

Allied Event Coordination

Sell the Experience!

At **The Allied Group**, we continually look for ways to improve and impact the experience your prospect or customer has with your brand. It doesn't get any better than through one-on-one interaction. Emotionally-generated feelings influence customers' much more than rationally-derived thought. *The benefits of event marketing are:*



Effective CPL
Self-Selected Interest
One-on-One Interaction
Emotional Connection
Brand Enhancement
Value Building
Viral Reach

Experiential marketing presents an experience that **people choose to attend** and participate in after identifying the relevance of a brand/product/service to their needs. A potential criticism is that reach is miniscule compared to other marketing mediums. But attendees are apt to be **more receptive to marketing messages and images** associated with the event than they are to those presented via other methods because they've chosen to attend.

Studies show that non-customers sometimes take **positive post-event actions**, a number of which are viral in nature.* This has the potential to **extend the reach of the brand**. Events influence the attendees, large numbers of whom also influence their peers, something that most advertising does not do. Like pass-along audiences in magazines and TV, event reach calculations should go beyond just direct attendees.

“We are excited to be working with **The Allied Group** as our chosen marketing communications partner during this important period of corporate transition for Concordia and growth of the Concordia Medical Brand.”



*2008 Advertising Research Foundation (ARF) on Experiential Marketing

For over 60 years, **The Allied Group** has partnered with many successful companies and organizations to achieve great results. Many of your colleagues have already chosen **The Allied Group** as their one-stop source to implement marketing and fulfillment programs.

THE Allied GROUP
Implementing Marketing & Fulfillment Programs.

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