



- Exhibit and Event Management
- Education
- Competitive Intelligence

Total Event Management

Great Events are No Surprise.

Truly successful events demand thorough planning, flawless execution, and prompt reporting. So there's nothing surprising about success. But making a great event appear effortless requires expertise – the kind provided by **ABComm**.

Planning is vital to any strategic event. You have to know your audience, your goals, and how you're going to achieve them. Good planning gives you confidence that your infrastructure is in place and you're presenting the right material to the right people.

But planning is nothing without execution. Your attendees, suppliers and the media need to arrive on time and have the right welcome. And when something doesn't go to plan, you need to know you're working with a partner who can adjust on the fly.

Once you've executed a great event, you need hard data to measure your success and ensure you can do it again. Prompt reporting of your results is just one more aspect of professional management.

With **ABComm** on your team, a great event is no surprise.

Audience Focus: The key to every successful event is knowing your audience. Whether it's informal training for your whole organization, or an intimate affair addressing the concerns of a few VIP customers, we recognize the difference and build your event accordingly.

International Experience: Is this venue really as good as the brochure says? In North America, we've been there and done that. Choosing the right cities, venues and suppliers is fundamental to success. **ABComm** has years of firsthand experience in North America's primary and secondary cities, meaning we anticipate and eliminate the pitfalls of working in different locations. We also have first hand international experience in South America and Europe.

Improved ROI: How do you measure success? We track results by comparing your goals with your outcomes. We measure and evaluate the number of customers in attendance, the media coverage you received, resulting sales and much more. After an **ABComm** event you know exactly what you got for your money.

Professional Mentoring: Working with **ABComm** pays off for years to come. During planning and execution, your people learn event management techniques and processes to use at every future event. We don't just create great events; we show you how.

Demonstration Expertise: **ABComm** specializes in communicating complex and technical ideas in terms your audience understands. Regardless of topic or industry, **ABComm** bridges the communication gap with plain language and interactive demonstration techniques.

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TAKE THE GUESSWORK OUT OF EVENT MARKETING™