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## 2021 SPECIAL REPORTS TOPICS

### VIRTUAL EVENT OPS: THE YEAR'S TRENDS

» It may not be the sexiest aspect of the event business, but what goes on behind the screens for virtual events has proven to be more layered than we ever imagined. From sourcing, packing and mailing experiential kits, to production teams that prepare speakers and scripts, to platform people who "push the buttons" and deploy contingency plans, we peel back the digital curtain and break down the latest best practices with the event marketing industry's top ops teams.

### RECRUITING THE BEST BRAND AMBASSADORS

» They represent millions of dollars in marketing investments across live experiences in the U.S., but for some brands, hiring brand ambassadors is treated as an "add-on." Learn about the best practices for recruiting, training and motivating event staffers to make every interaction on-site count. Plus, ramp up your COVID-era hygienic practices, as brand ambassadors will not only be the face of the brand, they'll serve as the health and safety front line, too.

### ALL TOGETHER NOW: THE BEST 360 CAMPAIGNS

» Events teams are working hard this year to meld with the larger marketing organization, working with digital, social, p.r. and even e-commerce to bolster hybrid experiential programming. Get tips and insights on how to lead a campaign with an event, how to take a multi-departmental approach to a campaign, how to work across teams to generate long-term goals, and, ultimately, how to get buy-in on an integrated event campaign that satisfies multiple company goals.

### BEST PRACTICES: DIVERSITY, EQUITY & INCLUSION

» A strong event industry is one that incorporates a variety of perspectives and ideas. And for an event to be successful, your team, your partners and your attendees need to see a piece of themselves in the production, content and audience. From ensuring BIPOC voices and women are represented equally, to accommodating gender-neutral elements, addressing working families and attendees with special needs, get best practices on deploying DE&I initiatives that will boost the bottom line and the industry as a whole.

### STEP BY STEP: PREPARING FOR YOUR BIG RETURN

» Before COVID-19 there was SARS. There were also terrorism concerns and severe weather threats. Indeed, it's a brave new world for event marketers, but activating in the pandemic era will require a brand new action plan with multi-layered and expert-led strategies. In this guide, get your "checklist" for in-person event preparations that include new roles for the team, communications platforms, the latest health guidance (including on attendees and vaccines), and the tools and technologies that will collectively give you a successful and safe liftoff.

### MOBILE MARKETING: PAVING THE ROAD TO SUCCESS

» Mobile tours were among some of the first experiential programs to return in the post-COVID era. Their nimble nature, and outdoor-based environments were built for controlled programming. If you're on a mission to hit multiple markets, or in it for the long haul or for a mini tour, learn how to source and design the right mobile unit for your campaign, uncover strategies for selecting target markets, and get the lowdown on the latest location tech and hygienic practices to earn maximum visibility and trust from your anchor communities.

### MAKING THE MOST OF MEDICAL MEETINGS

» Medical meetings in the in-person or virtual space are highly controlled by Big Pharma regulations, making them a challenging space for brands to amplify messages delivered on-site. Learn the ins and outs of engaging audiences in these meetings, how attendee influencers can bolster your social media plan, and, ultimately, how to develop engagement strategies that only feel like they break the rules.

### TOP TAKEAWAYS FROM AUTOMOTIVE EVENTS

» Auto shows and launch events are a hot bed of cutting-edge event strategies and technologies that often set the bar for the rest of the industry. Learn what's driving the brand experiences behind today's top auto events—especially those that rely on "butts in seats" for engagement and sales—and how to create engagements that boost customer preference and loyalty in this highly competitive space.

### THE NEW ERA OF BROADCASTING

» Attendee preferences are evolving, and they're expecting a higher quality production experience in the investments they make on their digital event registrations. Dig into the latest tools and production techniques to produce quality streams that are inviting and screen-time worthy; what the must-have setups and product team makeup should be, and how to prepare featured executives for engaging, on-screen appearances.

### CAUSE MARKETING AND MOMENTS THAT MATTER

» You can thank millennials for catapulting cause-related marketing from an act of good to a business imperative. And some of the industry's best and brightest marketers will tell you that if the challenges of this past year has taught us anything, it's that brands who lead with empathy win. Find out how brands are quickly and creatively deploying relevant and authentic campaigns that capitalize on a moment of need and that seamlessly map back to the company's mission.

### DEPLOYING STUNTS THAT ARE SAFE & SUCCESSFUL

» Among the event types cities began to approve again following the onset of COVID-19 were localized stunts that went unpublicized and purposefully avoided attracting crowds, but that made for viral-worthy, filmed multi-channel content. Learn how to gain approvals for stunts in the new reality, ideas for digital amplification, types of venues and locations that work best, and best practices for coordinating teams, approvals and talent for a successful and safe event.

### EXPERIENTIAL AT HOME: DELIVERING TO DOORSTEPS

» The silver lining of COVID-19 is that it has forced the industry to completely reimagine how brand experiences are delivered. Make way for the "reverse" activation strategy wherein brands bring experiences to consumers' homes, rather than ask consumers to come to them. Explore the benefits of connecting with fewer people on a deeper and more personalized level, how to develop memorable "kits," and get tips on working with vendors in this "flipped" experiential format.

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