

# In every crisis is an opportunity.




## COVID-19 variants present challenges to in-person programs.

Like most of our clients, we at Fig Street Marketing Group were looking forward to the return to in-person programs and events in the last half of 2021. After safely executing a handful of live events with appropriate protocols this summer to the extraordinary excitement of sponsors and attendees, we were confident that things would return to a modified version of "normal" again by fall and winter. With new COVID-19 variants on the horizon, our world and our industry are once again thrown into an uncertain environment. The only thing we're sure about is that we'll be tasked with adapting to change for the foreseeable future.

### FSMG is here to help!

Luckily, we are built for this. Fig Street Marketing Group has crafted its reputation on being nimble and responsive. With offices all over the U.S. and industry contacts around the world, we're well-informed about concerns being raised locally, nationally and internationally. As we continue to monitor the ever-changing COVID landscape, our assessment is that a hybrid approach to marketing programs comprised of virtual/remote and in-person attendance will be the norm for the foreseeable future.

Based on decades of experience in both live and virtual events, Fig Street Marketing Group is well-situated to help you materialize your program using the most effective and productive methods available.



*It is now more critical than ever to focus on goals, objectives and the best tactics to reach them with a hybrid marketing approach in mind.*

Taking into consideration the size of the event, the target attendees' geography, the number and location of the presenters and the current protocols in place at the time of the event, we will guide you through implementing innovative approaches like:



- Bringing all your presenters to one place while attendees are remote
- Renting larger venues to provide proper social distancing
- Facilitating a series of smaller regional events as opposed to one national event
- Providing remote access to in-person events, especially for out of country attendees
- Hosting fun, exciting events that encourage attendance, participation and communication

*A marketing approach comprised of virtual/remote and in-person attendance can maximize engagement as the COVID landscape continues to change.*

### Focus on goals versus tactics

During these continuing uncertain times, it is more critical than ever to focus on goals, objectives and the best tactics to reach them. Throughout 2020 and into 2021, Fig Street Marketing Group never stopped working for our clients. With careful planning and an attention to detail, we have helped our clients not only identify their primary success factors but also create a roadmap to achieve their goals and objectives.

- Events and trade shows
- Virtual customer engagement programs and events
- Virtual networking experiences
- Virtual team building events
- Virtual product demonstrations and launch events
- Sales incentive programs
- Customer appreciation programs
- Customer lead generation programs
- Channel enablement programs
- Channel sales engagement programs
- Channel training and sales incentive programs
- Channel partner loyalty programs
- Channel partner recruitment programs
- Industry best video production and distribution services

## Taking your hybrid-events/communications to the next level

While we pride ourselves on the success of our in-person, customer facing events, our decade-plus of building global virtual events meant that we stood ready to provide uninterrupted service to clients who were making the pivot to virtual programs. We have spent the past year and a half expanding our portfolio of online services, connecting with exciting new vendors and utilizing the most up-to-date learning platforms to host numerous events for attendees from around the world.



And the events haven't just been informative. We've produced interactive celebrity events that featured Broadway and country music stars, NFL Hall of Famers and tech luminaries. We've hosted cooking classes with celebrity chefs, wine tastings with master sommeliers and beer tastings with some of the country's top experts. We've also managed reward programs and events with prizes and fun gifts for staycations in addition to group dinners and group entertainment. We've sourced pandemic incentives like DoorDash gift cards, exercise provisions like Peloton devices and vacation gifts such as camping equipment and bicycles. If you can think it, we can make it happen!

Like you, we at FSMG long for a day when all restrictions are lifted. And while we will continue to monitor the shifts in COVID safety protocols, we feel that hybrid marketing programs will be the path forward for at least the next 6 - 18 months.

We've proven to ourselves and our clients that we are well-prepared to weather this storm. Let us use what we've known, what we've learned and the success we've built to help you fulfill your marketing and communication needs in the coming months. We are confident that no matter how the industry evolves, we can help you get your message to the right people, in the right places, at the right time.

**Contact us today to get the conversation started!**