune 500 leaders—which include integrating technology and ground-breaking creative elements into a diverse range of trade show and event programs—and have earned several client accolades and industry awards.

Connect with me!



Liz Nacron: Partner; President of Creative & Production

- Liz has devoted almost **20 years** to developing innovative and results-driven live events rooted in strategic storytelling, collecting many awards along the way for her clients in the healthcare and tech spaces.
- As Partner & President of Creative and Production at Live Marketing, Liz excels at steering business strategy, leading creative and production processes, and working on select programs to keep her skills burnished.

Connect with me!

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Why Live Marketing?

A fully-equipped boutique agency

Live Marketing lives at the agency sweet spot—small enough to give you a personalized, white glove experience, yet large enough to expertly handle your corporate events from start to finish.

Count on us for:

- Experience design
- Theme and messaging development
- Creative audience engagement
- Meeting and event management
- Technical direction and AV management
- Audience acquisition strategy
- Promotional recommendations
- Content development
- Scriptwriting
- Graphic design
- Immersive digital experiences (AR, VR, MR, and tablet-based)
- Video production
- Web development and programming
- Webinars and webcasts
- Landing pages and microsites
- Collaboration tools
- Speaker preparation
- Professional engagers
- Activation staff

 © Live Marketing

Decades of proven global experience

50	6,500	42	10	750
Years	Programs	Countries	Languages	Industry Awards

WOMEN OWNED
CERTIFIED BY | WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL

HCEA
Healthcare Convention & Exhibitors Association

Over the past 50 years, Live Marketing has successfully executed thousands of programs globally, helping to launch over 500 new products and services for our clients. With work awarded for strategic, creative, and marketing excellence, we're the event industry's premier storytelling agency.

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