
CAMPAIGN-TO-EVENT (C2E)

Event communication is more than just registering participants.

Events do not run themselves. Event managers, communication specialists and the event agency must work hand in hand for the event to be a success. Event communication plays a key role in this: it networks the objectives and content of the event with the desires, needs and requirements of the participating target group. It provides relevant content, awakens interest, creates curiosity, digs deeper and supports potential participants up to the date of the event.

With C2E, Publicare offers all event managers a comfortable and scalable communications package for their event. C2E takes the pressure of communication tasks that do not relate to their specialist area away from event managers and the event agency. All those involved use their core competence for the success of the event in a targeted manner and therefore increase the overall efficiency of the project.

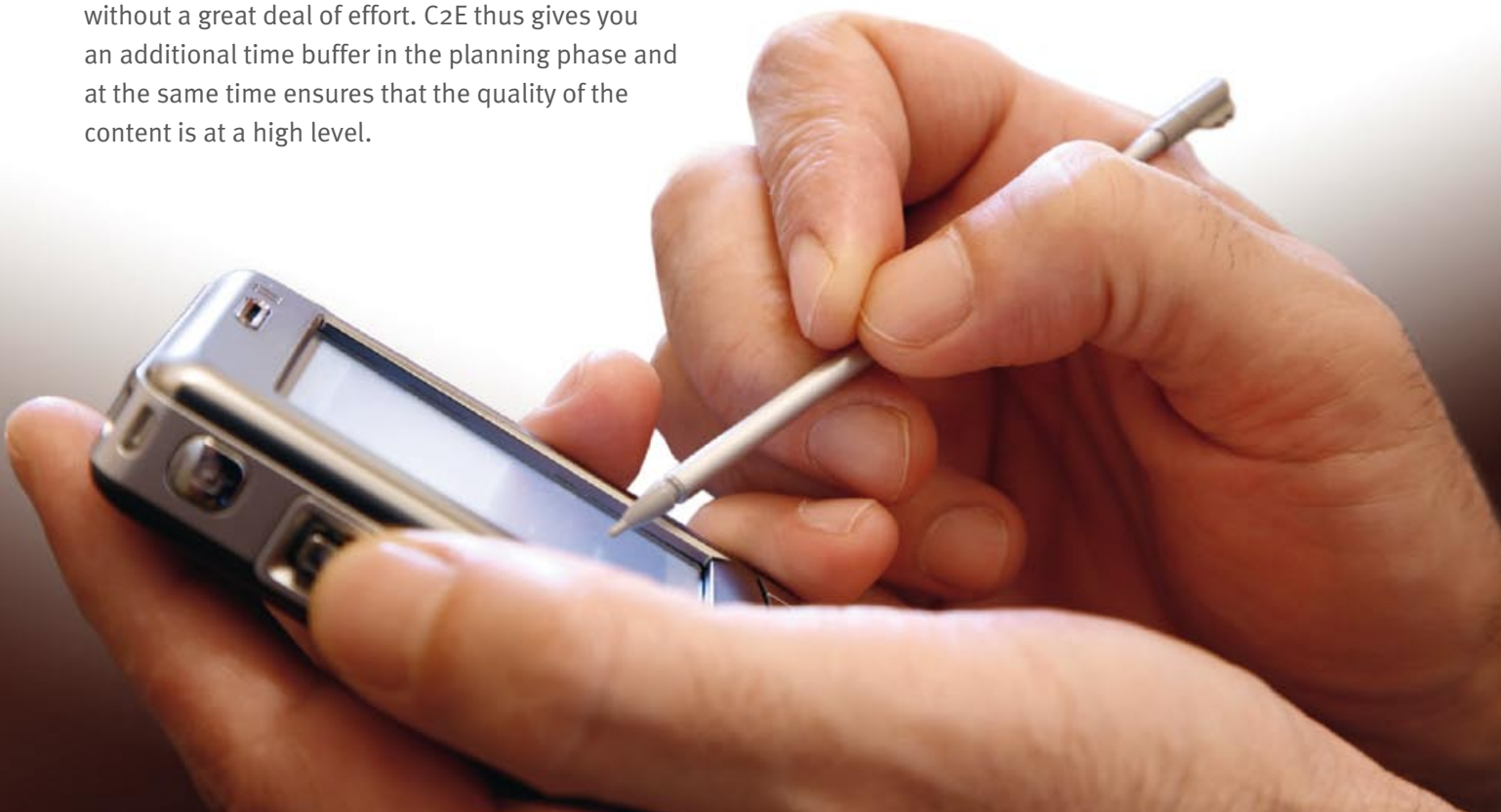
With C2E from Publicare you

- ▶ **place your event communication into the hands of communication experts**
- ▶ **exploit the advantages of a ready-to-go solution**
- ▶ **make ideal use of your event's resources.**

MESSAGING WITH C2E.

Agreed content for the shortest lead times.

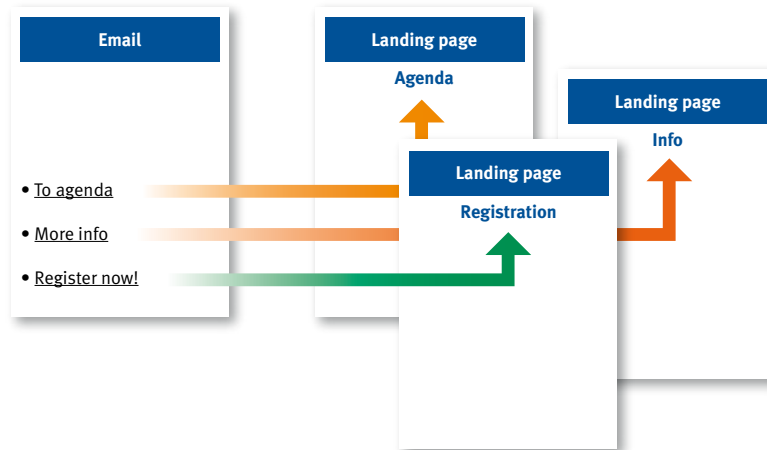
With C2E your messaging does not start at zero. Virtually all subjects, words and visualisations have already been produced and agreed. There is no need for time-consuming content comparisons. Instead complete subjects are available for email, website and print media. Special subjects and peculiarities can be inserted without a great deal of effort. C2E thus gives you an additional time buffer in the planning phase and at the same time ensures that the quality of the content is at a high level.



SCALABILITY WITH C2E.

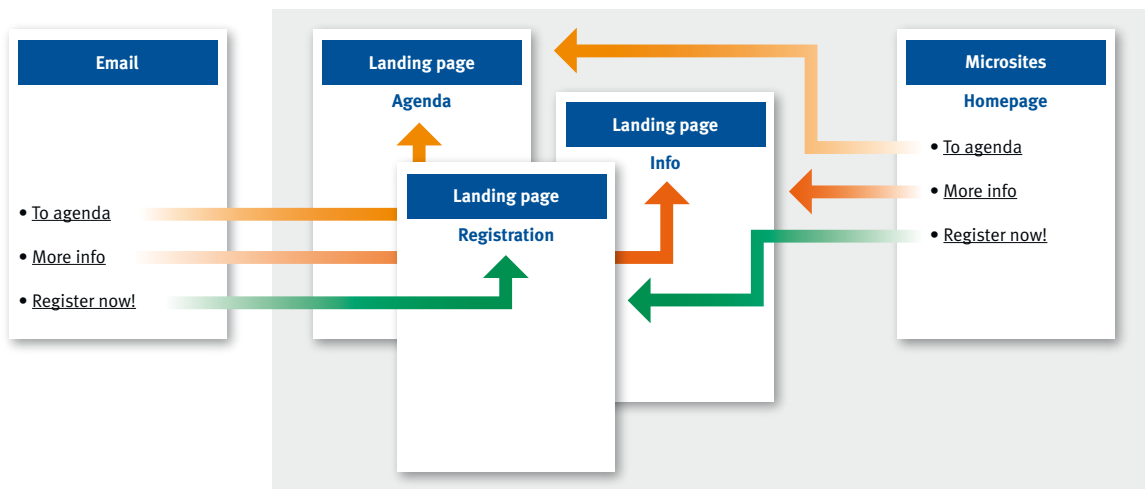
Why break a butterfly on a wheel.

Small events do not need huge websites. A simple email solution with a link to individual landing pages is often adequate. Vice versa, the wide range of information for large events is difficult to communicate in simple email invitations. C2E provides customised packages for both occasions:



Small C2E

Communication is quick and efficient by email. Additional information and other to-dos are found on the landing pages that can be reached directly from the link in the email.



Large C2E

The event target groups are informed by email and a micro-site derived from it. This is how additional potential participants can be transferred, for example, from a printed invitation to the online registration process.

FLEXIBILITY WITH C2E.

You determine when online communication should start.

In some cases you can not do without a high quality printed invitation for your event. Then the online communication starts, e.g. by registering the participant via a web form and subsequent email registration confirmation. We also offer a tailored package for printed items from creation to complete fulfilment, including printing and low-cost dispatch.

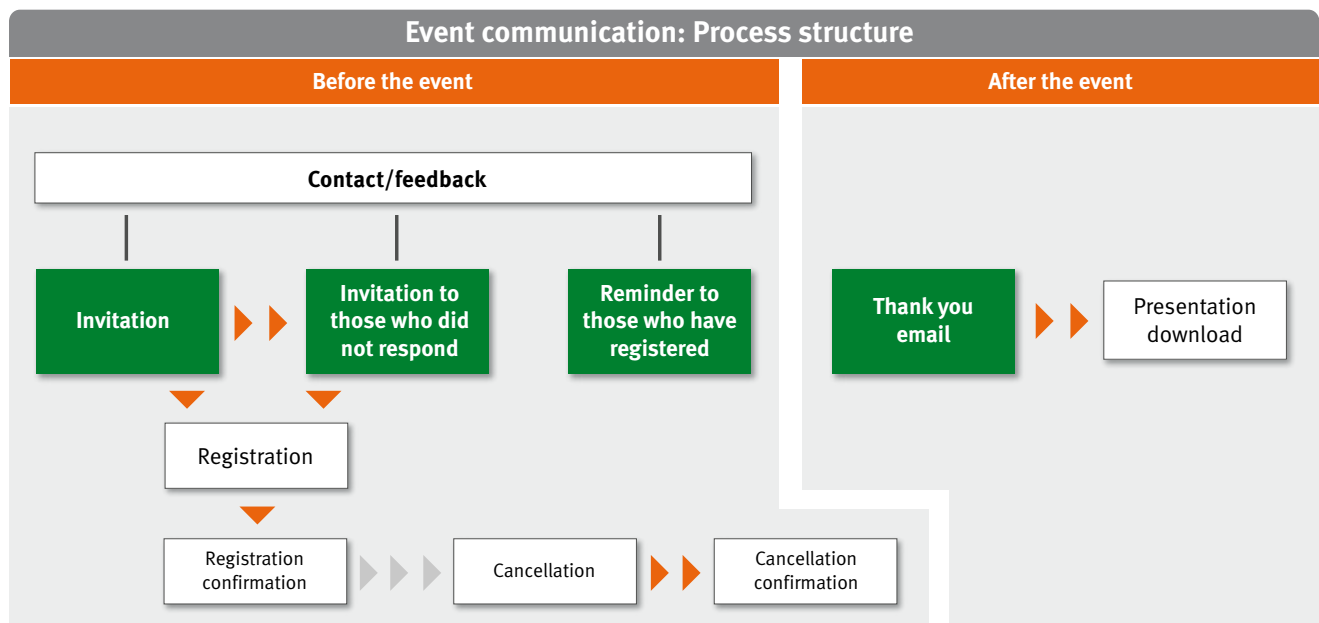
MULTISTEP WITH C2E.

Your communication could hardly be clearer.

C2E allows you to address the event target group repeatedly before the event and ensures that your communication is highly effective. Initial invitation to all, reminders to those who have not yet registered, reminders shortly before the event, thank you emails with a presentation download: using a well thought-out, multistage process, your event communication is concentrated, selective and effective. In contrast to printed communication, this can also be implemented for restricted budgets and tight deadlines. In addition, after the event you can assess which subjects were of particular interest to the customers e.g. by the number of presentation downloads.

C2E gives your event communication

- ▶ **great precision**
- ▶ **high emphasis**
- ▶ **outstanding value for money**



Email communication covers the complete invitation and communication process about the event. As a result of the short response times it is possible to address several target groups. Many sub-processes run in part or completely automatically.

REGISTRATION MANAGEMENT WITH C2E.

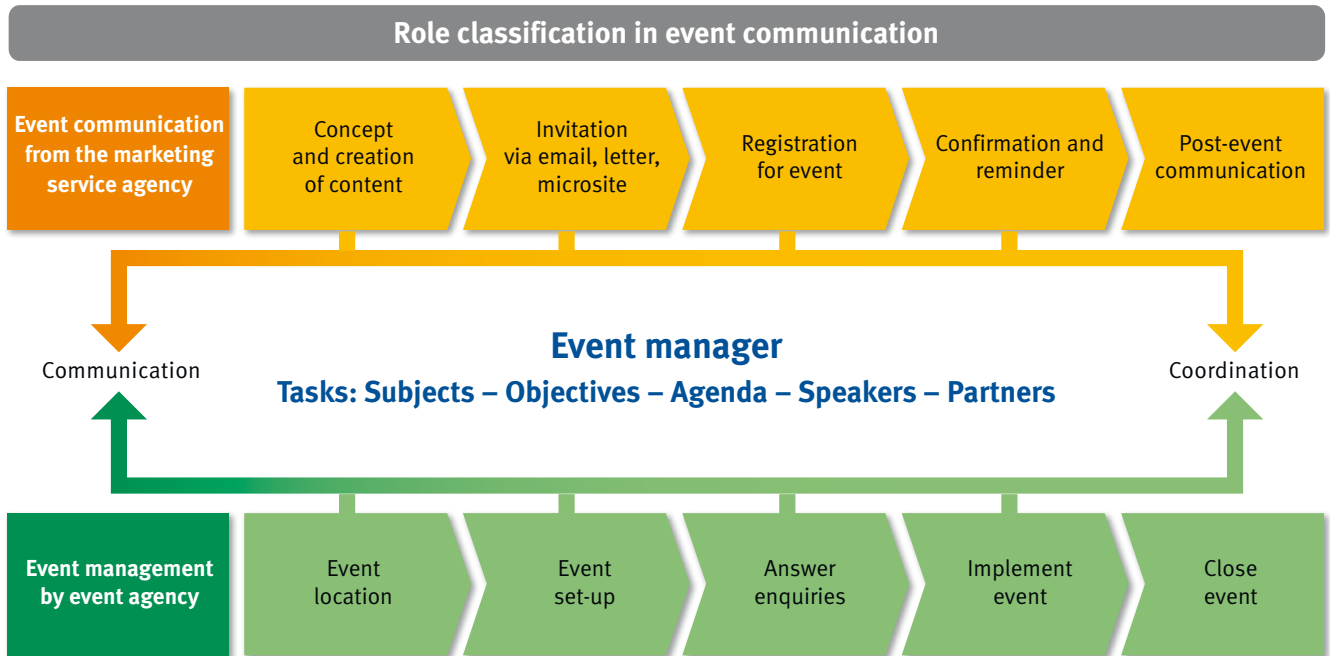
Check earlier, improve quicker.

Continuously updated lists provide information on confirmed registrations or cancellations. In parallel the click response reports show which subjects were well received so that you can integrate new or modified subjects if necessary into the ongoing promotion process and therefore the agenda. This gives you an effective instrument to permanently monitor the success of your event communication and to respond quickly if necessary.

C2E BY PUBLICARE.

With professionals for online communication in the background.

C2E was especially developed for event communication by Publicare. Many years of agency experience in planning and managing communication processes flow into each C2E setup. Use this expertise to organise the communication for your next event in a tight and effective manner.



The marketing agency, event manager and event agency work consistently in line with their relevant key competences. This ensures the greatest possible efficiency of the complete workflow.

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