



Transforming brands, one spectacular event at a time.

“I’ve had the privilege of working with EEG at multiple companies over the years. Their all-in approach, creativity, and industry know-how places them on an entirely new level for what ‘event brand management’ means today. They’re the real deal.”¹

EEG is an award-winning global leader in the event management industry. Our seasoned, passionate team delivers exciting, inspiring events that embody and shape your brand.

From boardrooms to stadiums and everywhere in-between, the EEG 360-degree approach delivers exceptional experiences. With an impressive 95% customer-retention rate, we serve Fortune 500 companies from diverse market sectors and have operated programs in more than 65 countries.

Our account teams provide service in the areas of event strategy, creative/brand activations, production, full-service event logistics, and more.

WHO’S GOT YOUR BACK? WE DO.

With 25 years under our belt, we understand how to shape brands through world-class events. From small Board of Directors meetings to huge conferences with 20,000+ attendees, we’ll put our strategic and creative experience to work for you. We’ve also got a global network of best-in-breed partners who help us provide you with outstanding service and value, every step of the way.

Our experienced team is customer-obsessed, which means we’ll always go the extra mile to deliver the perfect, custom-tailored event for your business.



EEG manages hundreds of events around the world every year, with a 60/40-split between domestic and international programs. Oh, and we’ve picked up a multitude of industry awards along the way, too.

YOU CAN COUNT ON US.

1. We deliver outstanding results.

This promise is reflected in our ranking as one of the largest, most influential event companies by CMI in North America, for 13 years running.

2. We make your life easier.

Our team of seasoned event pros knows how to get the job done.

3. We get it.

We care about you and your business and have the industry relationships to provide relentlessly outstanding service and value.

EEG SERVICES

Strategy and Planning

EEG understands that every successful event starts with an event strategy. We employ an integrated marketing approach to every event element that aligns with your messaging and marketing objectives. We pride ourselves on our ability to craft experiences that engage your audiences and elevate your brand. We consistently look for ways to add value for each dollar you spend and to maximize your return on investment.

Venue Sourcing

EEG has managed events in more than 65 countries and has forged hundreds of industry relationships over the past 25 years. We know the best destinations and understand contract negotiations. Our strategic venue sourcing team will present innovative, cost-effective site recommendations that meet your business and attendee experience goals. We capture the most up-to-date property details and historical purchasing data and find best-fit venues for your programs. Combine this with our volume purchasing power for our Fortune 500 customers, and you get the best venues and cost savings available.

Event Production

EEG's production team specializes in crafting live events that engage your audience and transform your brand with our extensive storytelling expertise. We produce high-impact experiences and handle all aspects of event production strategy, creative, and technology. We work closely with your teams to extract messages and create unique and effective content delivery methods for your audience, ranging from general session stage design to high impact videos, and shareable conference keynote productions.

Operations

EEG will manage all of your program details and logistics from planning through onsite execution and beyond. Our tools and processes ensure that every event specification is captured, managed, and distributed to the right people in advance of and during your event. We provide peace of mind by managing every detail, so you can focus on delivering your message and accomplishing your business objectives.

Tradeshows and Sponsorships

EEG's tradeshow management team members are industry veterans who have worked on all sides of the tradeshow spectrum, from contractor to exhibitor to show producer. We understand sponsorships and tradeshows as vital components of your event revenue and success. We focus on assuring that your sponsors and exhibitors receive a great return on their investment by working to facilitate your event's success, so they return year after year.

Registration Management

EEG's in-house registration team provides a streamlined, stress-free, and accurate registration experience. We can deliver comprehensive event data management through our proprietary EEG Event360 Management Software or leverage external registration systems including StarCite, Active, Reg-Online, Cvent, eTouches, Certain, Eventbrite, and others, with ease.

Event Software

EEG developed and built our Event360 Management Software for ease of use and efficiency. Event360 is easier to integrate with our customers existing technologies, such as CRM and

marketing automation platforms, than other systems on the market. This creates a seamless flow of data from your event to your other business processes. Our platform is design-centric, ensuring your website and registration system reflect your corporate and event brand seamlessly.

Air Travel Services

EEG provides you with an experienced in-house staff of certified travel agents who are focused solely on your event. Our team can negotiate optimal airline blocks and the most cost-effective airfares and hotel rooms available. And our air and concierge travel services offer a high-touch, concierge-style experience for your attendees and VIPs.

Post-Event Analysis

When your event has wrapped, our work is far from over. EEG coordinates post-program efforts to deliver a comprehensive post-event analysis and review. We provide a summary of the event data, discuss lessons learned, review KPIs and success metrics, and survey results and feedback from attendees. We also provide a complete event financial reconciliation that includes event revenue, expenses, and any outstanding receivables/payables.

ABOUT EEG

EEG is a global, customer-centric leader in the event management industry. Since 1995, our experienced, passionate team has delivered exciting, inspiring events that shape today's brands.

¹Justin Mounts, Head of Global Events, Cloudera

