

THE EVENT MARKETER'S ESSENTIAL GUIDE TO

VIRTUAL EVENTS

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Taylor

WE ARE NOT PIVOTING

From the newspaper to the iPad, from brick and mortar to online retail, paradigms shift, and evolution is inevitable. What's happening to our industry is not solely because of COVID-19, it's a natural evolution that had started already, it's just being expedited by it. With the current climate of the industry, many businesses are looking to pivot and adapt to the changing landscape—not us.

We went where the puck was going. For the last decade, we've been integrating digital engagements into our events and activations, creating a new wave of hybrid events. We have an established history of delivering in-house end-to-end hybrid experiences, that blend the physical with the virtual—and that makes us different. We're not scrambling to translate a physical experience into a digital or virtual space, we're already fluent in doing so.

"Moving forward, almost every event will be a hybrid experience." - Victor Torregroza, Program Manager, Corporate Event Marketing, Intel Corp

We want to bring your business into the future. We have a suite of offerings from simple virtual solutions to in-depth and comprehensive hybrid experiences that blend cutting edge technology, with a deep understanding of human insight. Both designed to deliver an experience that's engaging, effective, and memorable. Whichever solution best suits your need, we can help you communicate with your customers effectively and **help your business grow.**

"Experiential commerce is the future" - Alph Leydon, Executive VP, Taylor

We're event experts and as such, we know what makes them so special. We design with the human-experience front-of-mind, ensuring those valuable and authentic human connections can be made in a seamless virtual networking environment. **Events build relationships** and we can make that happen regardless of platform.

"We're in the business of data." - Dean Marks, President and CEO, Taylor

Embracing the future of digital and hybrid events allows us to capture data and use it to effectively deliver against your business objectives. With the data we capture, we get a more in-depth and vivid picture of who is engaging with your brand. With this, we can help generate high-quality sales leads and communicate with your potential customers in a personal, and relevant manner—helping to fill the sales funnel.

Whatever your business need, we have tried and tested solutions to help you respond to the changing landscape. In times like these, it's important to remember, **even though we're contactless we can still be connected.** We're here to answer your questions and help your business embrace the future. Let's start a conversation today.

