



Business &  
IP Centre  
London



# MASTERCLASS:

## How To Use Events To Market Your Business

“Sasha’s presentation was packed full of useful information for small and micro-business owners. She is an engaging presenter and I learned a lot in a short time.”

— Rebecca Web Design

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Events are the original social marketing — immersive experiences centred around a big idea — that connect you directly to your customer.

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Thursday 30th  
November 2017

10am — 1pm

The British  
Library Business  
& IP Centre

£48 inc VAT

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BOOK NOW

[www.thebusinessnarrative.com/masterclass](http://www.thebusinessnarrative.com/masterclass)

“The thing Sasha said that most struck me was that marketing is not so much about selling as about building relationships. That was a lightbulb moment for me.”

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## How To Use Events To Market Your Business

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### YOUR FACILITATOR

Sasha Frieze, Director, The Business Narrative, has over 25 years' events industry experience, helping clients successful target clients and market their businesses through live events. She is also a visiting lecturer in event management at Westminster University and a judge for event industry awards.

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### 9 crucial insights:

1. **KNOW** why you must understand the value of events to warp-speed your marketing
  2. **APPRECIATE** the different types of business events to attend
  3. **UNDERSTAND** how to evaluate which events will maximise your marketing spend
  4. **ASSESS** the value of event sponsorship packages, and how to negotiate to your advantage
  5. **MAXIMISE** your exhibition stand and agreeing those crucial extras that make the difference
  6. **DISCOVER** how to differentiate yourself as an event speaker, and
  7. **EVALUATE** whether and how to host your own cost — effective events
  8. **LEARN** best practice tips for follow up & ROI — ensure your connections turn into business
  9. **TAKE HOME** your event marketing schedule to implement tomorrow
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