

Conference Marketing Audit Offer

In 2009 nearly 70% of associations saw a decrease in attendance for their annual conference. For many of these organizations they faced attrition penalties and other consequences for having such a drop in attendance. Yes, budget cuts were partly to blame for the poor attendance, but ineffective marketing strategies and materials were also to blame. When budgets are cut and wallets clinched tighter, it is vital to have strategic marketing efforts.

Our **Conference Marketing Audit** will give association and nonprofit executives a detailed look at how previous marketing efforts are not producing desired results. We are offering our 25 years of marketing experience to help you turn around the negative trend you are seeing in conference attendance and sponsorship.

We will review your **organization's conference marketing plan**, all the activities associated with it and each marketing piece. This includes: e-marketing, direct mail, social media, blog, pre-conference materials, on-site materials and post-conference follow-up.

From each piece to the overall strategy, we will provide our feedback in a video format.

This will include our expert opinion on what you are doing right, what could be improved and some suggestions on how to make next years' marketing efforts more successful and reach your attendance goals.

When we are finished with the audit, we will share all the information via video. This will enable members of your team to have the information readily available to revisit whenever necessary. **We are offering our Conference Marketing Audit at a special rate of \$1,000.**

THIS OFFER IS ONLY AVAILABLE FOR ALL OF 2010.

Call or email for more information.

301-753-4226 • gary@rottmancreative.com