



# NELSON MARKETING

CORPORATE EVENT  
MANAGEMENT EXPERTS

## Event Management Experts

Event planning, management and marketing are some of the core services provided by Nelson Marketing. With over 10 years of experience in corporate event management, Nelson Marketing can effectively manage and produce top quality events to ensure that your goals and objectives are met each and every time. Nelson Marketing specializes in sales meetings, sales training, customer meetings and corporate retreats. We can handle the entire meeting for you or take on specific components including:

- Site selection and contract negotiation
- Budget management
- Meeting agendas
- Themes and décor
- Entertainment
- Food and beverage planning
- Audio visual requirements
- Speaker coordination
- On-site management

## Nelson Marketing Focuses on Meeting Goals and Objectives

At Nelson Marketing, we recognize that you may have multiple objectives for your meetings and events including increasing revenue, controlling costs, increasing attendance, and projecting the most professional image possible for your company. During the event management process, Nelson Marketing will:

- Work with you to identify your meeting goals and objectives
- Determine the scope and timing of your meeting or event
- Decide on the best format, venue and time of year for your event
- Develop and monitor an event management budget
- Develop project plans to keep all milestones on track for your event
- Act as your single point of contact for all event management




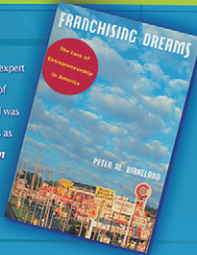
MGE UPS SYSTEMS  
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SALES MEETING



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www.franchisebootcamp.com

 Peter Birkeland is a leading expert on franchising. He is the author of "Franchising Dreams", and was named by Fortune Small Business as one of the "Top Ten Minds in Small Business."





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## Nelson Marketing Keeps Your Meetings on Track

At Nelson Marketing, we understand that you and your staff have many projects on your plate and having to plan a meeting or event just adds to your project list. That's why we are here to help. There are many advantages to utilizing an outside event planning organization such as Nelson Marketing including:

- **Limited Internal Resources**  
If your staff is working on planning a meeting or event, they are usually being pulled away from their typical responsibilities.
- **Skilled Negotiator and Meeting Expert**  
Nelson Marketing focuses on meeting planning and has the time and negotiation skills necessary to help you find the best possible meeting location. In addition, Nelson Marketing will help to coordinate all of the little details that are required for a successful meeting or event so that you don't have to worry.
- **Budget Controls**  
Nelson Marketing is an expert in budget management and will do everything in their power to ensure that your meeting or event meets all of your objectives and stays within your budget guidelines.

## Testimonials

*"Overall my experience with Nelson Marketing was fantastic. The entire package that Nelson Marketing brought to the table helped me and other team members concentrate on our daily job responsibilities and not worry about whether or not our event would be completed on time. This was the true value in hiring Nelson Marketing to coordinate our sales meeting."*

Courtney Calkin – Channel Marketing Manager – MGE UPS SYSTEMS Inc.

*"I would strongly recommend Nelson Marketing to manage any corporate event. Creativity, attention to detail, and professionalism were evident throughout the entire process of planning and executing this event."* David Derambakhsh – Director – Facility Solutions Alliance

*"Nelson Marketing has really helped our organization with excellent meeting planning. Every detail from speaker coordination, food and beverage planning and meeting attendee communications has been flawlessly handled each and every month."* Tom Pontolillo, Chairman, Southern California Chapter of the American Fire Sprinkler Association

**Contact Nelson Marketing today to see how we can help you save time and money on your next meeting or event.**

**NELSON MARKETING**  
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Site selection and



Meeting agendas



Audio visual requirements

Speaker coordination

