Brief of customer event

Organizing a customer event is one of the most important parts of marketing activities. Marketing communication works only if its "ingredients" are well-chosen and integrated into one whole. At the heart of the event is the customer and the whole point of ​​the project is to create value from the perspective of the consumer. A well-organized customer event makes the brand more visible and increases positive attitude, helps to shape opinions/attitudes in a positive direction and motivates to try different products.

Aspects to consider when submitting an enquiry:

* What is the essence of the event;
* What kind of brand message/business the event should focus on;
* Who are the best value for money consumers;
* How many participants are expected;
* In what environment the event should be held (which keywords would best describe the ideal location)
* How much should be invest in loyal customers, ie what is the budget;
* What have you done recently in your corporate internal communications;

Customers are the main source of revenue for the organization and well-planned marketing communication is an investment that increases the value of the customer base.

Our desire is to make sure that you to benefit from the event, and our 10 years of experience in organizing events will certainly help to achieve the desired goal. Thank you!