Elevate Your Events

Fall 2025

- What's at stake
- 3 Myths
- Why us

LIVE MARKETING

A Corporate Event Production Agency

AS AI IS ACCELERATING EFFICIENCY, COMPANIES RISK LOSING THE HUMAN CONNECTIONS AND CULTURE THAT SET THEM APART.

That's where experiences come in. Live Marketing helps organizations use events to align teams, strengthen culture, and drive business outcomes.

LIVE
MARKETING

MYTH 1:
CONTENT IS KING

Content is everywhere nowadays. The unique value of in-person events is relationship building, feeling part of a community.

Human connection is more valuable than presentations.

Experience-centered conferences are replacing passive presentations with interactive learning, networking and storytelling.

Create attendee-driven scalable sessions such as peer-to-peer learning and shared experiences.

MYTH 2:
GO GO GO

Slow down. Most show producers try to pack in as much as possible. We found that the more our clients prioritize the well-being of their attendees, the better the results.

Nurture your attendees in meaningful ways.

Make well-being more than just a side note.

Integrate wellness activities to provide a more balanced attendee experience including meditation, breathwork, mindfulness workshops and wellness lounges.

Add more breaks into the agenda, provide quiet spaces.

Prioritize healthy food during menu selection.

Each of these practices promote productivity and a positive environment.

MYTH 3:
PRIORITIZE YOUR SPEAKERS

Audience-centric design should be the priority.

Focus emphasis on creating moments that resonate personally with attendees.

Anticipate attendee needs before they ask. Use data and insights to tailor your program.

Design with empathy, blend emotion and storytelling to create a “this was made for me” moment

This comes from knowing your audience and matching an experience that feels authentic to their goals, challenges, and experiences.

Corporate culture is in a tricky spot right now.
The companies who focus on redefining what in-person events mean to the health and wellbeing of their business will win.

LIVE MARKETING

 © Live Marketing

Why choose us?

You're investing heavily in events. But are they truly delivering return on experience? Live Marketing helps event leaders bridge the gap between spend and measurable impact — ensuring your events strengthen culture, elevate engagement, and prove their value.

Our 50 years of experience ensures that we anticipate needs, mitigate risks, and proactively identify opportunities to elevate your event's impact.

Let us manage the event details so you can focus on your people.

 © Live Marketing

Corporate Event Production Agency

- **Experience design**
  - Theme and messaging development
  - Creative audience engagement
  - Audience acquisition strategy
  - Promotional recommendations
  - Web development and programming
  - Collaboration tools
- **Presentation Support**
  - Content development
  - Scriptwriting
  - Graphic design
  - Video production
  - Speaker preparation
- **Stage design**
  - Thematic staging concepts
  - Technical direction
  - AV management
  - Immersive digital experiences
- **Onsite Execution**
  - Meeting and event management
  - Production team to lead sessions
  - Webinars and virtual events
  - Professional engagers
  - Activation staff

 © Live Marketing

CASE STUDY

Internal annual sales team summits

CHALLENGE

Produce 2 3-day F2F events for 600+ attendees in both U.S. & Europe.

STRATEGY

Managed all pre- and day-of production, including theme development & graphic design, video production, awards ceremony support, all AV management and coordination, stage design and all onsite execution.





"I'm really impressed with the high-quality production and organization. A huge kudos to you all for making everyone look so good!"

- Vice President, Global Marketing, IDEXX

"To pull off this event in the amount of time we had and be flawless is truly something to behold. It continues to be a joy to work with your team. Your hard work and expertise are admirable!"

- Global Event Leader, IDEXX

CASE STUDY

Offsite evening event during conference week

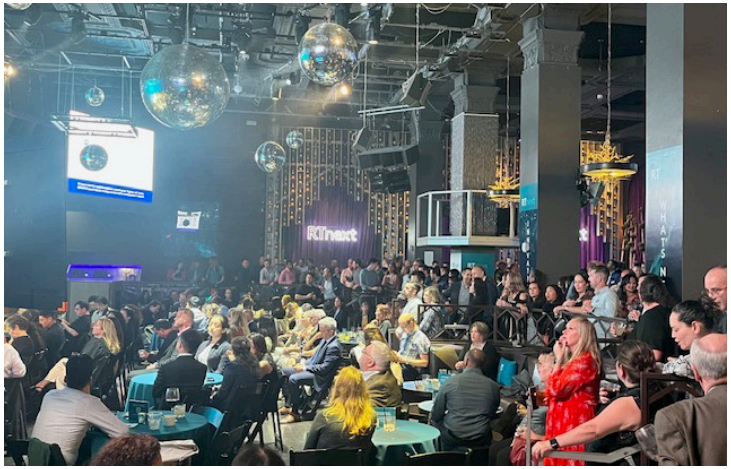
Elekta

CHALLENGE

Plan and produce a high-energy industry event for radiation oncologists in conjunction with a large industry tradeshow

STRATEGY

- High-energy DJ MC provided a cohesive throughline across speakers and sessions
- Engaging QR trivia games and videos kept the energy high
- Secured the evening's keynote speaker, Daymond John from Shark Tank, for a pitch competition





LIVE MARKETING®

CASE STUDY

Customer event with product launch

PHILIPS

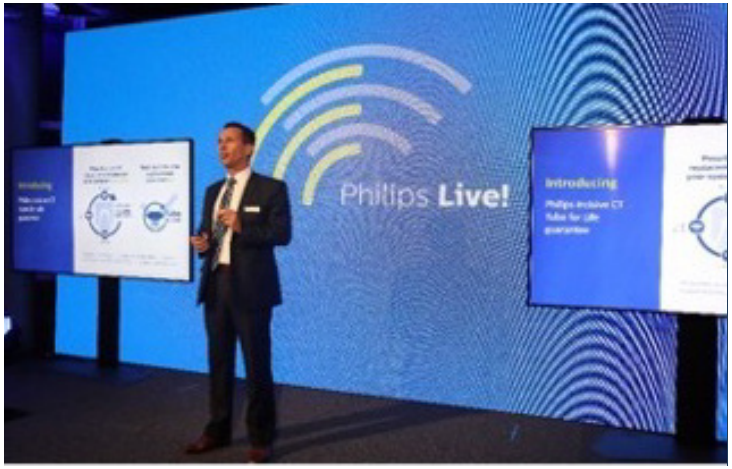
CHALLENGE

Create an elevated, immersive customer event for an international tradeshow to announce the client's newly launched product.

STRATEGY

Custom video mapping on a large-format LED wall synched with a live orchestral soundtrack, creating an exciting celebratory experience to match the significance of the new product innovation.





LIVE MARKETING®


THANK
YOU
LIVE
MARKETING