

## **Marketing**

The best, most imaginative events generate exchanges that not only reflect positively on the activity and brand during the event, but also create a buzz long after it's over. However, when planning an event, too often event organiser's under-estimate the importance of a good marketing plan.

Here at Pennine Events we believe that the key to delivering a successful event marketing campaign is to identify the target audience and create an experience that remains in their memories for years to come.

We are able to provide a range of marketing services to support your event including, but not restricted to:

- Production of an event marketing strategy
- Production and management of an event marketing action plan
- Management of event social media channels
- Securing sponsors for your event
- Publicising your event
- Overseeing the design and printing of tickets, posters and promotional items

By understanding the importance of marketing, you are able to provide value to attendees that lasts long after the event has ended and ensures that you meet all of our event objectives.