



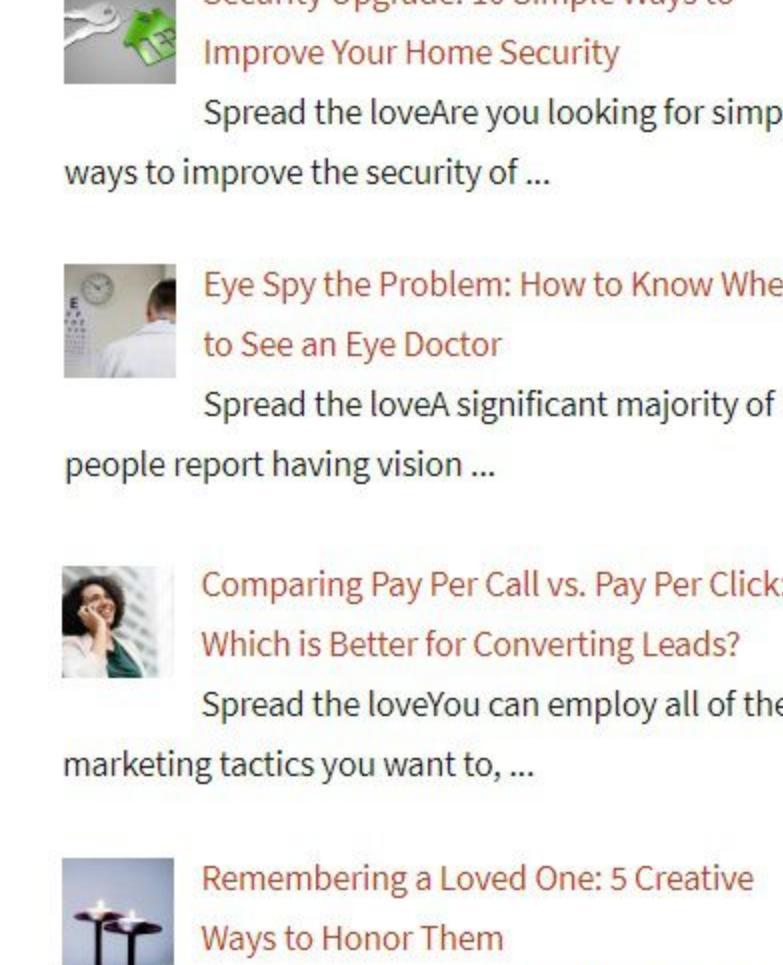
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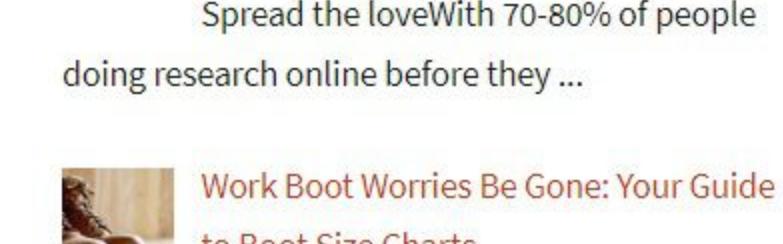


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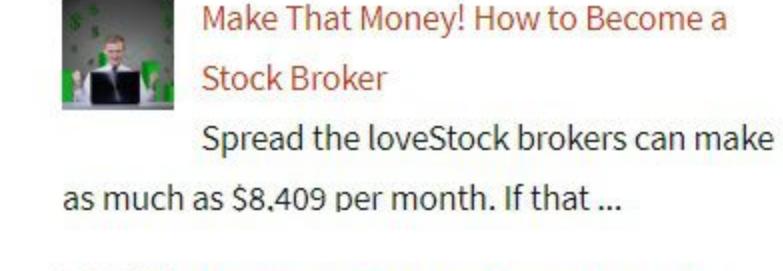
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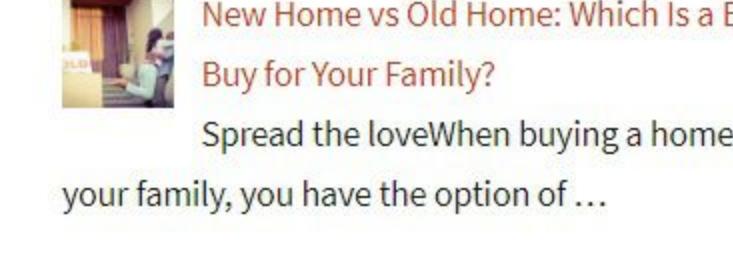
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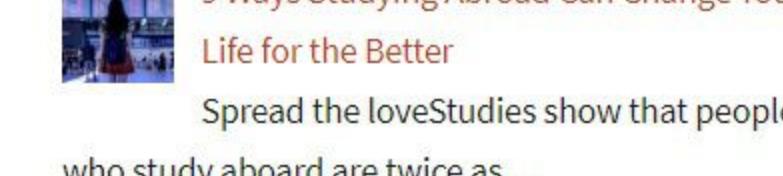
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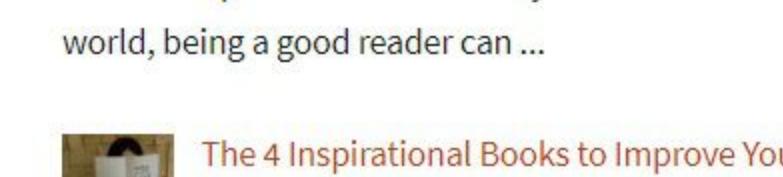
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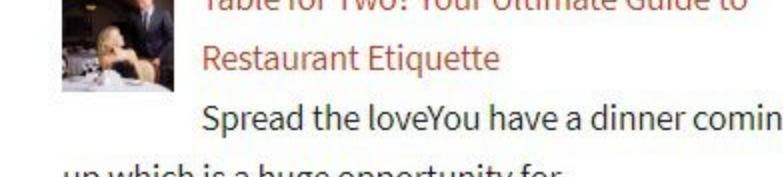
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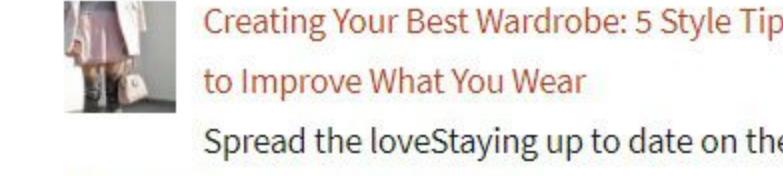
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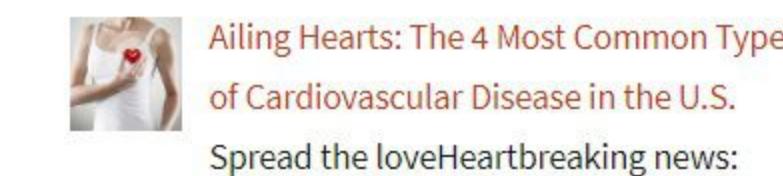
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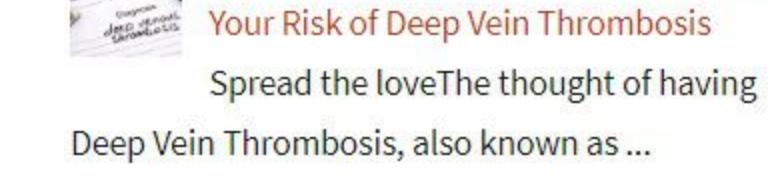
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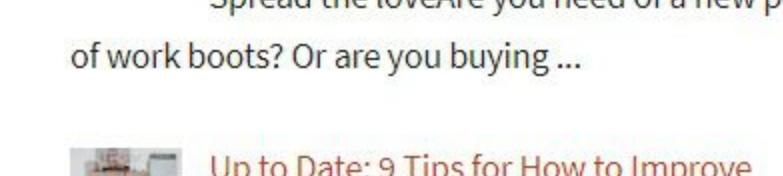
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Schedule Off-Site Networking

Advertise networking opportunities to draw more participants to your conference. Networking allows

participants to share their experiences and meet subject matter experts in person. Discover more valuable

tools here to facilitate productive corporate event networking.

Select the Event Location

Consider your participant's travel interests. Would they rather come to a site that is centrally located and

easily accessible? Do a little homework and you are sure to find a location that's designed to attract as well

as accommodate corporate events.

Choose the Start/End Times for Your Event

Avoid scheduling event start and end times that conflict with your customer's peak business cycles, if you

know when they happen. Organize live social media streaming and record speakers or product

demonstrations. Viewers can then share social media streaming with other viewers and direct web traffic to

your company website.

Create a Marketing Plan

Draft a marketing plan that outlines your event's advertising vehicles, messaging and intended audience.

Consider using a GIF (graphical interchange format) to personalize one-of-a-kind emails or online

advertising. Read more here about how digital marketers use GIF's and how you can even try to make your

own.

Use your company's digital properties to get the word out. Create an event page on your website that

includes a list of the day's start/end times, speakers, and venue details that followers can share with other

colleagues.

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participants to share their experiences and meet subject matter experts in person. Discover more valuable

tools here to facilitate productive corporate event networking.

Next Steps

Start your corporate event planning tasks today! Consult with co-workers or other business partners to

strategize location ideas and create your marketing plan. Consult with company leaders on your event

budget.

Follow these step-by-step planning ideas and all your corporate events will be a success. For more tips on

how to boost your business presence, check out our collection of business posts.

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