



Event Marketing Strategies

ACCESS • ACTIVATION • AWARENESS

FACT SHEET

Location: 445 S. Ludlow St.
Columbus, OH 43215
(614) 792-5600

Website: www.eventmarketingstrategies.com

Founded: 1981

Founder: Jeff Milgrom, president and CEO

Company Philosophy: Event Marketing Strategies (EMS) – it's about the experience. The company believes that smart strategy, creativity, and savvy marketing, combined with face-to-face interaction can result in high consumer engagement and a strong return on investment for all clients.

Services: EMS provides access to client's targeted consumers at strategically selected venues, activation of experiences that engage consumers, and heightened awareness resulting in lead generation and a positive impact on the client's business objectives.

EMS seeks strategic opportunities such as, sporting events, festivals and fairs, entertainment venues, concert tours, cross-country tours, and custom-created events to capture the attention of consumers.

As an experiential marketing agency, EMS excels at challenging, detail-oriented work. From planning, logistics and scheduling staff, to labor, event execution and post-event measurement, EMS provides value to clients and ROI to their programs. Specifically, EMS:

- **Educates clients, then their customers.** More companies are investing in experiential marketing, but due to the lack of integration with broader campaigns, they aren't seeing the bottom-line value. EMS educates clients on wise investments in order to maximize experiences and realize their fullest ROI potential.
- **Presents relevant opportunities.** With 30 years of experience, EMS knows the experiential and event marketing world and the high expectations that clients request. The company prides itself in identifying and negotiating opportunities that are both relevant and valuable for clients.
- **Creates compelling experiences.** Creativity matters, and EMS' work underscores that it has thought critically about the brand experience, ensuring that it is as equally strategic in its intent as it is captivating in its creative approach and execution.
- **Drives unparalleled interactions.** This is what EMS lives for, and what it does best. While strategies and tactics might be different for each client, EMS consistently delivers experiences that leave a lasting impression. This is just one way in which EMS secures Fortune 500 clients, and why they retain the company as long-term partners.
- **Provides results.** Time and again EMS delivers – and it does so by gaining access to the right venues, creating consumer awareness, creating meaningful interaction and building brand affinity. It all adds up to measurable results that EMS delivers in a detailed post-assessment report where it matters most – directly to the bottom line.

Noteworthy Clients:

Nationwide Insurance, AEP Ohio, Pepsi, Dick's Sporting Goods, The Ohio State University Department of Athletics, Abbott Nutrition, Kroger, AAA