

### 72% of Enterprise Marketers Fail to Maximise the Value of Event Content

At PearlAscent, we understand the challenges marketers face in transforming their tradeshow presence into a results powerhouse. Our tailored solutions help you overcome these hurdles, ensuring your booth and activations stands out, engages the right audience, and delivers measurable ROI.



#### A new programme designed for:

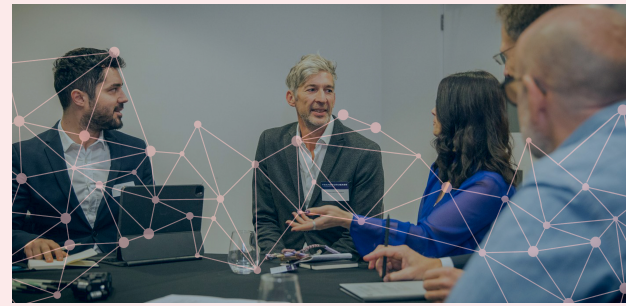
Marketing Directors and Exhibitors determined to turn their tradeshow investment into high-impact, lead-generating experiences.

#### Takeaways:

- Audience/ICP Research: Target decision-makers, not just attendees, with precise data-driven insights.
- Interactive Digital Content: Create booth experiences that engage and captivate with cutting-edge technologies.
- Live Content Integration: Deliver live, immersive interactions that resonate with your audience and drive conversions.

# 3-Day Bespoke Strategy Workshop:

Transform your tradeshow presence into a lead-generating powerhouse with our immersive, hands-on strategy workshop. Each day focuses on a critical aspect of event success, ensuring you leave with actionable insights and a clear roadmap to maximize your event ROI.



Day 1

## UNLOCK ICP

*Objective: Understand your audience, refine your strategy*

- Build a clear portrait of your ICP using data-driven techniques.
- Identify what's known and uncover gaps in your audience insights.
- Engage with prospective and past exhibitions to align your strategy with their audience behaviors

*Benefit: Gain clarity on your target audience, ensuring your message resonates and attracts high-value leads*

Day 2

## BEST IN-SHOW

*Objective: Create an unforgettable booth presence*

- Assess how a content program or additional strategies will amplify your booth's impact.
- Develop interactive digital experiences that captivate and engage.
- Craft live content that drive booth traffic and encourage meaningful interactions.

*Benefit: Stand out on the tradeshow floor with an immersive experience that draws visitors and fosters connections*

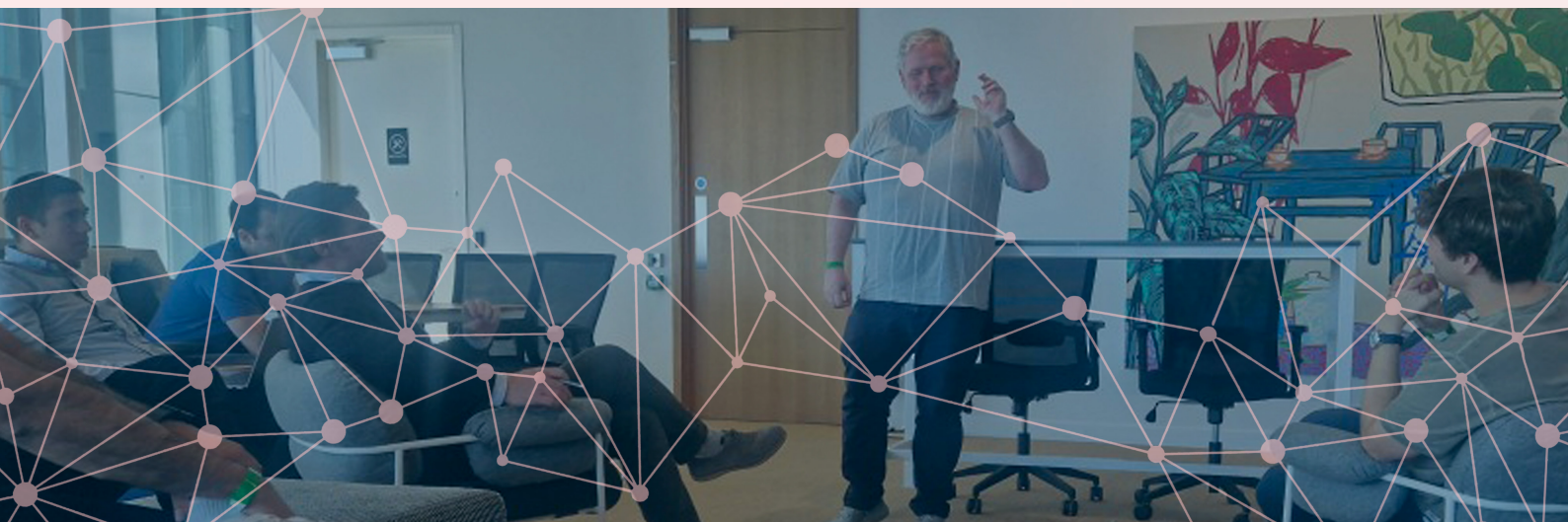
Day 3

## POST CONVERT

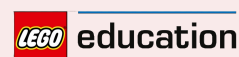
*Objective: Turn warm leads into loyal customers*

- Identify and capture high-value content during the event for future use.
- Create a distribution and media strategy to extend your reach and impact.
- Learn how to nurture leads effectively and convert them quickly into business opportunities.

*Benefit: Extend the value of your tradeshow investment and accelerate lead conversion with standout strategies.*



**Brands  
We've  
Expo'd**





## Elevating Event Engagement for Maximum ROI

With years of experience driving marketing strategy in tech and B2B environments, I know how to craft impactful event presences that get results. Throughout my career, I've turned concepts into immersive experiences that resonate with audiences and deliver measurable growth.

I've spearheaded multi-channel campaigns that attracted over 100,000 decision-makers to major tradeshows, built brands that stand out in highly competitive markets, and leveraged event marketing to create genuine growth opportunities. For instance, I helped a major manufacturer this year create an interactive experience that successfully positioned a high-value product.

A key lesson I've learned is that a successful tradeshow presence isn't just about the booth—it's about creating a holistic experience that draws people in and keeps them engaged long after they've left. At

TransformBase, a recent launch conference, we transformed content into an engagement powerhouse, building from the event day to a rich report that condensed 50 hours of content into actionable insights.

The 3-Day Tradeshow ROI Accelerator is built on the insights I've gained from transforming event engagement into lead generation success. It incorporates hands-on strategies I've tested and refined over the years—like embedding the right voices into events, whether to host content, engage peers, or represent a brand—each proving to be more effective than using in-house staff.

I'm passionate about helping marketers elevate their tradeshow presence, making every touchpoint count for real ROI. Whether through creative content, targeted engagement, or strategic follow-ups, I'm committed to providing actionable insights that drive measurable value.



*Fergal Kilroy  
Co-Founder PearlAscent*



**I really liked the interactive design for our stand. It helped me to sell our new product to my biggest customer. Thank You!** - Senior Account Manager, Global Manufacturer.

**You are very, very good.** - Digital Transformation Director, Hyve Group

### The Details:

Format	Timing	Price
3 Day onsite at Client Office	January 2025	£3,000
	February 2025	£4,500
3 Day Shared Workshop (Central London) (max 6 people, limited to 1 per sector)	February 2025 (Register interest)	£1,500pp
1 Day Hot House	TBC (Register interest)	£2,000

*All workshops include a preparatory meeting to review past event experiences and align on objectives, ensuring a tailored approach to your needs. Following each session, you'll receive a personalised summary and actionable plan to implement immediately. Additional support with exhibitions and partner coordination is also available to maximise your results.*



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Book time to speak: <https://book.titan.email/pearlascent/tradeshow-accelerator>