



meeting
expectations®

ADVANCING YOUR STORY

AN ETHERIO COMPANY



meetings & events

We've successfully executed over 5,000 meetings and corporate events. We bring people together through valuable experiences to share ideas, build relationships, and accomplish great things to advance their stories.



meetingexpectations.com

OUR SERVICES AT A GLANCE:

While technology can connect people from every corner of the world, it simply cannot match a face-to-face meeting, event, or conference in building the kind of relationships that drive business outcomes.

A survey* of events professionals reports how events deliver on mission-critical goals and objectives, with customer engagement scoring the highest (51%), followed by revenue growth (43%) and product awareness (41%). Two out of five of those respondents also indicated that events amplify their sales pipeline. There's just no denying that we're better when we get together. *Q4, 2021

THE MANY WAYS WE MAXIMIZE YOUR RETURN ON INVESTMENT:

EVENT ARCHITECTURE

Using our proprietary InVEST Framework™, we take a thoughtful approach to design a live experience that aligns with your strategic business goals and delivers high value to attendees.

PROJECT MANAGEMENT

There are literally thousands of details that go into running a successful meeting or event. We act as the central organizing force that ensures all the moving parts are in sync, on-time and on-budget.

VENUE SELECTION

Considering where and when you hold your event will be one of the top three factors influencing a person's decision to attend, venue selection is critically important. This is why we have an entire department dedicated to sourcing the hotel, conference facility, or convention center to best fit your company's needs and budget while ensuring people are enticed to attend.

EDUCATION DESIGN & MANAGEMENT

The content delivered at your event will positively or negatively impact attendance, perceptions, and business outcomes. We're relentless about designing educational programs that truly engage and inspire attendees in innovative and exciting ways. And we execute flawlessly – from the keynote speaker, general session, and breakouts to interactive, self-guided learning, dynamic polling, and virtual webcasting.

TECHNOLOGY

Our event strategists and creative technologists work with best-in-class hardware and software partners to enhance the event experience. Actionable data gathered through attendee touchpoints, such as mobile apps, or ExpGol, our proprietary print-on-demand registration system, provide insight in real-time of your attendees' attitudes and behaviors – enabling more meaningful engagement before, during, and after the meeting or event.

BRANDING & MARKETING

Whatever your communications and creative needs, our in-house agency delivers. We act as your stand-alone agency or a seamless extension of your internal staff, from event branding to websites to thumb-stopping digital to video production.

REGISTRATION

Mobile-friendly websites and dedicated toll-free numbers ensure your attendees can quickly and easily register. Trained customer engagement specialists make sure there's always a knowledgeable person to answer questions or provide any assistance and user-friendly apps and print-on-demand badges allow self-service check-in to eliminate lines at the event.

EXHIBITS & SPONSORSHIPS

Developing and managing this critical revenue opportunity with your valued partners requires business insight, creativity and relationship-building skills. We bring those skills to the table and can handle your exhibitor and sponsor program from beginning to end no matter how big and complex it gets.

BUDGETING

Once we develop the budget, we stay on track, and there's no exceeding it unless you want to add something or change direction, and the cost is approved. What you get is a fiscally responsible partner who believes in following budgets to the penny. Additionally, you always have access to transparent reporting showing how your money gets spent.

BUSINESS GAMES

Elevate your event with game-based learning experiences. We transform strategic objectives into immersive games customized for your community, giving new meaning to the idea of learning-by-doing. Brought to you by a powerful partnership of Businessgames + Meeting Expectations.

HYBRID EVENTS

Whether you're streaming, filming, or in the strategic planning phases, our expert technologists and full-service team of planners, education and sponsorship specialists, and marketers cover each detail with precision to drive engagement and revenue that meets and exceeds your business objectives.