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Topics

Attendee Acquisition: What's Working to Drive Attendance in Today's New Marketing Reality

Program Description:

Kimberly will discuss the tools, tactics and technologies that are moving the attendance needle for trade shows and conferences across the country.

Learning Outcomes:

- Discover what's actually working to drive attendance in today's new media landscape.
- Get inspiration and ideas that can be immediately applied for your next campaign.

Profile

Kimberly Hardcastle-Geddes is president and chief marketing strategist at mdg, a 110+-person agency with offices in Southern California, Chicago and Washington, D.C. Specializing in event and association marketing, mdg brings together marketing researchers and strategists, digital specialists, data experts and a robust creative team to provide complete marketing solutions that help clients achieve their objectives. Kimberly is a CEM faculty member, a Krakoff Leaders Institute alumna, a monthly columnist for PCMA Convene, a presenter of industry seminars on strategic planning and, most importantly, an integral collaborator for several prominent association and event clients across the country.