

Experience Counts: Conferences & Meeting Planning

Planning a successful meeting or conference takes more than having a deep understanding of your audience. Large events can often be a logistical nightmare as planners try to balance the needs of a variety of stakeholders.

For an event to stand out in the mind of a target audience, it must be an engaging experience that is able to tell a story about a company or brand.

Jim Koufis, Managing Director of JGK Integrated Solutions, has over 20 years of corporate marketing experience and understands the challenges executives face in showcasing their brands. JGK's strategic planning process, flawless execution and deep understanding of industry metrics have earned his company the respect of organizations such as the Automobile Journalists Association of Canada, Ford, Habitat for Humanity, Prostate Cancer Canada and BCE Toronto.

From pre-planning to execution, JGK is the perfect partner to complement your existing agency of record and can handle every detail from the design of exhibitor showcases to the organization of large scale dinner receptions for awards shows and Canada wide product launches.

The need to create an engaging and memorable experience isn't lost on Koufis. "Whether it's an investor relations event, annual conference, meeting or product launch, our goal is to always get the most out of every brand touchpoint with our clients.



For the past 10 years, JGK has been the logistics manager for the Automobile Journalists Association of Canada managing everything from sponsorship solicitation and activation – to planning and execution of their annual AGM, awards banquet dinner and exhibitor showcase.

While it's important to provide logistical expertise, Koufis also realizes the need to provide measurable results – something not always easy to gage in the not-for-profit world. JGK's four phase planning process ensures that project performance is tracked throughout the life of a project and is linked to value creation and ROI.



To create brand loyalty and recognition, it's critical that events tell a story. Conference or meeting attendees may not remember every detail of an event, but they will remember how they felt while there as well as after the doors were closed.

Jim Koufis would tend to agree. "While handing out marketing materials or company notes might create an initial bond with an audience, the creation of engaging experiences and stories tugs at the hearts and minds of audience members which leads to an increased probability of a return on investment."

Contact Jim to find out how to maximize brand ROI.
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