

ENGAGEMENT MARKETING



exhibits. graphics. events.



Experiential Marketing ■ Live Marketing Event Marketing

Star understands the power of using engaging, experiential marketing techniques to promote your brand. Whether you refer to it as “live marketing,” “participation marketing,” or “special events”, you can count on Star to help create lasting memorable experiences—with measurably effective results.

Our Star Marketing and Events team can incorporate user engagement and interactivity with your next exhibit or event, enhanced by our world class exhibit architecture and dynamic graphics products.



THE STAR METHODOLOGY **engagement**

› Discovery

Product Overview
& Assessment of
Experiential Needs

› Plan

Identify Format,
Concepts & Key
Metrics

› Execute

Tactical
Experiential
Coordination

› Evaluate

Surveys, Post
Event Follow Up
& Evaluation

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