



Big Graphics ▸ Digital Printing ▸ Traditional Print ▸ Cross-Media / 1:1

3 Ways Branded Events Can Help Your Business

3 Ways Branded Events Can Help Your Business



Organizing a branded public event isn't simple or cheap, but don't let this deter you. In a world where image is everything, organizing an event can be one of the most effective ways of promoting your business. It's also a great way to meet people in person and put a face/voice to your business.

A branded event can take many forms. It could be a keynote event or a product launch, or simply a business networking event where you present a few featured speakers on a specific current topic.

Here are some benefits of being a part of a branded event:

1. Lead Generation

Although a lot of lead generation activities have shifted online, don't forget about direct human interaction! Face to face talks, exchanging of business cards, and answering questions in person, are extremely effective in building trust and rapport.

This is a great way to reinforce your brand image + offerings.

2. Great Media Exposure

"There is no such thing as bad publicity" -- an often heard phrase. While it's not true (there is plenty of bad publicity out there), any positive exposure your business can get is a beautiful thing. A branded event is newsworthy and a great way to drum up exposure.

3. Educating Your Customers

Branded events are a great way to educate clients and prospects on new products/services. Shooting an email is a quick way to do this, but doing it in person gives people an instant outlet to ask questions, get answers, and better understand your message. It's also a great way to give them a little taste and/or a takeaway to spark their interest.

These are three great ways a branded event can help your business! How does Impact Color come into play? We can make sure you have all of the proper branding materials for your event -- banners, takeaways, signs, etc, to make sure your event has the best impact! **Get in touch with Impact Color today.**

Get In Touch

Interested in talking about what we can do for your business? Get in touch today.

Call us today: 630.749.4100

Email us: info@impact-color.com

or, [CLICK HERE](#)