

The STAR Approach:



# 5 Areas of Effective Strategy Development

With decades of experience implementing strategic services into client projects, STAR has developed a framework for delivering strategic impact in five core areas:



## Enhancing Exhibit Effectiveness

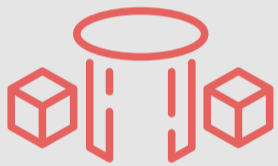
### What it is:

Early-stage exhibit planning that clarifies goals and aligns designs with objectives.

### Why it works:

Creative teams get the context needed to innovate, differentiate, and enhance engagement.

1



## Maximizing Event Presence

### What it is:

Strategic event planning that includes pre-show marketing and event activations.

### Why it works:

Teams identify opportunities to enhance visibility and engagement, maximizing impact.

2



## Annual Strategy Plans

### What it is:

Annual planning, including budget allocation and event selection, that optimizes the marketing mix across campaigns and shows.

### Why it works:

Teams make informed decisions and take a synergistic approach to individual projects throughout the year.

3



## Measurement Strategy

### What it is:

Robust measurement frameworks and clear KPIs aligned to business and marketing objectives.

### Why it works:

Inform decision-making helps justify marketing and optimize future project elements.

4



## Foundational Branding Strategy

### What it is:

Guidelines to ensure key branding elements, including messaging and visuals, are solidified and aligned with objectives.

### Why it works:

Fast-moving brand teams maintain a rigorous and goal-aligned strategic framework.

5

Contact us today to set up a free strategy consultation.