

Want an influential conference or event presence?

Start with a strong vision, plan, and design.



Opportunities to engage with captive key audiences are few and far between. That's why events and conferences are critical tactics in a communications strategy. While event attendees, either in-person or virtual, are engaged and looking for information, that doesn't mean the work is easy. There are logistics. There's competition for the audiences' attention. And a need to build relations that outlast the event. That's where Hager Sharp comes in.

Hosting? Our experts provide complete event management services. We manage venues, virtual platforms, and presenters; develop the run-of-show; execute exhibitor and participant marketing; livestream and live-tweet during events; capture photos and video of sessions; and complete post-event attendee follow-up, website updates, and content development.

Participating? We coordinate sessions that align with audience interests and client objectives, create presentations and materials, and present alongside or on behalf of our clients. We develop large and small booth exhibits, graphics, signage, and marketing materials, and we handle shipping and set-up. We also staff exhibit booths and engage directly with attendees. For virtual events, we've worked with clients from the start, helping to develop agendas, identify and recruit speakers, provide trainings and rehearsals, develop visuals and graphic elements, promote registrations, and fully produce live and pre-recorded programs.

From hosting events to participating in conferences, we help our clients create seamless and engaging experiences that meet organizational and audience goals alike.



CORE EVENT & CONFERENCE MANAGEMENT CAPABILITIES

CREATIVE & DIGITAL SUPPORT

The event experience isn't limited to the meeting space, dates, or agenda. We create appealing and comprehensive materials for participants, develop social media content for online engagement, design and dress in-person and virtual event spaces, and record sessions for continued sharing.

BOOTH DESIGN & MANAGEMENT

We design fresh and modular booths, helping clients stand out in crowded exhibit halls and showcase timely information. When we staff our clients' booths, we are informed and friendly and ensure visitors walk away with key resources and a good feeling.

PRESENTATION DEVELOPMENT

We identify relevant topics and submit presentation proposals that meet the needs of our clients and their audiences. We build presentations that are comprehensive and clear. Our staff are often experts in the presentation topic at hand and frequently present on behalf of clients.

LOGISTICS MANAGEMENT

No event is alike. Some are in-person, some virtual. Some are planned months in advance, some last minute. We manage every aspect of event logistics and efficiently anticipate event needs.

A VARIETY OF EVENT AND CONFERENCE SUPPORT, INCLUDING:

U.S. DEPARTMENT OF EDUCATION

For the U.S. Department of Education's National Center for Education Statistics, we executed a two-day virtual reading summit attended by more than 1,100 people. We programmed the entire agenda, identified and secured 70 speakers, recorded dozens of pre-taped sessions, developed remarks and presentations, and promoted and ran the event.

LUMINA FOUNDATION

For Lumina we quickly pivoted its engaging, high-quality events to a virtual platform when the COVID-19 pandemic prevented in-person programming. We planned and produced a three-hour livestream event, as well as produced a high-impact virtual symposium garnering larger-than-ever audiences.

NATIONAL ASSOCIATION FOR BEHAVIORAL HEALTHCARE

For the National Association for Behavioral Healthcare, we created marketing materials and policy briefings for the association's annual meeting, developed promotional social media content, created the event's opening video, and recorded and live-tweeted presentations.

CDC'S HPV VACCINE IS CANCER PREVENTION CAMPAIGN

For the Centers for Disease Control and Prevention, we designed and developed an extensive exhibit space for in-person presentations with medical professionals about the HPV vaccine for adolescents.



ABOUT HAGER SHARP

At Hager Sharp, we've dedicated more than 50 years to creating communications strategies, campaigns, and materials that make meaningful change in the world. We work solely with organizations that are committed to transforming communities by taking on important issues like improving public health, safety, and education, and addressing gaps in equity, well-being, and socioeconomic status. Our focus is and always will be working with mission-driven institutions, businesses, and nonprofits to create and implement ideas that make a difference.



More about
our event and
conference expertise

HAGER SHARP