



Making Rain with Events: Engage Your Tribe, Create Raving Fans and Deliver Bottom Line Results with Event Marketing

By Scott Ingram

Top 1 Publishing, United States, 2014. Paperback. Book Condition: New. 212 x 138 mm. Language: English . Brand New Book ***** Print on Demand *****. Every marketing executive who invests in events as part of their marketing mix should do themselves a favor and read this book. -Joe Pulizzi, Founder of the Content Marketing Institute, and Host of Content Marketing World Scott Ingram has brought together some of the top ideas, and best practices from a team of modern marketing experts. Learn how to create an integrated event marketing strategy where the results look like 1+1+1=10 Peter Micciche, Certain Adding the final link in your integrated marketing chain Allison Saget, Author of The Event Marketing Handbook Get beyond event logistics and get revenue results Matt Heinz, Heinz Marketing Connect your content marketing and event marketing strategies Thom Singer, The Conference Catalyst Set the tone for connecting Mark Organ, Influitive Mobilize your advocates Tim Hayden, TTH Strategy Leverage events as mobile moments Frannie Danzinger, Bizo Get more value from sponsors, and win when you re the sponsor Shawn Lacagnina, Skyline Maximize your trade show investments Anita Covelli (Wehnert), ReadyTalk Incorporate webinars into your event marketing mix Brian Kardon, Lattice Engines Improve...



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