

PRE EVENT



Logistic and Creative Event Planning

- What is the message objective for the event?
- When understood, we can help plan and craft the following elements:
 - Messaging
 - Visual presentation platform(s) (Creative content)
 - Event mapping/logistics (Travel coordination, site surveys and registration)
 - Technical distribution options and design
 - Media needs (Press events, collateral, coordination)

Our Cobo Creative Services Team can coordinate all aspects of your visit to make the experience easy and efficient. Our concierge services are there to help with your pre-event mapping and logistics, including, transportation, hotel, event registration, off-site recommendations and local site visits. Our team has the experience to aid in message creation, pre-event promotional materials, creative event design (i.e. stage/display), media facilitation and production.

EVENT



Management and Execution

- Staging design and execution
- Image magnification, audio, video, lighting support and management

Message Design and Creative Content

- On-site Production Sound Stage
- Webcast
- Broadcast
- Satellite media tours
- Media management
- Logistics
- Ancillary event management (After glow design, catering, transportation)

We have decades of experience creating experiences that can move your guests and reinforce your brand. Our reputation confirms consistent success at planning, managing and executing the most technically challenging events including web and live broadcasts. From logistics to production to activation, you can rest assured that your needs are being met by professionals that have honed their skills with Fortune 500 companies around the world.

POST EVENT



Sustaining Momentum

- Meeting micro site
- Measurement and tracking ROI formula
- Potential courseware and learning opportunities
- Continuous education and interaction
- Technical distribution options and design
- Asset delivery and management
- Highlights package for promotion
- Debrief and discussion of next year's show

Your brand doesn't cease to exist post event so why should your message? Our Creative Services team provides solutions designed to increase message retention with continuous engagement driving measurable results. These solutions may be delivered through web sites, video broadcasts over a dedicated system or computer-based learning products. This consistent messaging approach produces a 60% faster learning curve than instructor-led training alone.

Interested? Call 248.362.3335



1529 Broadway #500, Detroit, MI 48226
T 248.362.3335 • F 248.362.2495 • www.tvstudios.com

