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Event Management

Venue Selection: Research and secure optimal venues that align with the client's brand and event objectives.

Logistics Management: Oversee hotel bookings, travel arrangements, and food & beverage services.

Technical Requirements: Manage all AV and presentation equipment needs, ensuring seamless operation during the event.

Budget Management:

- Create detailed estimated spend reports prior to events, providing clients with a comprehensive budget plan.
- Cross-reference estimated budgets with actual event costs post-event to demonstrate precise fund allocation and identify areas for cost savings.
- Consistently seek opportunities to save clients money without compromising on the quality and effectiveness of the event.

Event Types:

- Incentive Trips
- Sales Kickoff Events
- Small Meetings
- Holiday Parties
- Give-back Options

Marketing Coordination: Collaborate with the marketing team to develop event themes, email campaigns, one-pagers, booth graphics, table toppers, etc.

Social Media Programs for Sales Personnel

Platform Selection: Assist clients in identifying the most effective social media platforms for their needs and set up accounts.

Content Strategy: Guide clients in selecting and deploying content that aligns with their brand and sales objectives.

Video Training: Educate clients on how to utilize video platforms and tools for enhanced engagement.

Content Development: Coordinate with the marketing team to create custom content/videos when appropriate.

Additional Services

Video Content Creation:

- **Shooting:** Professional video shooting tailored to client needs.
- **Editing:** High-quality video editing to produce polished final products.
- **Post-production:** enhancements, effects, and final touches for engaging video content.

Social Media Posting:

- **Content Scheduling:** Plan and schedule posts for optimal engagement.

Looking to up your engagement? Contact Katrina today!



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