

# Star Engagement Marketing

## 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.



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# STAR

Dynamic Exhibits. Engaging Environments.



## 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