

## The Branded Event Practice — *Events that Build Brands*

At Zer0 to 5ive, we know that one of the most effective and measurable marketing initiatives is the branded event. A well planned event has the unique ability to address a number of marketing and communications objectives simultaneously. The right event, strategically designed and executed flawlessly, build brand equity, expand brand awareness, attract new customers, solidify existing customer relationships, attract media attention, establish industry leadership and position, celebrate business milestones, engage investors, create cohesive corporate cultures and communities, and much more.

### Services

The Zer0 to 5ive team can help you create a unique event that accomplishes your strategic objectives and provides a clear return on your investment including client conferences, product launches, mobile marketing tours, IPO event, sales meetings/ events, web events, non-profit advancement events, industry observances and other marketing events. Specifically we provide the following services:

#### Branded Event Development

With compelling graphics and original thinking, Zer0 to 5ive will bring your event to life through a well defined event strategy, brand, theme and identity. Every event, regardless of size, received a comprehensive event plan that identifies specific objectives and strategies.

- Strategic Event Plan
- Event Name and Graphic Identity
- Event Theme
- Event Design
- Agenda Creation

#### Integrated Marketing and Communications

Zer0 to 5ive is at its very core, a strategy shop, and as such our ability to develop and implement compelling and effective event communications and marketing programs is unrivaled.

- Event Marketing (Email, Direct Mail Campaigns)
- Website Augmentation and Micro Site Development
- Creative Services (Collateral, Posters, Banners, Flash Video etc.)
- Public Relations Strategy and Support (Media and Analyst Outreach)

#### Logistical Planning and Management

Combining, unmatched creativity, superior attention to detail and a true desire to help you achieve your marketing objectives, Zer0 to 5ive plans and executes all event logistics effectively, efficiently and most importantly – flawlessly.

- Venue Selection
- Staff Coordination
- Presentation Development
- Presentation Training
- On-site Event Management
- Budget Management

#### Exceptional Experience

Zer0 to 5ive has assembled a team of highly experienced professionals with deep, hands-on experience in executing branded events. The Zer0 to 5ive team has a combined 75 years of event experience. Zer0 to 5ive team members have designed and implemented a variety of events for leading brands across the country including: Gillette, Fidelity, Sony, Nordstrom, Safeguard Scientific, Mastercard, CashEdge, SchoolNet, Seton Hall University, University of Tennessee, The Leukemia and Lymphoma Society and many more.

#### About Zer0 to 5ive

Zer0 to 5ive is a marketing and communications firm that specializes in developing and implementing marketing and communications programs that you can count on to drive results.

From small technology start-ups to large public corporations, and across a wide variety of vertical markets including healthcare, education, wireless and financial services, our clients count on Zer0 to 5ive to provide the counsel, creativity and commitment to make their marketing programs a success.

#### Contact

Zer0 to 5ive's Event Practice is based in the New York City office. For more information, contact us at 212-699-3697 or [Marybeth@0to5.com](mailto:Marybeth@0to5.com).