

## Services

Excel Meetings and Events produces meetings, conferences and events that demand exemplary customer service, attention to detail and creativity. We produce, manage and market the full spectrum of corporate meetings including user group conferences, customer events, sales meetings and incentive programs as well as association and not-for-profit conferences and events. As your strategic partner, we will deliver carefully conceived and well-executed solutions for productive, memorable meetings and events.

We will work closely with you in the early planning stages to identify and establish measurable goals for your program. We can also develop a strategy to assess, post conference, if those goals were met.

As importantly, we realize that building awareness and attendance for your customer event, meeting or conference is critical to its success. Our staff will work with you from the earliest stages of planning to develop a well-conceived event marketing strategy that will identify your target audience, develop key marketing messages, design a strong visual identity, and help build attendance.



### MEETING MANAGEMENT SERVICES

- Site Selection & Hotel Contract Negotiation
- Budget & Timeline Management
- Agenda & Content Consulting
- Web-based Registration
- Speaker & Sponsor Management
- Advance and On-site Logistics
- Audio Visual Production
- Stage Design, Lighting & Decor
- Entertainment
- Transportation
- Off-site Events

### EVENT MARKETING & GRAPHIC DESIGN SERVICES

- Direct Mail Production and Distribution
- Email Marketing
- Logo and Event Identity Development
- Collateral and Conference Materials
- Print Ad Creative
- Web Site Design & Programming
- Trade Show Booth Graphics
- Copy Writing for Promotions & Web Content
- Pre and Post Event Survey Development

### INTERACTIVE TECHNOLOGIES

- Audience Response Systems (ARS)
- Social Media & Wiki Site Deployment
- Live Video Web Casting and Archiving

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