

## LEVERAGING SPECIAL EVENTS TO BOOST VISIBILITY

By Sarah S. Berman, President, The Berman Group, Inc.



### THE VALUE OF HOSTING EVENTS

Hosting special event seminars and conferences offers direct visibility to prospective clients by providing an in-person forum to meet and communicate with them. Rather than using cold methods such as email marketing campaigns, hosting events can foster immediate, face-to-face relationships. In addition to their effectiveness as networking opportunities, special events can also be cost-effective. By complimenting your firm's existing print and web marketing initiatives with special events, your company can greatly increase exposure without breaking the bank. Many successful seminars and forums are held in corporate conference rooms with minimal food and beverage expenses.

### GENERATING VISIBILITY FOR YOUR BUSINESS

Hosting special events helps retain clients by keeping them satisfied and engaged with your company. Special events that combine current and potential clients can provide prospective clients with an idea of how satisfied your current clients are. These mixed-clientele events allow prospective clients to see for themselves how your company succeeds with its current clients and position you as an expert in your field. These events are an opportunity for potential clients to see the strength and range of your company's expertise.

### GENERATING VISIBILITY FOR OTHERS

Events provide an excellent networking opportunity for all parties involved. Clients and potential clients are more likely to attend your event if it promises access to other similar businesses or decision-makers. Providing a venue for networking and face-to-face interaction benefits your company as well as attendees. Additionally, events can be co-sponsored by larger organizations, such as trade associations or professional publications, thereby providing access to new audiences through expanded marketing.

### THE VALUE OF FOLLOW-UP: LEVERAGING THE FULL WORTH OF AN EVENT

Follow-up after a special event is often of equal value to the event itself. Follow-up calls and emails have the potential to attract past participants to future events. Post-event press releases and e-mail blasts often entice new participants to join in on the next event. Event takeaways such as books, brochures, CDs or DVDs of recorded seminars or discussions and other tangible marketing collateral are excellent material confirmation of your company's commitment and expertise. Any item that clients and potential clients can take away after an event serves as a reminder of your services.

### E-SEMINARS: AN ALTERNATIVE TO THE ALTERNATIVE

Even with its minimal costs, events can still be too expensive for many businesses in the current economic climate. Some clients may not have the time or financial resources to travel to and attend an event hosted at your office. An alternative is the e-seminar, a simple and cost-effective method of reaching people anywhere in the global community. New ways to contact people through e-seminars include online seminars or webcasts, podcasts, online videos, video blogs or audio blogs. Virtual seminars include paid podcasts, paid online videos and paid online events. E-seminars can also be recorded and packaged into kits to be sold to participants and non-participants after they have occurred. Consider using special events, either in-person or virtual programs to expand your marketing efforts and form new relationships.

### **About Sarah S. Berman, President, The Berman Group, Inc.**

*Sarah S. Berman serves as President of The Berman Group, a full service marketing, public relations and special events firm based in New York City. The firm specializes in serving business-to-business clients in the real estate, construction and professional services industries. The firm's website can be found at [www.bermangrp.com](http://www.bermangrp.com).*