



THE EVENT MECHANIC!

Marketing Coaching Program

Hands-on coaching to empower event marketers as strategic leaders who confidently drive decisions for event success.

In today's fast-paced event landscape, event marketing professionals are often the closest to the customer, armed with valuable insights that can drive key business strategies. However, marketing professionals frequently find themselves overlooked when it comes to the big decisions—like where and when to hold an event. The Marketing Coaching Program equips marketing professionals with the tools, knowledge, and confidence to raise their own profiles with the organization and help guide event decisions at a strategic level.

This specialized coaching supports marketers to make an even bigger impact within their organizations by providing them with the tools and strategies to become key leaders in event planning and execution.

CHALLENGE

While marketers are experts at understanding customer needs and trends, they are sometimes left out of critical event decisions. The challenge isn't a lack of knowledge but rather aligning their insights with broader organizational goals and demonstrating their strategic value. With increased responsibility and limited resources, they need support in positioning themselves as trusted leaders who can guide event strategies in collaboration with executives.

SOLUTION

With The Marketing Coaching Program, I help transform marketing professionals into strategic thinkers who are equipped to:

- Shift from tactical execution to strategic thinking, focusing on how marketing insights can shape event decisions.
- Position themselves as vital contributors to high-level discussions, offering data-driven recommendations for event strategy.
- Gain the confidence and expertise to advocate for marketing's role in crucial business decisions.

RESULTS

- **Confident Leaders:** Marketing professionals gain confidence as strategic leaders, able to take charge of high-stakes decisions.
- **Increased Influence:** Senior marketers establish themselves as key players, with a direct influence on event success.
- **Data-Driven Decisions:** Marketing insights and data are used to make smarter, more effective event decisions including venues and dates
- **Career Growth:** Marketers develop the skills and mindset needed for leadership roles, positioning themselves for promotions and increased responsibility.



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**