



#expoexpo

IAEE Expo! Expo!

Annual Meeting
& Exhibition
2020

LOUISVILLE, KY

DECEMBER
8-10, 2020



THE
SHOW
FOR
SHOWS

IAEE Expo!
Annual Meeting
& Exhibition
2020 **Expo!**

#expoexpo

Effective Ways to Maximize a Shrinking Marketing Budget for Virtual Event Success

Julie Parsons, Managing Director, Fixation Marketing

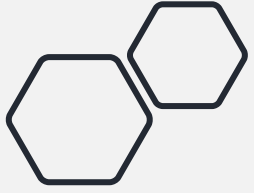
Anthony Forte, Vice President, Digital Strategy,
FORT Group/Fixation Marketing

THE
SHOW
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Where to start?

Developing and defining your virtual or hybrid event





Establishing a foundation



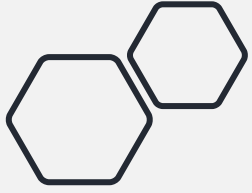
PURPOSE



PLATFORM



PRICING



Let's talk budget



HOW MUCH TO
PROMOTE?



HOW MANY ATTENDEES
TO EXPECT?

What's next?

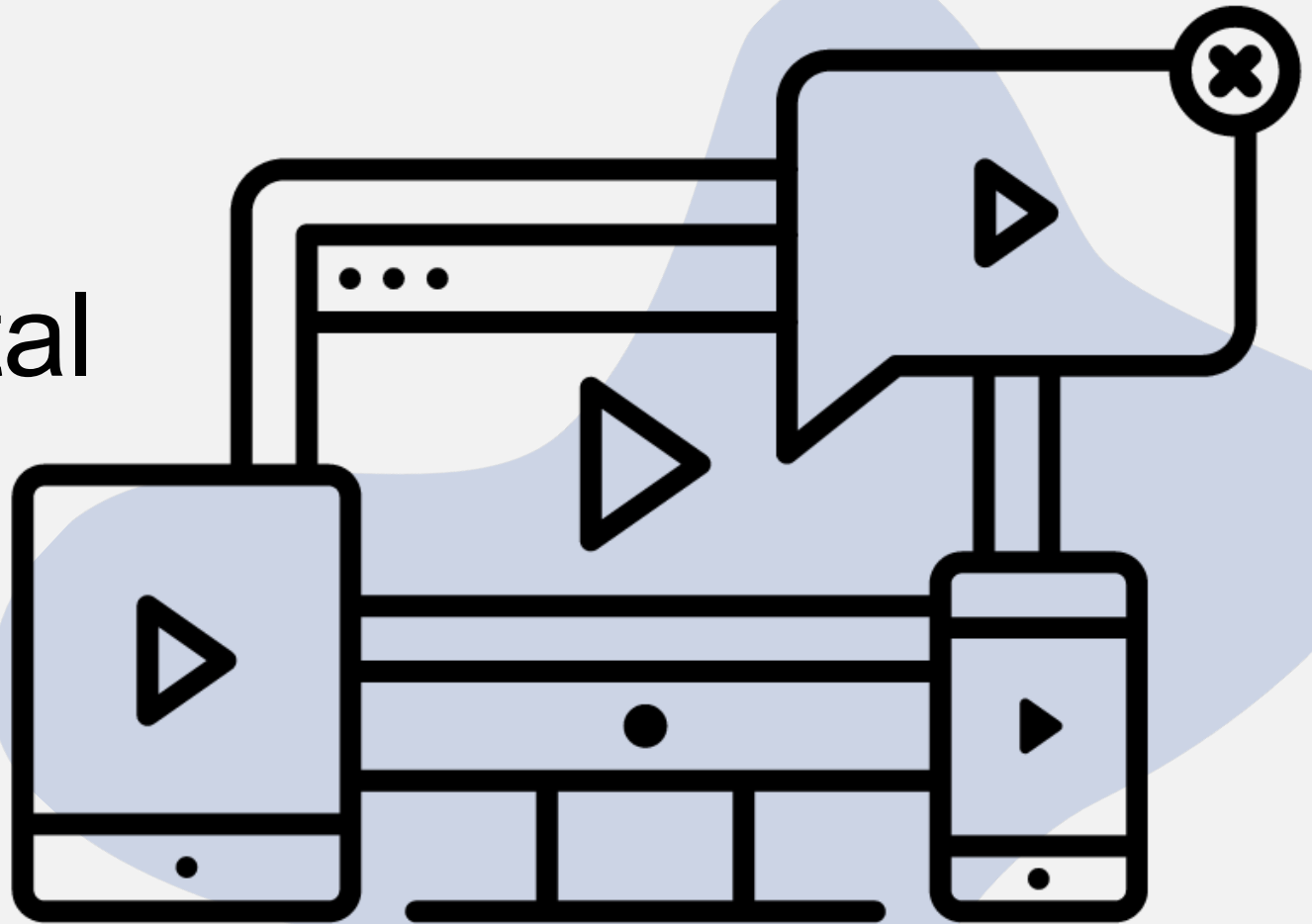
The right executional pivots to maximize budget and return





1. Assess and narrow channels

2. Lead with digital





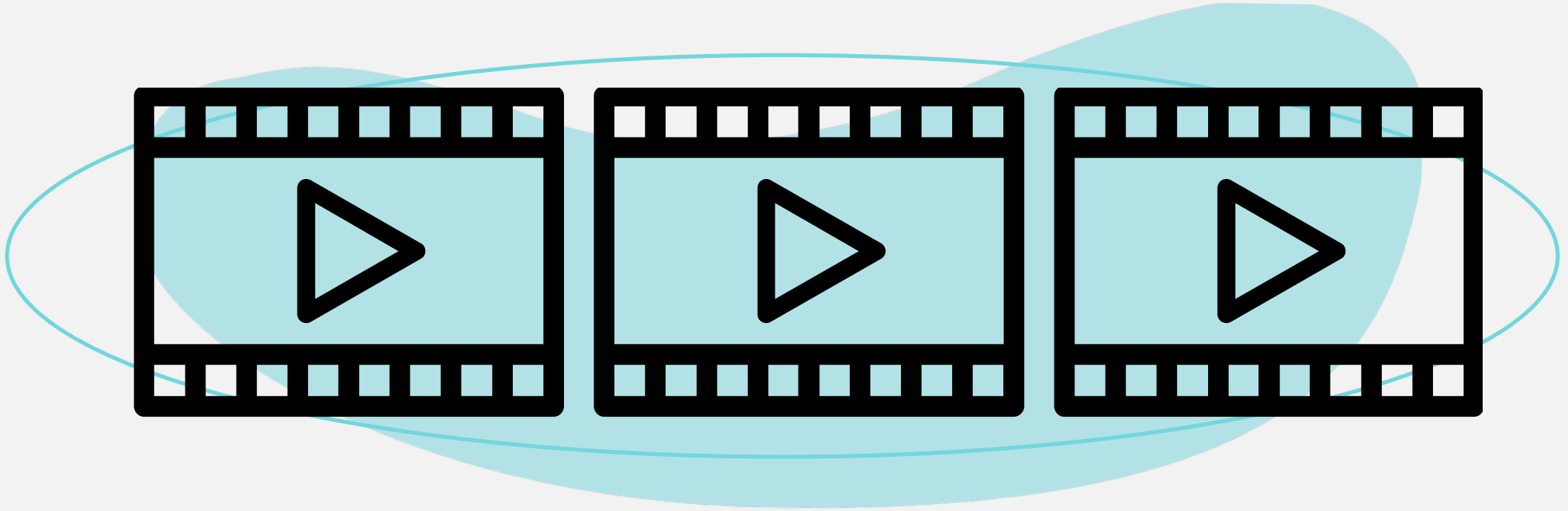
3. How to get and stay on message

4. Figure out tracking early and test often



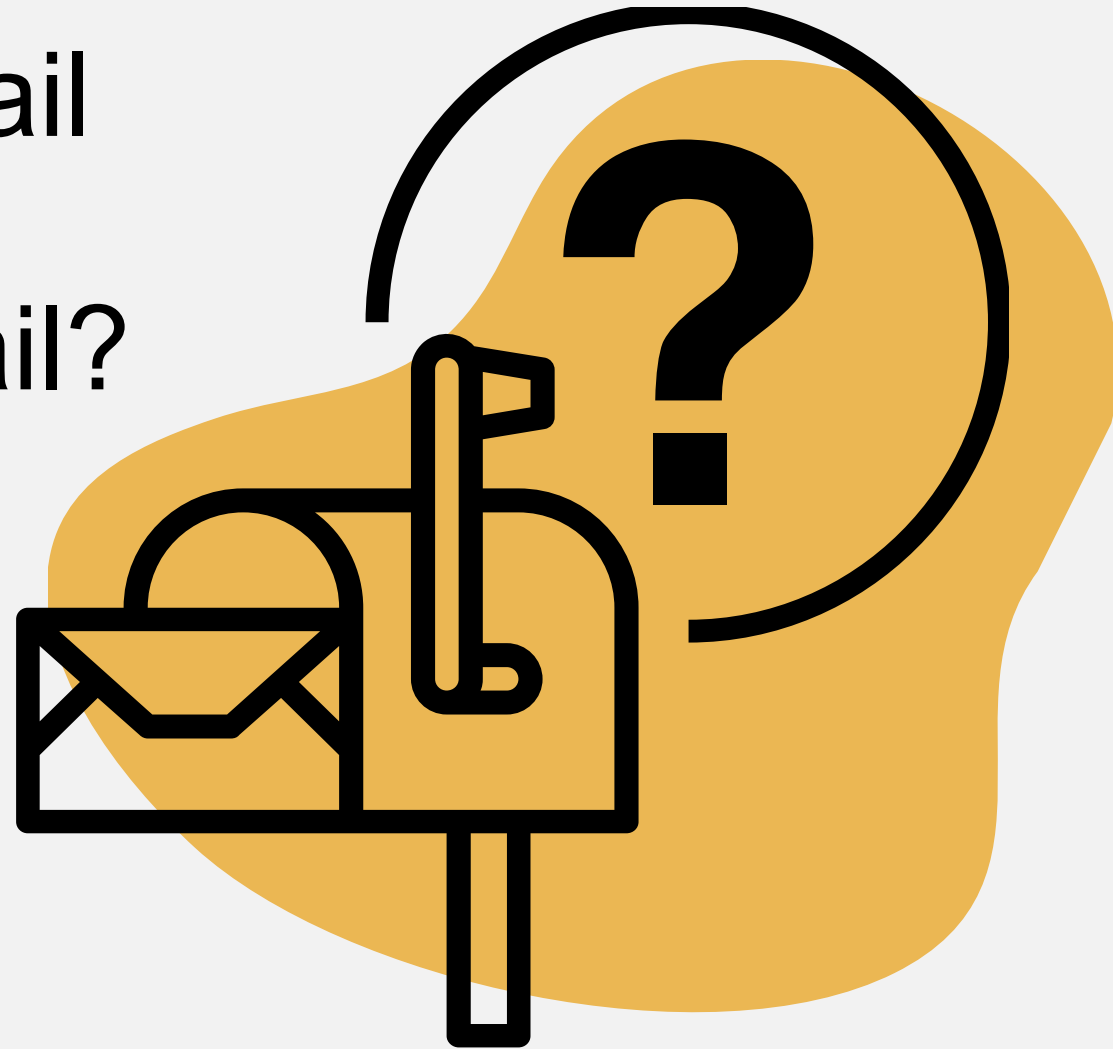


5. Smart and impactful email marketing



6. Use video to build a narrative

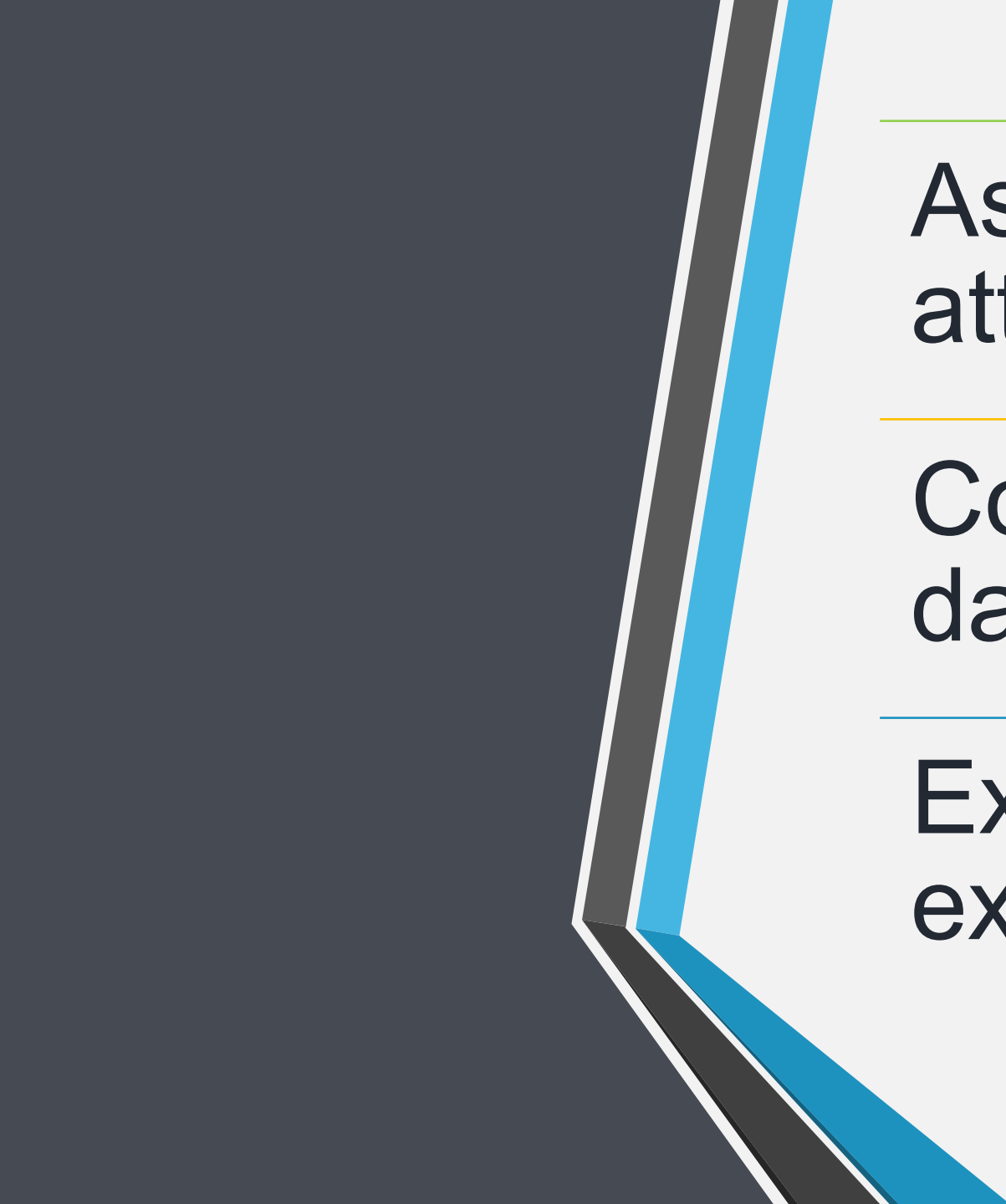
7. To direct mail
or not
to direct mail?



How is it going?

Tracking and assessing leading into and after the event





Assess pacing and
attendee behaviors

Conduct daily
dashboard review

Explore show-
extending opportunities

Thanks!

Questions welcome! Contact us after the session at julie@fixation.com or anthony@fortgroupinc.com

