

17 Case Study Submissions

How to Submit a Case Study to Corporate EVENT magazine

The editors of Corporate EVENT magazine are always searching for case studies of strategic corporate events. This includes corporate events such as product launches, user groups, dealer/distributor events, private trade shows, hospitality events, mobile-marketing events, VIP events, and media events. It does not include internal events or company parties.

Corporate EVENT case studies explore the corporate objectives the event was created to achieve, the marketing strategies that helped the company achieve those objectives, and the measurable results of the featured event programs.

Our readers are marketing executives from industries as diverse as technology and sporting goods. They read the magazine to learn how to improve performance and to find ideas that they can use in their own event programs.

The best way to submit a case study to the editors of Corporate EVENT is to e-mail Travis Stanton (tstanton@corporateeventmagazine.com) with a summary of the event.

PLEASE BEGIN BY PROVIDING THE FOLLOWING DETAILS:

- ▶ Name, date, and location of event
- ▶ Company holding the event
- ▶ Name, title, and contact information of event manager
- ▶ Audience (relationship to host company, brief description of attendee demographics, number of attendees)
- ▶ Corporate objectives the event was created to fulfill (for example: to drive topline growth, stimulate innovation, build customer loyalty)
- ▶ Event summary (What was the marketing strategy behind the event? What activities took place at the event?)
- ▶ What specific measurable results did the event achieve?
- ▶ What, if any, photography is available from the event?
- ▶ What makes this event unique? What will Corporate EVENT readers learn from this event?

