



# THE EVENT MECHANIC!

## Event Evaluation in a Box

Expert event analysis and tailored solutions to drive event success.

As an executive overseeing events, you know that even with a strong team, it's challenging to see the full picture of why an event may not be performing as expected. You and your staff are immersed in the event, making it difficult to identify key issues. What you need is an outside expert with 30+ years of experience attending, exhibiting, selling, marketing, and operating events—someone who has built events from the ground up and understands the intricacies of success in the industry.

That's where The Event Evaluation in a Box comes in. This cost-effective and timely solution will provide you with expert analysis and actionable insights to ensure your event thrives.

### CHALLENGE

Are you grappling with any of the following challenges at your events?

- **Attendee Experience:** Are attendees participating, satisfied, loyal and aligned with your ideal target audience?
- **Exhibitor & Sponsor Satisfaction:** Are your exhibitors and sponsors happy with their visibility and engagement?
- **Content Relevance:** Is your programming meeting attendee needs and staying current with trends?
- **Marketing & Promotion:** Are your efforts reaching the right audience and converting leads into attendees?
- **Financial Performance:** Are you hitting revenue targets and managing costs effectively?

### SOLUTION

The Event Mechanic! Event Evaluation in a Box" offers personalized, expert feedback on all the above challenges—and those you may not even see from the inside. With over 30 years of event industry experience, The Event Mechanic! brings fresh perspectives and proven strategies to help you correct course. Whether through new processes, technologies, or engagement tactics, we'll ensure your event remains competitive, profitable, and a leader in the industry.

### RESULTS

#### Attendee Experience:

- Increased Engagement
- Raised Attendee Quality
- Attendee Retention

#### Financial Performance:

- Increased Revenues
- Better Cost Management
- Higher Profitability

#### Exhibitor & Sponsor Satisfaction:

- Increased ROI for Exhibitors
- Increased Exhibitor Retention
- Higher Content Relevance

#### Marketing & Promotion:

- Higher Conversion Rates
- Increased Attendance

theeventmechanic.com  
warwick@theeventmechanic.com



## Warwick Davies

I specialize in helping organizers shape the future of events by transforming them into powerful, profit-driving experiences. With over 30 years of expertise in the conference and trade show industry, I bring a strategic approach to planning, content development, marketing, operations, and both attendee and exhibit sales. My focus is on helping businesses launch, streamline and grow their events for maximum impact and profitability, ensuring long-term success and growth in a competitive market.



## TESTIMONIALS

At Shared Insights, we had an urgent need for both expertise and assistance executing a few of our networking conferences. We hired Warwick to step in and deliver against some very tight timelines. He helped us deliver world class events that exceeded their targets. If you have events and are looking to improve your margins while making them better for the attendees, I encourage you to consider Warwick and the Event Mechanic!

— **Mark Wallace, Founder of Justellus**

I've had the privilege of knowing Warwick Davies for over 15 years, and during that time, I've come to deeply value his strategic insight into the event industry. Warwick possesses a rare ability to guide event organizers in building their businesses with a customer-centric approach that drives significant returns. His innovative mindset and fearless approach to event creation set him apart as a true leader in the field. Warwick's groundbreaking work with The Annabelle Project, alongside his success in launching multiple events, makes him the ideal partner for event organizers looking to innovate and achieve strategic growth."

— **Sam Lippman, President, Lippman Connects**

DATAVERSITY has engaged Warwick on projects continuously since January 2008. In that time, Warwick has brought us millions of dollars in revenue. He is strategic in his forward thinking, and extremely effective in his tactical execution. His breadth of experience means he is always a valuable resource when I need to make strategic decisions for DATAVERSITY. Since early 2020, Warwick has played a key role in keeping our sponsor relationships stable and growing. He worked with our clients to transfer their sponsorship efforts to our future events and digital programs. His work directly resulted in the retention of 90% of our existing commitments, and substantial growth of our digital programs. Frankly, his efforts were essential to the survival of our business during Covid-19. For event organizers looking for a 'rainmaker', help with launching a new profitable conference, or rescuing a lagging sales program, I have no hesitation in recommending Warwick for the job.

— **Tony Shaw, CEO of Dataversity**