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**WHAT IS THE ESG PHILOSOPHY?**

At Event Strategy Group, we build events with strategy at the forefront of the conversation and close with measuring for success. We believe that well-crafted content telling stories of value and meaning is the key to reaching and retaining our clients' most valuable audiences. With everything we do, we strive to challenge the status quo.

People sometimes give us a sideways look when they learn that one of our core brand values is Fun. This doesn't mean that we don't work hard, or that our clients' events are silly, but it does mean that the creative and production process for every event will be fun...because, well, life is short, so why not? We've been in the events business nearly twenty years—we've come to realize that pretty much everything is better with an injection of fun.

ESG believes in a single point of contact for each engagement. By working as a cohesive team with open communication, we streamline and accelerate decision making while minimizing confusion, meaning faster turnaround times and fewer headaches for all. Everyone on our team wears multiple hats and brings something unique to the table, and we're proud of our deep skill sets and diversity.

**WHAT SETS ESG APART FROM THE COMPETITION?**

Above all else, we pride ourselves on creating meaningful, valuable experiences for our clients and their audiences. Strategy has (literally) been our middle name since our founding in 2000, and is at the heart of our process for every engagement. By making strategy the cornerstone for success, we allow ourselves a creative sandbox unique to each client and activation.

Combined with our unparalleled production, we create clarity and purpose that guides us through the whole planning process.



More specifically, we provide end-to-end services for our clients including creative direction, brand activation, original design, strategy, logistics, and everything in between. Using our own knowledge gained from decades in the industry, we have experience relating events to the sales cycle—meaning we hit the ground running with our clients' goals, budget and vision in mind. Our list of supporting services is long, but it boils down to this: we turn drawings on napkins into real stuff. No event is rinse and repeat. We bring brands to life in a multi-dimensional, face-to-face format. Each engagement is rooted in strategy and measured for success, allowing us to continue raising the bar year after year.



#### WHAT ARE YOU MOST PROUD OF?

This one is easy—our people and the work they do. From our employees, to our production crew, to our trusted vendors and contractors, ESGers are a different breed.

Like life coach & motivational speaker Marie Forleo, we believe everything is figureoutable. We've had team members fly out on hours' notice to staff a client's event after another EM's flight was delayed and couldn't make it. We've rearranged our entire shipping and logistics schedule in preparation for a category 4 hurricane, because the show must go on. We've burned more midnight oil than we care to recall. We set the bar high, and accept nothing less than our best.

How do we do it? We're professional yes-sayers with a "we'll find a way" philosophy. At a recent kickoff event, we had a keynote speaker change within 48 hours of the event date. By showtime, the new speaker was fully briefed, rehearsed and ready to go with a completely personalized presentation. We've designed and created a product activation experience for a client held in 25 different cities at 50 individual stores on 2 weeks notice. Basically, yes is the answer. Now, what was the question?



#### HOW HAS ESG'S STRATEGY EVOLVED IN RECENT YEARS?

Anthony Danzi, SVP of Client Strategy and Sales at Twitch, put it simply: emotion is attention. Integrating this philosophy into our client work over the past few years has been revolutionary for us when creating meaningful, valuable experiences for our clients' attendees. Retaining audience attention is a hot button topic for any event speaker, and this philosophy puts a lens of clarity and simplicity over an otherwise complex issue.

We consider ourselves innovators and are always improving how we incorporate the latest technology advancements at live events. We are always learning and adapting to stay ahead of the curve.

#### WHAT DO YOUR CLIENTS SAY ABOUT YOU?

We think this one particularly glowing review sums it up: "Beyond the beautiful space, brilliant branding and overall great event management, it is the passion of your team that really stands out. I know your team never takes a second off ... never takes a shortcut ... never acts like an outsider. You and your team are always just as deeply invested as we are."