

event
marketer®

PRESENTS

A One-Day Training
Seminar for Up and
Coming Event and
Experiential Marketing
Professionals

6/5

CHICAGO

6/12

NEW YORK

9/18

DALLAS

9/24

MINNEAPOLIS

EXPERIENTIAL MARKETING TRAINING CAMP

Preparing the Face-To-Face Marketing
Leaders of Tomorrow... Today

A Training Workshop Designed for Your Company's Rising Stars—
Presented by the Editors of Event Marketer Magazine



TRENDS

The top trends impacting
event and experiential
marketing



BEST PRACTICES

Insights and ideas for
creating best-in-class
live experiences



CASE STUDIES

Exclusive examples
of award-winning
campaigns



B-TO-C & B-TO-B

Forge deeper
connections with
both consumers
and customers

SEATING IS LIMITED! See full details and register at eventmarketer.com/trainingcamp

THE NEXT BIG THING—IS YOU

From the world's most trusted resource on event and experiential marketing comes a one-day training workshop for your company's rising stars.

Experiential Marketing Training Camp was designed for junior and mid-level marketers at brands and agencies and provides a full day of insights, ideas and best practices on the red-hot experiential marketing discipline. Taught by the editors of Event Marketer magazine, the curriculum features an action-packed agenda that will arm each attendee with the information and perspective they need to provide more value inside their company and advance their own career. Attendees will get:

- PERSPECTIVE** on the rise of experiential marketing and its role in the 2019 marketing mix.
- INSIGHTS** into how top brands and agencies are evolving their event and experiential campaigns.
- IDEAS** from exclusive overviews of experiential strategies, event research and industry trends.
- BEST PRACTICES** of how the best brands and agencies create and deploy the best marketing programs.
- EXAMPLES** from the most exclusive case study library on the planet that only Event Marketer has access to.

You get this and more in a first-of-its kind full-day master class on experiential marketing, created just for your organization's rising stars. We're preparing the experiential leaders of tomorrow... today!

B-TO-C MARKETERS

APPLY WHAT YOU LEARN ACROSS YOUR:

- Sponsorship Activations
- Mobile Marketing Tours
- Retail Events
- Pop-Up Stores
- Sampling Campaigns
- Street Marketing
- Festival Activations
- Influencer Programs
- On-Premise Events
- Mall Activations
- Buzz Programs
- and More

B-TO-B MARKETERS

APPLY WHAT YOU LEARN ACROSS YOUR:

- Corporate Events
- Trade Shows
- Proprietary Events
- Launch Programs
- Sales Meetings
- Internal Meetings
- Conferences
- User Groups
- Developer's Events
- PR Events
- Dealer Meetings
- and More



SINGLE-PERSON PRICING:
\$399 PER REGISTRANT



GROUP SPECIAL: REGISTER 4 PEOPLE,
YOUR FIFTH COMES FOR FREE!