A New Training Seminar for Up and Coming Event and Experiential Marketing Professionals

PRESENTS

BEST PRACTICES Insights and ideas for creating best-in-class live experiences

CASE STUDIES Exclusive examples of award-winning campaigns

B-TO-C & B-TO-B Forge deeper connections with both consumers and customers

EXPERIENTIAL MARKETING TRAINING CAMP

Preparing the Face-To-Face Marketing Leaders of Tomorrow... Today

A Training Workshop Designed for Your Company’s Rising Stars—Presented by the Editors of Event Marketer Magazine

TRENDS The top trends impacting event and experiential marketing

BEST PRACTICES

CASE STUDIES

B-TO-C & B-TO-B

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THE GROVE Unexpected Advertising

SEATING IS LIMITED! See full details and register at eventmarketer.com/trainingcamp
From the world’s most trusted resource on event and experiential marketing comes a new training workshop for your company’s rising stars.

Experiential Marketing Training Camp was designed for junior and mid-level marketers at brands and agencies and provides a full day of insights, ideas and best practices on the red-hot experiential marketing discipline. Taught by the editors of Event Marketer magazine, the curriculum features an action-packed agenda that will arm each attendee with the information and perspective they need to provide more value inside their company and advance their own career. Attendees will get:

**PERSPECTIVE** on the rise of experiential marketing and its role in the 2017 marketing mix.

**INSIGHTS** into how top brands and agencies are evolving their event and experiential campaigns.

**IDEAS** from exclusive overviews of experiential strategies, event research and industry trends.

**BEST PRACTICES** of how the best brands and agencies create and deploy the best marketing programs.

**EXAMPLES** from the most exclusive case study library on the planet that only Event Marketer has access to.

You get this and more in a first-of-its kind full-day master class on experiential marketing, created just for your organization’s rising stars. We’re preparing the experiential leaders of tomorrow… today!

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**B-TO-C MARKETERS**

**APPLY WHAT YOU LEARN ACROSS YOUR:**
- Sponsorship Activations
- Mobile Marketing Tours
- Retail Events
- Pop-Up Stores
- Sampling Campaigns
- Street Marketing
- Festival Activations
- Influencer Programs
- On-Premise Events
- Mall Activations
- Buzz Programs
- and More

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**B-TO-B MARKETERS**

**APPLY WHAT YOU LEARN ACROSS YOUR:**
- Corporate Events
- Trade Shows
- Proprietary Events
- Launch Programs
- Sales Meetings
- Internal Meetings
- Conferences
- User Groups
- Developer's Events
- PR Events
- Dealer Meetings
- and More

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**SINGLE-PERSON PRICING:**
$375 PER REGISTRANT

**GROUP SPECIAL:** REGISTER 4 PEOPLE, YOUR FIFTH COMES FOR FREE!
AGENDA

A full day of trends, insights and case studies presented by the editors of Event Marketer

8:45-9:00 AM  WELCOME/OPENING COMMENTS

9:00-10:30 AM  MORNING MODULE 1

- **Fundamental Principles of Experiential Marketing.** The rise of experiential marketing, the current state of face-to-face marketing and the changing strategies inside Fortune 1000 marketing departments.
- **The Psychology of Engagement.** The neurological effect of human connection, the science behind face-to-face engagement and the way the human mind processes live experiences.
- **10 Habits of Highly Experiential Brands.** Born out of an analysis of 10,000 marketing campaigns, our exclusive overview of the 10 common traits shared by the most award-winning experiential marketers.
- **Core Tenets of Experience Design.** The blueprint of great environments, based on interviews with more than 50 professors, design deans and creative directors.

10:30-11:00 AM  NETWORKING BREAK

11:00-12:00 PM  MORNING MODULE 2

- **The 16 Core Types of Event Marketing Campaigns.** Rapid-fire overviews of the top types of events, with insights into the top trends and emerging changes in each.
- **Anatomy of a Brand Experience.** The strategic, “anatomical” breakdown of properly designed, appropriately strategized and correctly calibrated events and experiences.

12:00-1:00 PM  LUNCH BREAK

1:00-2:00 PM  AFTERNOON MODULE 1

- **Combining Digital and Live.** Tying into interactive technology, virtual reality and augmented reality. Leveraging social media to unite target audiences and amplify experiences. Gamifying live events.
- **Generating Content.** Using live events as content generation platforms, turning over content control/sharing power to event attendees and using events as a feeder of content to the rest of the marketing mix.

2:00-2:30 PM  NETWORKING BREAK

2:30-3:30 PM  AFTERNOON MODULE 2

- **Measuring the Impact of Experiential Marketing.** How marketers are measuring their events, actual formulas for applying easy metrics to your programs and an overview of how to embrace a “measurement mentality” across your event and experiential campaigns.
- **25 Trends to Bet On: The Experiential Marketing Vocabulary.** End the day with a look at the top 25 trends and keywords impacting the industry in the second half of 2017 and into 2018.

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