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Tell us about your company and offerings. Yeah, like I'm gonna fall for that one. Since every agency is likely to shamelessly brag in response to this question, I'd prefer to let other people answer it for me.

"The event was just spectacular. We were thrilled with the results." *Toy Industry Association.*

"Another successful event! Seven years and counting." *Foot Locker*

"Totally freakin' awesome!" *Travel Channel*

"The VIP's were happy, the press was happy, happiness all around!" *DelMonte*

"And the winner is . . . Global Events Group" *Special Events Magazine 2009 Gala Award presenter. (Repeat 3 times).*

"What Global Events did for Unilever shows the difference between an Immersion event and an Experiential one." *Successful Meetings Magazine*

"Congratulations- again-on your win in the 2009." *Corporate Event Magazine Awards (repeat twice)*

"2009 EX Awards Finalists announced today." *Red7Media (repeat twice).*

"Smartest people in the room." *Our intern.*

How are you helping clients achieve their goals amid a tough economy? I'll start by telling you we're willing to put our money where our mouth is and make up to 20% of our fee subject to the client's goals being achieved. That tends to get everyone thinking along the same lines pretty quickly.

The first step is identifying and clearly articulating those goals. Then, even if they're slippery to measure, we suggest ways to evaluate success. It's not always easy, but something is better than nothing. And it's got to be something your grandmother can understand (why are grandmothers always thought of as

such simpletons?) All event concepts and strategies then get analyzed by how effectively they achieve those goals.

What are some trends you're helping clients tap into?

Virtual Meetings. We just signed a deal with one of the top software companies as the first event agency to be an authorized re-seller of the virtual meetings platform. This may replace some in-person programs, but more likely will be used to expand the scope and reach of existing ones. We want our clients to be able to add it to their skill set as something they can manage for their companies.

How can clients get more results with reduced budgets?

1) People tend to immediately jump to cutting costs, when the focus should really be on improving results. Look, if I buy an ad in Event Marketer for five grand and nobody reads it, do I really care if you offer to sell me another one for four grand? On the other hand, if you told me you were hand-delivering the magazine to the top 100 buyers along with a bottle of Dom that would guarantee greater readership, but it would cost me six grand, I'd be much more receptive.

2) We're also in a different position than many agencies. Since Global Events acquired my firm last year, we're in a big push to increase awareness for our brand in North America, and are being very aggressive in pricing projects for new clients. So probably for the next year, companies will be able to get the quality of a very large agency (# 13 worldwide) with the pricing of a much smaller one.

What are the big opportunities for clients in 2009?

Increase market share while competitors are hunkering down. Nobody will shoot a starter's pistol into the air to announce the exact moment when it's safe to spend money again on events. Take advantage of the uncertainty among your competitors to move ahead.