



THE EVENT MECHANIC!

Six Hour Strategy

Expert strategy session focused on developing a detailed action plan tailored to your event's needs.

In just one day, I'll equip your team with a comprehensive event strategy that aligns with your overarching business goals while optimizing attendee engagement, boosting revenue streams, and amplifying your brand's impact. Through a focused in person or online session, we'll refine your target audience, enhance your event's positioning, and create a powerful marketing and sponsorship framework, not available anywhere else. By the end, you'll have a clear, actionable roadmap that will take your event to new heights and deliver tangible results.

CHALLENGE

You recognize the need to revitalize your event due to increasing competition, shifts in attendee preferences, declining exhibitor interest, or weakening brand perception. Yet, with your team caught up in the day-to-day operations, it's hard to find the time to implement the critical changes necessary to stay competitive. The Six-Hour Event Strategy session will provide the solutions you need to quickly pivot and develop winning strategies in the following areas:

- Event Goals and Objectives
- Target Audience and Persona Development
- Event Positioning and Branding
- Program Content and Experience Design
- Revenue Streams and Sponsorship Strategy
- Marketing and Promotion Strategy

SOLUTION

The Six-Hour Event Strategy session is designed to deliver a sharp, results-driven approach to help you strengthen your event's immediate performance while also laying the groundwork for long-term success. I'll work with you to clarify your goals, and fine-tune your audience focus, With actionable insights on content creation, sponsorships, revenue generation, and marketing, you'll be equipped to significantly enhance the attendee experience, drive revenue, and differentiate your event in the marketplace. I will provide you with a comprehensive document at the conclusion.

RESULTS

- Set Clear Event Goals and Objectives
- Set Audience Target
- Ensure Revenue Streams Strategy
- Establish a Marketing Strategy
- Improve Event Positioning and Branding

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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**