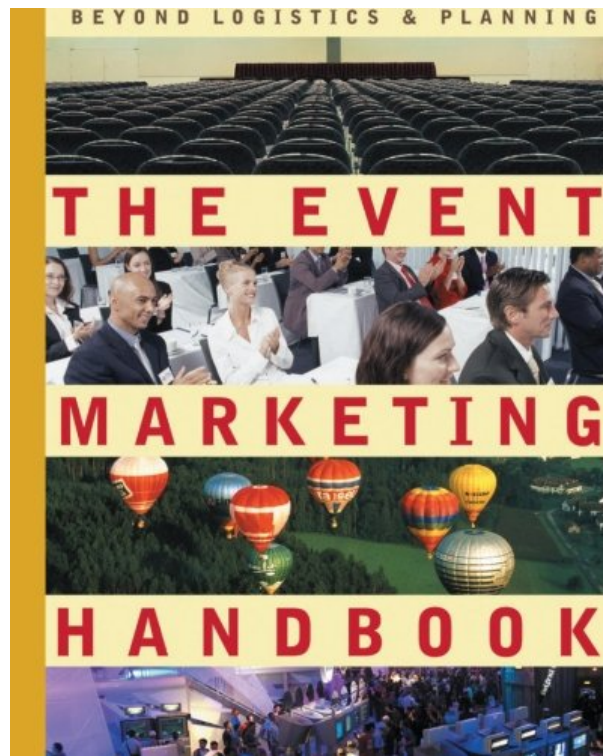
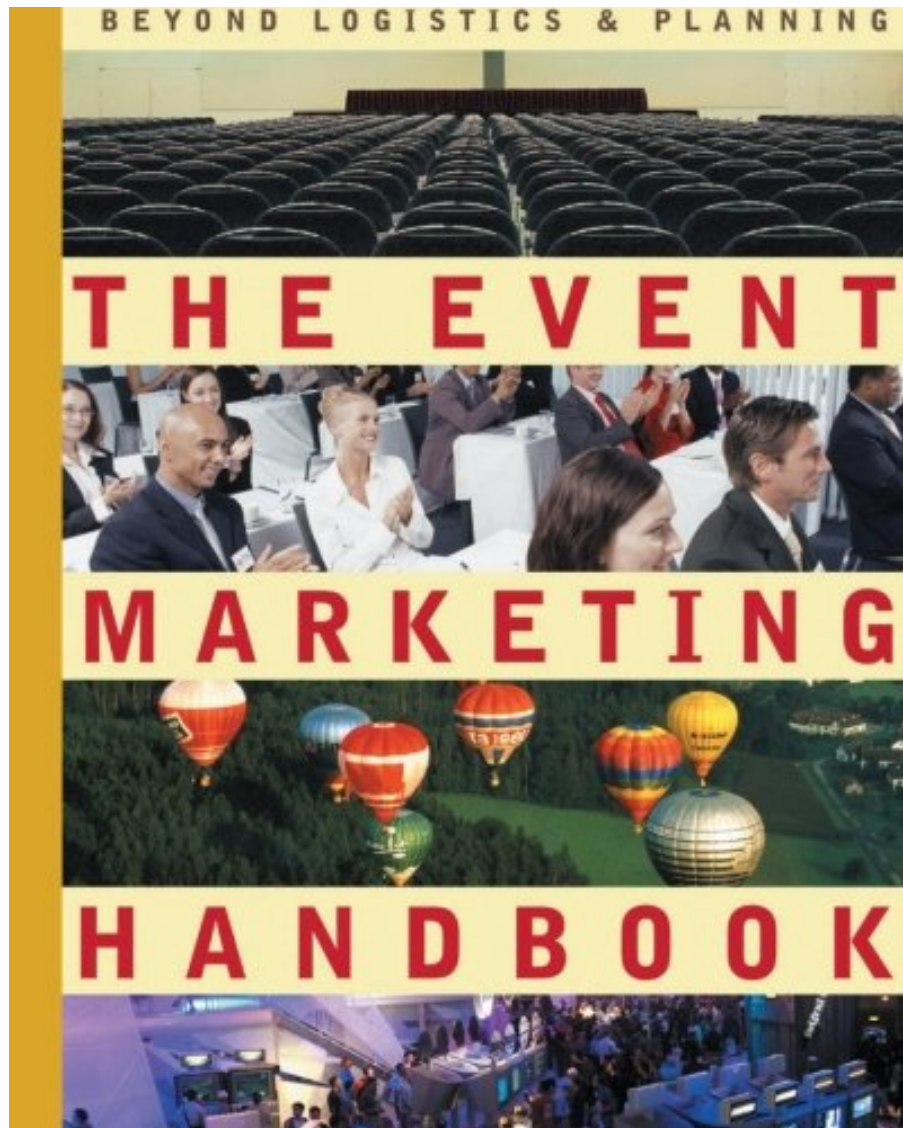


THE EVENT MARKETING HANDBOOK: BEYOND LOGISTICS & PLANNING BY ALLISON SAGET



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Review

This book is useful for anyone who wants to learn to integrate events that generate leads while maximizing their budget.

(Bookreviews.com)

About the Author

Allison Saget is president of her own marketing consulting firm that helps clients reach their key business objectives through events. Her knowledge and expertise led her to develop and create EventBLT™ -- a strategic approach that integrates Brand Recognition, Lead Generation and Thought Leadership in order to shorten the sales cycle. This own and dominate framework allows companies to concentrate on their target audience while minimizing the logistic requirements to be more creative thus contributing to the bottom line. Accomplished marketer, "brand-a-holic," author and speaker, Allison has a deep expertise in strategy and messaging, as well as the planning and implementation of external and internal events, product launches, executive functions, sales meetings, sports & arts hospitality initiatives, tradeshow/conferences, partner programs, PR & analyst efforts, online campaigns, sponsorships, strategic philanthropy and stockholder meetings. In her 25-year marketing career, Allison has created, designed and managed well over 1,000 events, as well as worked in advertising, television, collateral design & production, logo merchandising and direct marketing. Her clients and work experience have included such companies as: salesforce.com, Accenture, TeamHealth, NQ Mobile, DocuSign, Uptime Institute, The Exordium Group/CareFusion, Oracle, SAP, StarCite, Tektronix, Omniture, Right Hemisphere, Ashley Furniture HomeStores, Grand Furniture, NVIDIA, mental images, Procore Technologies, Baker Hughes, Harcourt Achieve, Unisys, SABA, TSS/IBM, Asera, DigitalThink, TWIKI.NET, Mint.com, Karmasphere, EMI – artbronze.com, Cloudmark, Kefta, Chordiant Software, Digital Island, Softmart, Micrografx, Global Knowledge, carclub.com, Ensoniq, Cardinal Business Media and USA Cable Network. Allison's mantra is: Event Marketing is all about facilitating, easing, opening, accelerating and shortening the sales cycle. That's it!

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Event marketing is big business: U.S. corporations invest more than \$300 billion a year in every kind of event—from webinars, tradeshow, product launches, and golf hospitality functions, to user groups and customer conferences. In *The Event Marketing Handbook*, industry expert Allison Saget shows marketing professionals how to maximize return on investment for the dollars their companies spend on events. She believes that event marketing is a strategic, dynamic discipline linked to a firm's business objectives and sales goals. The key, according to Saget, is a great BLT—Brand Recognition, Lead generation, and Thought Leadership. In this A-to-Z guide, Saget shows professionals how to drive results through integrated marketing activities, such as advertising, direct mail, and public relations. She also answers crucial questions like: "How do I reach my target audiences?" "Why and when should we use celebrities at our events?" and "How do I plan a press and analyst program within an event?" Packed with case studies, planning templates, sample time frames, event programs, and names of associations, *The Event Marketing Handbook* is designed for every marketer who wants to think strategically, remember the fundamentals, plan carefully, and achieve results. Beginners and seasoned veterans alike should own this book. Highlights in *The Event Marketing Handbook*, readers will discover:

- An end-to-end process, from planning through measurement
- Cautionary advice to help them avoid pitfalls and problems
- Myriad tricks of the trade from industry insiders, such as event producers, management companies, exhibit houses, and event moguls.

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This book is useful for anyone who wants to learn to integrate events that generate leads while maximizing their budget.

(Bookreviews.com)

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messaging, as well as the planning and implementation of external and internal events, product launches, executive functions, sales meetings, sports & arts hospitality initiatives, tradeshow/conferences, partner programs, PR & analyst efforts, online campaigns, sponsorships, strategic philanthropy and stockholder meetings. In her 25-year marketing career, Allison has created, designed and managed well over 1,000 events, as well as worked in advertising, television, collateral design & production, logo merchandising and direct marketing. Her clients and work experience have included such companies as: salesforce.com, Accenture, TeamHealth, NQ Mobile, DocuSign, Uptime Institute, The Exordium Group/CareFusion, Oracle, SAP, StarCite, Tektronix, Omniture, Right Hemisphere, Ashley Furniture HomeStores, Grand Furniture, NVIDIA, mental images, Procore Technologies, Baker Hughes, Harcourt Achieve, Unisys, SABA, TSS/IBM, Asera, DigitalThink, TWIKI.NET, Mint.com, Karmasphere, EMI – artbronze.com, Cloudmark, Kefta, Chordiant Software, Digital Island, Softmart, Micrografx, Global Knowledge, carclub.com, Ensoniq, Cardinal Business Media and USA Cable Network. Allison's mantra is: Event Marketing is all about facilitating, easing, opening, accelerating and shortening the sales cycle. That's it!

Most helpful customer reviews

35 of 39 people found the following review helpful.

Not what I thought it was...

By dave carter

I thought this was a book about how to market "your event". It's actually a book on how to market your business "at an event", like a trade show. I read about 30 pages then returned it when I realized my mistake. If you are looking for a book on how to have a great booth and make contacts and sales leads at tradeshow-style, this is for you. If you put on events and are looking for insights into ways to better market them, this is not the book you're looking for.

7 of 8 people found the following review helpful.

One of the best on the subject

By Harold McFarland

If you are in charge of an event from the small half-day seminar to the week-long trade show you know you have to do your marketing right or it just won't be a success. This book focuses on the marketing aspect of such events and is packed with lots of creative ideas. The author even includes several excellent templates you can use to help organize your event and keep you focused on the goal. The last chapters bring all the information from the first part of the book together into a cohesive unit. Some of the areas covered include dealing with vendors, budgets, schedules, and even the details of various seating arrangements. If you are putting on an event, even if you have done it successfully before, you will find a lot of useful information in the pages of *The Event Marketing Handbook* and it is highly recommended to everyone both new and experienced.

8 of 9 people found the following review helpful.

Exceptional Value

By M. Merlino

Finally a book has arrived that creates semblance and understanding to effective event marketing for companies in need. I stumbled upon Allison Saget's *Event Marketing Handbook* during a recent search online. I was responsible for coordinating our first major event and being a start-up company we could finally honor our founding 500 businesses for their support. The success of this event was imperative. Our congressman arrived and cut the red ribbon. Using all the templates and tools from the *Event Marketing Handbook*, I was congratulated by the President of the company for my insight and ability to follow through with a task, that was considered unparalleled to anything else we have done thus far. I highly recommend this book for any company that wishes to create the best event EVER!

[See all 23 customer reviews...](#)

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