

Choosing the Right **STRATEGIC** Partner

Creating a dynamic trade show exhibit, planning an impactful marketing event, or designing a striking retail interior all benefit from upfront strategy to improve performance and efficiency. Consider these key questions when choosing a partner for strategic planning and advisory services.

- ✓ Is strategic planning integrated as a core element of their project proposal?
- ✓ Can they deliver strategic services quickly and cost-effectively?
- ✓ Do they support both one-off projects and broader brand development or annual planning?
- ✓ Do they embed strategy across their organization – from creative through post-event analysis for comprehensive benefits?
- ✓ Can they identify strategic needs for broader success, like staffing models or event visibility?
- ✓ Are they able to develop strategies based on specific requests, like sustainability?
- ✓ What is their approach to assessing success with KPIs, brand goals, and ROI metrics?
- ✓ What technology tools do they use to measure performance and gather data?
- ✓ Do they have strategic expertise in experiential marketing for unique insights?



Learn more about STAR's strategy capabilities in our **e-Book**.