

IREM CONFERENCE EVENT MARKETING

Client:

The Institute of Real Estate Management (IREM), Orange County Chapter is the premier commercial real estate association in the western region. This annual chapter conference has a half million dollar budget and is the largest commercial real estate event in Southern California.

Challenge:

When LiveWire Marketing won the account away from a long time incumbent agency the event's attendance numbers were starting to dip and interest in the event was waning. In its eighteenth year and under the stewardship of the previous firm, the event had lost some of its freshness and excitement. The general feeling was that many attendees were attending the event because they always had and not because it had something new to offer.

Solution:

Every aspect of the conference and tradeshow were audited in the search for improvement. Building off the excitement of the 2008 Summer Games, an Olympic theme was created. Specialized brochures were developed to aid tradeshow booth and sponsorship sales, an approach not used in previous years. LiveWire Marketing selected relevant Olympic speakers to provide breakfast and keynote presentations.

LiveWire Marketing's event management responsibilities included speaker selection and contract negotiations, event marketing, food service planning including menu selection, breakout session subject selection, event theme development, audio video presentation production and on-site direction of the show and day of event management.

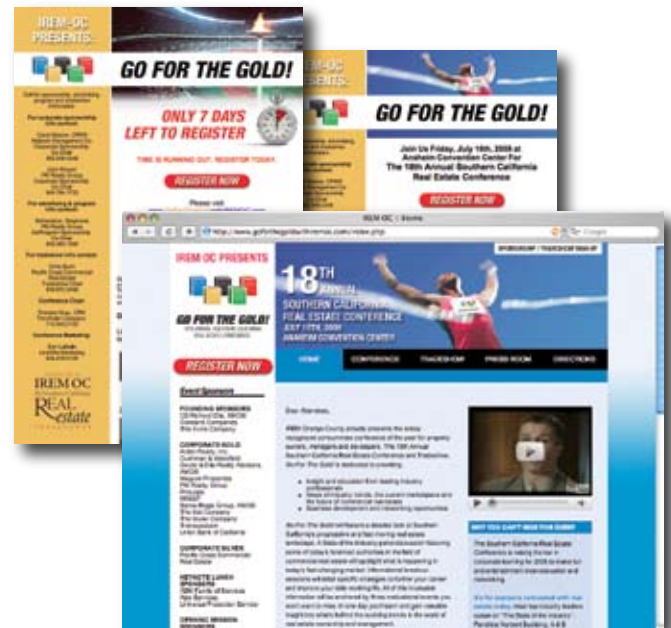


GO FOR THE GOLD!

18TH ANNUAL SOUTHERN CALIFORNIA
REAL ESTATE CONFERENCE



Event Logo and Iconography



Website with online registration and eblast invites

Result:

Over six hundred attendees packed the Anaheim Convention Center venue to take part in this annual conference and tradeshow, an increase over previous years. Registration outpaced the previous year in every week leading up to the event as many signed up early to ensure they could attend the limited space event. The majority of the vendors at the tradeshow took the Olympic Theme and related it to their brand. The event was high energy with many of the attendees, exhibitors and sponsors saying that the event was better than it had been in years.



Event Materials



Promotional Materials

