

A blue-tinted background image showing a person in profile on the left, looking at a tablet. The rest of the image is a blurred scene of a large event or conference with people and stage lighting.

Event Planning & Management Solutions

The C5 Advantage

C5 Group Inc. is a global business intelligence company producing market-driven, focused, and engaging educational events for more than 35 years.

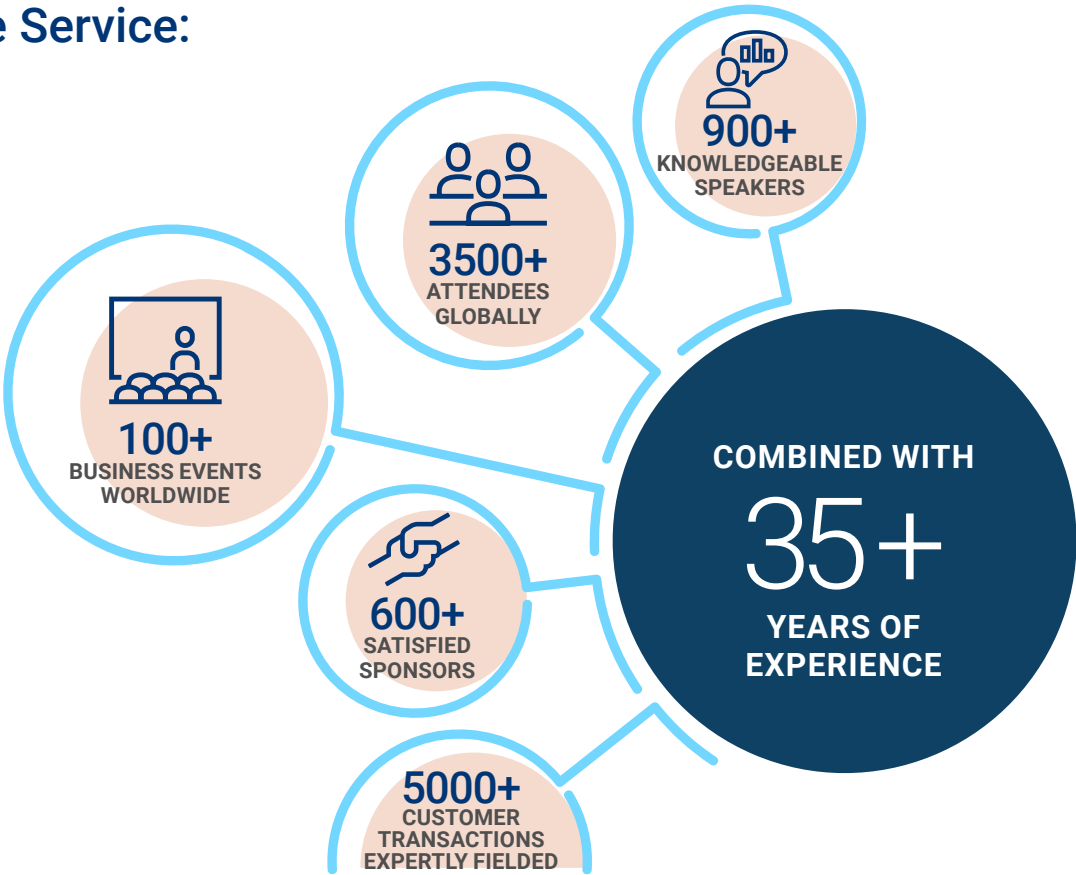
With conferences in the United States, Europe, Asia Pacific, and Latin America, the C5 Group of Companies, comprising **American Conference Institute (ACI)**, **The Canadian Institute (CI)** and **C5**, offers a diverse portfolio and prides itself on the value we deliver to the industries and clients that we serve.

We are passionate about exceeding our clients' expectations and being ahead of the curve in event design, attendee engagement, marketing strategies and customer service. As your event partner, we will collaborate closely to understand the requirements and goals of your leadership and the community your organization serves. With a proprietary market research methodology, we embrace the value of engaging your market with a view to creating an event tailored specifically to their needs.

From market research and program planning, to sourcing and inviting speakers, to devising and executing a comprehensive sales and marketing campaign, and every other facet of delivering a profitable event – we can help. At every step, we offer proactive strategic guidance to meet your event targets, increase profitability and ensure the success and continued growth of your event.

The true value that **C5** brings to the table is the ability to deliver a high-quality, market-driven program, on time and on budget.

Each Year We Service:



Our Services

We are here to be an extension of your core team. Senior industry specialists, marketers, data analysts and sales professionals, with decades of experience working with association and event partners, will collaborate with you on your event to ensure an exceptional experience for all stakeholders. As a full-service event and conference producer, we have the necessary resources, workforce and skill set to deliver a multi-faceted, compelling and competitive event.

Your front-line event team will be supported by a host of **C5** employees to contribute to the success of your event. Their responsibilities span market research and programming, marketing, sponsorship and exhibition sales and execution, meeting planning and logistics, delegate sales, customer service, data analytics, graphic design, web design, speaker coordination and attendee engagement.



Meticulous Event Planning and Support



Market-driven Program Development



Tried and Tested Marketing Campaign



Tailored Delegate Sales



Experienced Event Support Team



Customized Sponsorship Sales Opportunities



Dedicated Event Logistics



Interactive Virtual Event Platform

A great opportunity to get to work with seasoned trade compliance professionals in an in-depth discussion of very complex trade compliance subjects with the upcoming generation of trade compliance leaders. The presentations were challenging and the very thought-provoking questions from the audience were even more so.

Vice President – Global Trade Compliance, Leonardo DRS



PROGRAM DEVELOPMENT

One of **C5's** key differentiators is our proprietary qualitative and quantitative research methodology, which ensures any event we produce is truly market driven.

Research begins with the development of an industry map to ensure market coverage and gain a holistic view of the issues affecting the overall market. Extensive live and community-based research takes place to identify key themes and the business issues that are most important.

An experienced programming professional will drill down to the most salient topics, with this level of detail, at times exceeding more than an hour's worth of conversation per individual, providing enough "insider" knowledge to translate the research findings into a workable group of topics the conference agenda should address.



MARKETING AND SOCIAL NETWORKING

Our marketing team will focus year-round on a robust, highly segmented and multi-channel direct marketing campaign, which includes digital (SEO/SEM), social, print, email and outbound delegate sales calls. Extensive data analysis at key stages informs how the campaign is developed and evolves each year.

Throughout the marketing campaign, we will collaborate with your team to establish, implement and manage a marketing timeline and ensure coordinated and maximized promotional opportunities.

C5 boasts a dedicated, experienced customer service team to personally assist delegates from registration to onsite experience, responding to inbound inquiries, expediting registrations, delivering confirmations and attendee communications.

Your conference support team will also include a seasoned creative team of graphic and web designers who will create dynamic conference marketing materials, digital assets, onsite branding and more — all while adhering to your established brand standards.



OUTBOUND DELEGATE SALES CALLS

To control and maintain the quality of direct customer contact, we conduct all outbound sales transactions in-house. We employ a team of fully trained and seasoned delegate sales representatives who are responsible for generating conference attendee registrations and facilitating easy registrations and group sales for your audience.



SPONSORSHIP SALES

Client retention, experience and event growth require special attention to detail, especially pricing, logistics and individual client nuances. **C5's** sponsorship team has been at the forefront of providing these considerations to the legal community and beyond for more than 30 years.

Our team uses their event industry knowledge to source and confirm the right solution providers for your community, whether through nurturing existing relationships and referrals or new lead acquisitions.

As an advocate of consultative selling, our sponsorship team works tirelessly to assess each sponsor's needs to create custom opportunities that help them realize their goals. Whether an existing partner or a newly acquired client, the team works with them to understand what objectives they are looking to achieve and recommend customized options they can use to meet their business goals.

"The ACI [C5 Group] business development team is by far the most professional and customer-focused group I have ever worked with."

Director, Event Marketing, FTI

"I've enjoyed working with ACI's team on designing creative strategies to achieve our sponsorship goals at several events. They get it! And they execute professionally."

Senior Practice & Industry Marketing Manager, DLA PIPER



EVENT LOGISTICS

As your event partner, **C5** puts the practices and experiences derived from executing thousands of events to work for you. We provide seamless support and onsite management for conferences so that every attendee, speaker, sponsor and exhibitor can enjoy a stress-free event experience.

By leveraging existing hotel and vendor relationships, our seasoned team of event professionals can reduce extraneous costs and will negotiate on your behalf for the most favorable terms possible. From food and beverage minimums, room rentals, A/V costs, sleeping room blocks, onsite photography, registration, and entertainment, we apply tried-and-tested event best practices to ensure a highly efficient—and profitable—execution.



VIRTUAL EVENT SOLUTIONS

"I am deeply impressed at how well you have managed to adapt to the new remote world. You guys are clearly pros and I commend you for continuing to put on conferences and create opportunities for people such as myself to connect with peers and colleagues."

Partner, Morrison & Foerster (International) LLP

The event features and support you need – all in one place. Whether you're bringing your physical event online or building from the ground up, **C5** will help you develop, manage and deliver a seamless, engaging and educational event. We understand what it takes to create and deliver an immersive, engaging online event and are prepared to guide you through the planning, set up, and delivery of your events with ease. Leverage our team's expertise for peace of mind in the planning and execution of your virtual events.

CUSTOMIZED SOLUTIONS

Our experience in working closely with associations and event partners has reinforced that deep collaboration is vital to the success of a conference, trade show or large meeting. In order to develop a fee structure, **C5** will work closely with you to define your needs and the scope of the services for engagement. The timing, size, and scope of the event will dictate the resources required for delivery.

In summary, the **C5** team is excited about a potential partnership with your organization. As a leading provider of conferences and events, we have the necessary resources and skill sets to build a foundation for your event, conference, meeting or trade show to succeed.

We hope that this overview gives you additional insight into the services we offer. We welcome your questions and look forward to further discussing your customized event needs.



Ellen Jensen

Chief Operating Officer
1-877-927-0718 x701
E.Jensen@AmericanConference.com



Kristy Perkins

Director of Strategic Partnerships
+44 1273 983123
K.Perkins@AmericanConference.com