



Making the Shift from Mad Men to Math Men?

Would you like to...?

- Obtain more and better data from customers and prospects
- Continuously improve connections with target audiences
- Build competitive advantage at key events
- Fuel your sales pipeline with higher quality leads
- Optimize your trade shows and events

executive decision makers:



**Traditional
advertising
and marketing
techniques**

**Data-driven
marketing
solutions and
techniques**

You can do it all with digital, because digital equals data. That's why *Math Men* are the new *Mad Men*. This major marketing shift is definitely making its way into events, where data now drives creative decisions on:

- **Event design**
- **Messaging strategies**
- **Audience engagement**
- **Brand experiences**
- **Post-event communications**

What's different about this new data-driven approach? Just about everything. Doing it right requires...

- **New thinking**
- **New skills**
- **New processes**
- **New technology**

Using digital technologies at events is not just about capturing information. Digital engagements require a radical reinvention of how you connect with prospects. That's why you should work with an interactive media partner that has the necessary experience and expertise.



Interactive experts can help you transform traditional one-way booth communications to entirely new kinds of digitally-enabled experiences that facilitate:

- **Personalized interactions**
- **Two-way conversations**
- **Crowd-sourced content creation**
- **Socialization amplification**
- **Live audience participation**

These engagements are all about empowering prospects and giving them a voice. An interactive expert can also help you use these digital engagements to capture data, analyze it and use it to inform future programs.

If you're ready to make digital work for you, do it right. Do it with an interactive expert.

Enterprise Event Marketing says smart use of digital technology can also help...

**INCREASE EVENT
ATTENDANCE
BY**

20%

**INCREASE
PRODUCTIVITY
BY**

27%

**DECREASE
COSTS BY**

20%-
30%

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