

Corporate Meetings, Client Events, and Tradeshows

- ◆ *Do your meetings enhance your firm's image?*
- ◆ *Do your salespeople have the right opportunities to build relationships with prospects at tradeshows?*
- ◆ *Do clients leave your events determined to give you more business?*
- ◆ *How do your corporate meetings compare with the competition?*
- ◆ *Does the return on investment justify your spending on face-to-face marketing?*
- ◆ *Does your staff have the experience and capacity to plan and implement an events program that truly supports your business?*

Approach and Implementation

The Goffin Group adds a strategic element to your customer and prospect events by focusing on your business and financial objectives first, rather than solely on the logistics of the program. We review key aspects of your sales approach, target audience, messaging, and competition before determining where, when, and how events will be held. We can apply the dedicated resources to managing any or all of an event, meeting, or tradeshow, allowing your staff to focus on key selling activities and running your business. This translates into measurable results:

- Higher conversion of prospects into clients
- Increased retention and satisfaction for current clients
- Better return on investment
- Positive impact on employee satisfaction and turnover

The Goffin Group, Inc.

25 Braintree Hill Office Park
Suite 200
Braintree, MA 02184

P: 617-739-3533
info@goffingroup.com
www.goffingroup.com



The Goffin Group was created to fill the gap in corporate meetings, client events, and tradeshow management for the special needs of companies in the financial services, legal, and medical device industries. Drawing on 25 years of experience managing a wide range of domestic and international corporate programs, President Gary Goffin and a team of seasoned strategists and event professionals assist companies to obtain measurable results from their meetings, events, and tradeshows. Services range from rationalizing an annual events plan to managing any or all aspects of corporate meetings and tradeshows. The result is an integrated annual program or single event in which the Goffin “experience” builds client relationships, influences prospects and reinforces the company’s brand.

Services

Event Strategy

- Integrating meetings and events with business plan
- Identifying new face-to-face marketing opportunities
- Rationalizing and improving existing programs

Content Development

- Objectives, theme, and direction
- Speakers, entertainment, audiovisual
- Venues
- Food and beverage
- Booths and displays

Implementation

- Contract negotiation
- Promotion and registration
- On-site management

Measured Results

- Establishing meaningful goals
- Post-meeting evaluation
- Improving future meetings



Gary S. Goffin, CMP
President