



ANYTHING TO CELEBRATE?

*Market launch, new technology, competitive edge, award ...?
There are many reasons.
But to achieve the greatest possible impact with an event, you need the perfect plan.*

Event as a marketing instrument.

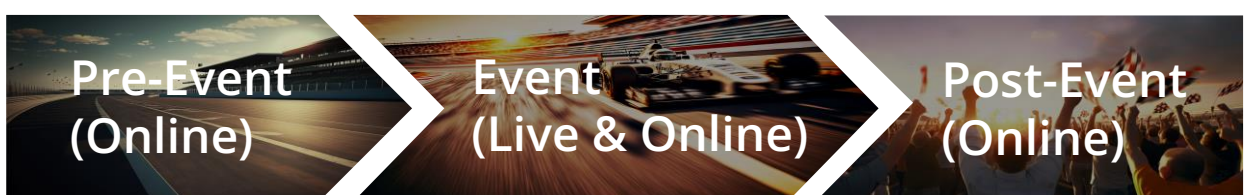


Events as a form of live communication are a rapidly growing trend in many industries. However, if you want to play this marketing instrument skillfully or even focus on it, you need the right music to reach the largest possible audience.



Content Marketing Strategy.

Whether it's a trade fair, congress or roadshow - events are always limited in terms of time and location. But they don't have to be - with a targeted content marketing strategy, these factors can be broken down. To do this, the event is expanded into 3 phases:



RELEVANT AUDIENCE



- | | | |
|-------------------|---------------------|-------------------|
| > Target group | > Live participants | > Target group |
| > Industry sector | > Target group | > Industry sector |
| > Public | > Community | > Public |

You can gain trust in all event phases with entertaining or informative content. This requires optimized tools to scale the impact.



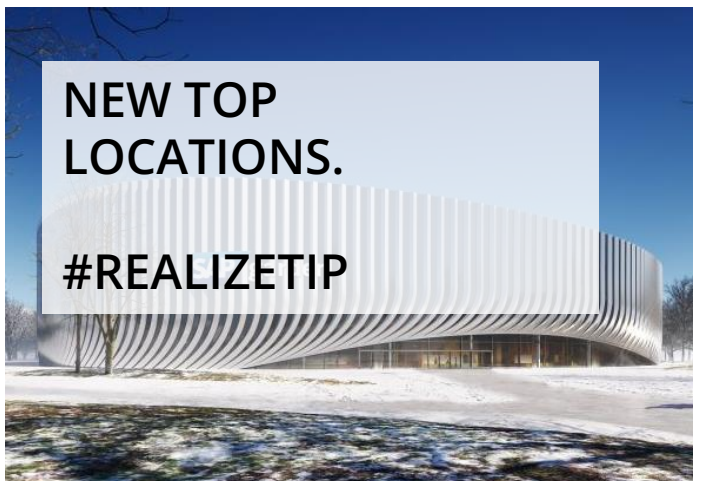
How should I put it?

CONTENT SEEDING.

#RIGHT CHANNELS

NEW TOP LOCATIONS.

#REALIZETIP



CONTENT SEEDING

RIGHT CHANNELS.

The first step is to orientate oneself to the interests of the target group, offer advantages for them and thus meet their needs and demonstrate the solution to the problem.

The right message at the right time.



NEWSLETTER
SOCIAL MEDIA
WEBSITE/ BLOG/
LANDING PAGE

Depending on the form in which your products and services can be optimally presented, you should use the appropriate channels to offer added value with expert knowledge contents. Before the event, for example, you can increase attention, curiosity and anticipation in this way.

Find out where and when studies, videos or podcasts work best here ...

What's missing is the where ...

NEW TOP LOCATIONS.

REALIZE TIP.

Offer your guests an additional wow effect with the venue. With these new openings, you'll be on trend and emphasize your competitive edge.

Turn old into new - and how!

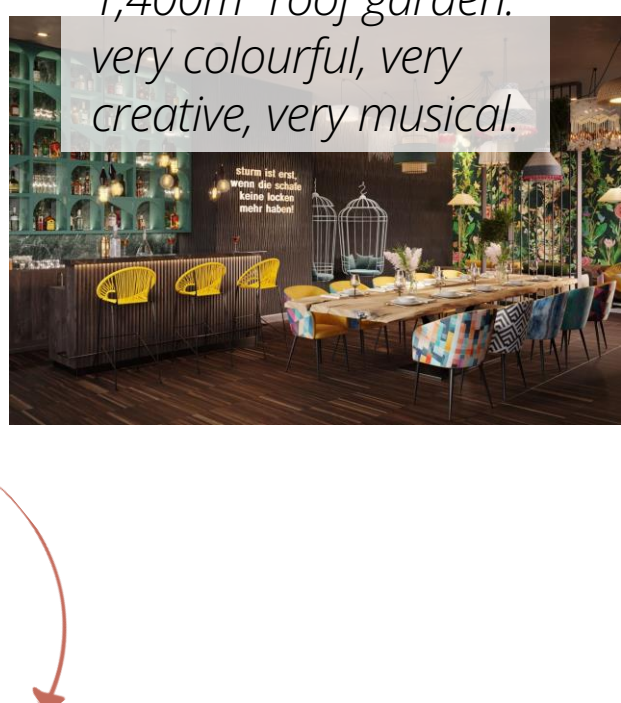
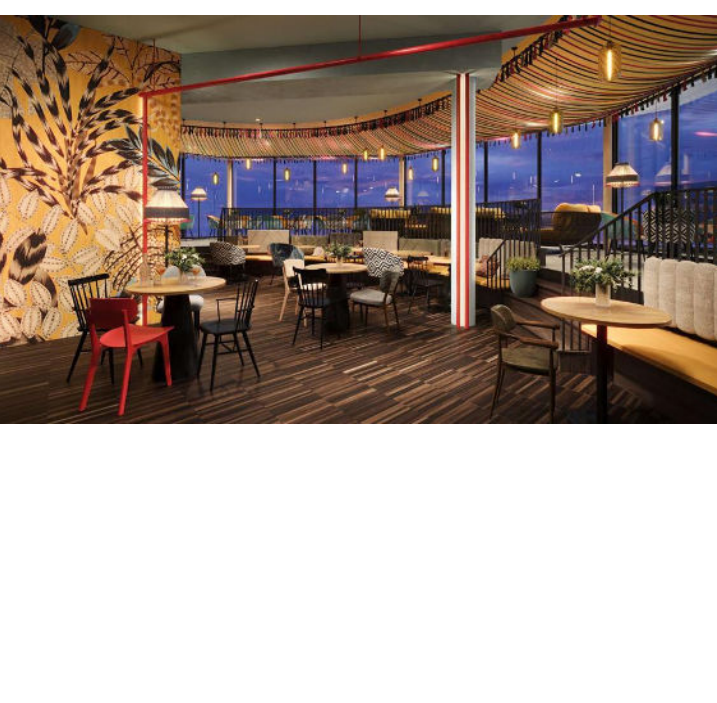
BUNKER

HAMBURG

FROM APRIL 2024



Hard Rock Hotel,
restaurant, concert
hall, memorial &
information center,
1,400m² roof garden:
very colourful, very
creative, very musical.





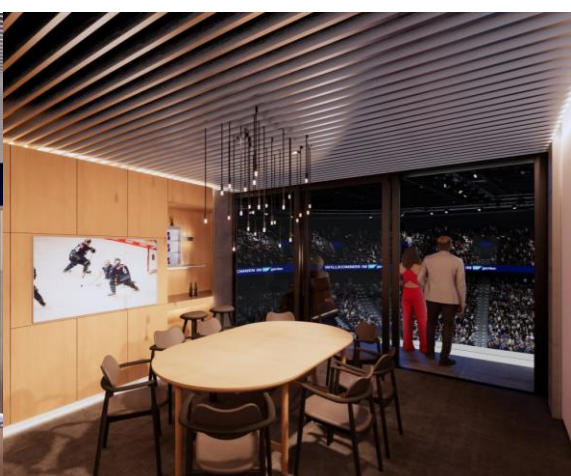
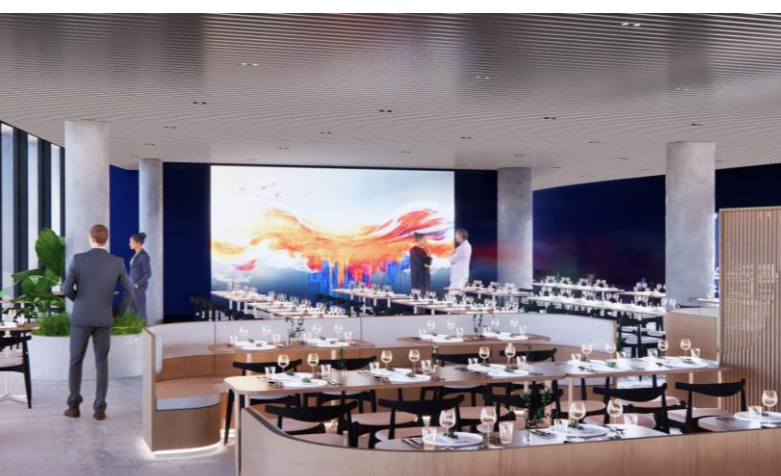
Or would you prefer sporty?



SAP GARDEN

MUNICH

FROM SEPT 2024



New multifunctional sports arena for up to 11,500 spectators offering VIP lounges, catering & design rooms with high-tech equipment. Next level for workshops, presentations & networking events. ►



Old stager, right?

We are ...



HAPPY EASTER FROM THE REALIZE TEAM.



LIVE & VIRTUELL.

REALIZE Event Marketing GmbH – Balanstraße 73, Haus 24 – 81541 Munich - Ph.: +49 89 6607990
e-Mail: kontakt@realize-events.de – web: www.realize-events.de & www.virtual-live-events.de

