



ENGAGEMENT



MARKETING

INTRODUCTION EXECUTIVE SUMMARY

Brands who are serious about creating meaningful two-way relationships with their customers thrive when they have engagement — both in real life (IRL) and online (URL) — at the center of their strategy. The value of experiences is increasing: 72 percent of those under 40 years old prefer to spend money on experiences over things.

Experiential and social media must work together. One is focused on real life connections, and the other is about digital connections. The value of the two working together is much greater than the sum of each part. Both are important for brands who want to share a connection with others, since we all live our lives online and offline. This is true for both business-to-consumer (B2C) and business-to-business (B2B) companies.

In this eBook, we outline the structure, process, and tools necessary for integrating IRL and URL next year and beyond. We call it Engagement Marketing. By thoughtfully connecting the pieces in a strategic roadmap, brands will be able to increase their awareness, reinforce their point-of-view, and continually learn.



By reading the following pages, you will gain:

- Data, information, and knowledge on experiential marketing trends
- Insights into how to develop an integrated experiential marketing and social media effort
- Tools you can use to align all your internal teams for Engagement Marketing
- Case studies exemplifying best practices

Of course, this is not as easy as it sounds. It requires a breakdown of silos, a reordering of process, and reimagining of goals in order to be successful. Leadership must have the vision to both understand the future of experiential marketing and to redefine what it is. Often, the help of outside partners with a proven process is required to create a shift in mindset and practice. Together, internal and external strategic thinkers can create something different that generates active customer conversation and loyalty.

There are always new things happening in experiential and social media marketing. We invite you to join our communities at www.SliceCommunications.com and www.EMCOutdoor.com to stay ahead of what is coming next.



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SECTION 1 WHAT ARE WE TALKING ABOUT?

Before effectively integrating Engagement Marketing into team and campaign goals, one must first understand what it is and what's involved. It's a new approach, a new way of addressing the need for brands to have more valuable engagements with their audiences, but its foundation's ingredients are concepts that marketers use everyday.

Experiential Marketing

The term really serves to describe any live, grassroots, in-person engagement opportunity where consumers are interacting with or receiving information about a brand, product or service. Experiential is still a relatively new channel and the definition seems to develop and expand every day, as new concepts and technology allow for new engagement methods.

What makes experiential marketing effective is its ability to establish a one-to-one relationship with consumers, generate positive brand awareness, and drive customer loyalty. The dialogue between brand and consumer — the human connection — is the most powerful part of and essential to an experiential campaign. It's the reason experiential marketing is so successful and is as appealing to brands as it is to consumers.

According to a report by Freeman and SSI, **one in three CMOs is expected to allocate between 21% and 50% of their budget to brand experience marketing** over the next three to five years. Like any other marketing tool or instrument, smart brands are "earning their chops" around this idea by practicing, tweaking, and refining their work.

It's also important not to overlook the media for an experience — the physical element. A connection is possible once you have the audience's attention, but it's usually something visual or physical that gets people to stop and take notice in the first place.



THE NUMBERS BEHIND

SOCIAL MEDIA MARKETING



3.2 billion

social media users worldwide

*This makes up 42% of the population, broken down into
90.4% Millennials
77.5% Generation X
48.2% Baby Boomers*

(Emarsys and Emarketer, 2019)



1.5 billion

people check Facebook daily



50 million

photos uploaded to Instagram daily



6,000

tweets sent out every second



\$26 billion

spent on social network ads in a 2018 estimate

(Direct Marketing Association, 2018)



73%

of marketers believe their efforts through social media have been "somewhat" or "very" effective for their businesses

(Buffer, 2019)

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Social Media Marketing

Social media is about people. It's not about Facebook, Twitter, Instagram, Snapchat, Pinterest, YouTube, or whatever else is new and trendy these days. The best brands and the best social media managers understand that algorithms, tools, and platforms are just a means to an end. The end is creating meaningful interactions with individuals and, in some cases, enabling connections between those individuals.

Think about how individuals use social media. Almost 1.5 billion people check Facebook daily. There are over 50 million new photos uploaded to Instagram every day and 6000 tweets sent every second. For many people, social media is a critical part of their everyday lives.

Like experiential, it is important not to overlook the media – the digital element. While social media should be social first (human focused), the technology that powers it is complex and complicated. For that reason, it is important to have experts involved who know the media well. They must also know the business side of it, including many platforms the public never sees, in order to deliver results.

According to a recent report from the Direct Marketing Association, social network ad spending is expected to hit over \$26 billion in 2018, continuing to outpace traditional media spends. This does not include the money spent on services, organic social, content development, and other costs. All major brands are spending a lot of time and money on social media as they fight for brand awareness, wallet share, and total lifetime value of their customers.

Engagement Marketing

The word “social” means relating to a society. It has always been about interactions with people. In recent years, it’s become assumed that these interactions happen online. That does not have to be the case. They can and should happen both online and in real life. However, “social marketing” as a term is understood to mean digital, and it falls firmly in that marketing bucket.

For that reason, this resource is advocating that the connection between experiential and social media — engagement — be a dedicated, structured, and budgeted function within marketing. All customer interaction — including social media, experiential marketing, customer service — should be fully integrated and

become its own marketing practice group. Engagement Marketing will change how people interact with brands and vice versa. It will put the customer at the center of the equation. It will put an emphasis on communicating with people, not at them. It will support brand, user experience, digital, public relations, and market research in ways that deliver greater insights and more meaningful interactions.

The following pages outline the barriers to creating an Engagement Marketing team, data that marketers can use to advocate for this change within the marketing organization, and tools that will get them on their way.



SECTION 2 WHAT IS HOLDING COMPANIES BACK?

Despite historied successes, the collective experience of the authors of this book is that most organizations are not integrating their experiential and social media. They are spending a lot of time and money on events; amplifying them on social media is an afterthought. They are spending a lot of time and money on content for social, but experiential is not part of the equation. This means that neither of these growing marketing strategies are delivering on their full return on investment potential.

Engagement Marketing will only become a reality for those forward-looking brands willing to change and invent new ways of structuring human engagements.

People Problems

Lack of cooperation between people is the primary reason experiential and social media marketing are not working together. The truth is that people who are experts in IRL are very different than those that are experts in URL. They often have different training, backgrounds, and expectations of success. This is because they are focused on the details of what they do, not the high-level experience that customers want.

Brands who are dedicated to creating the best customer experiences will reorganize their marketing groups to be human-centric. They will realize that people shouldn't have one experience online and a totally different experience in person.

An Engagement Marketing team should be formed for those willing to try this new approach to marketing. It should clearly delineate roles and responsibilities, identified as strategic or tactical, by incorporating professionals in specific functions.

Since this will be experimental for most organizations, it is not necessary to fill all the positions with full-time, in-house professionals. Finding a healthy balance of agencies and in-house people is critical. Project management, brand management, website management, and sponsorship management should all be lead by in-house professionals. Furthermore, having an in-house person run strategy and brand management will allow most of the other pieces to be outsourced.

Strategic Function

- Strategic planning
- Brand management
- IRL engagement
- URL engagement
- Advertising management
- Sponsorship management
- Public relations

Tactical Function

- Project management
- Material creation
- Logistics and people management
- Localized execution teams
- Social media
- Community management
- Listening
- Email marketing
- Website management
- Reputation management

It's also recommended that an outside expert or group of experts be brought in on the strategy the first few times. These experts offer a level of experience in the field, without preference for or responsibility over any one marketing function. By bringing in strategic partners at this step, this will increase the likelihood of real change and learning, resulting in a more efficient and effective campaign.

The mix of the new Engagement Marketing approach has a lot to do with culture, capacity, and capability. Since people are the single biggest barrier to integration for most companies, this new team must be carefully comprised.

Process Problems

Clearly defining the objectives of the Engagement Marketing team will allow for successful engagement campaigns that contain the right elements, tailored to achieve specific goals and show ROI. Objectives can range broadly and often include lead generation, positive engagement with a brand, and capturing audience demographic and location information. The more specifically marketers can identify and articulate the goals, the better chance a campaign has of being successful.



When experiential marketing was in its infancy, and even still today, it tended to be an afterthought. The same is true for social media. However, the two often have the exact same goal: create a great experience. Planning a live activation today is too often only considered when there is excess advertising

dollars and is executed with a lack of process or accountability for meeting goals. The process of planning for social media? Well, there isn't one. Campaigns are often interesting ideas that just happen. Maybe there is an occasional strategy conversation aimed at discount code, new product, or new location, but that is also often held last minute and poorly measured.

An Engagement Marketing team will have its own process that begins with identifying the highest priority targeted audience for the next 6-12 months, then developing new ways to engage with those people. It will be focused on what they want, what they need, and what are their interests. This shift in thinking will impact every part of the marketing organization, which is why the stakeholders in the previous section must be included in the planning.



Engagement Marketing should be a priority, not an afterthought. It can't be successful if it's run using the leftover money from advertising or the social media interns. Set realistic expectations by first understanding the value a brand will generate from positive, meaningful IRL and URL engagements with its audiences. This will be critical to ensure a campaign can meet business objectives and still have a meaningful impact with the desired outcome. Creative and effective solutions are possible at any budget range, whether it's a \$50,000 or \$500,000 budget, but setting the goals will determine what is truly viable.

TOOL: Engagement Marketing Strategy Agenda

Once the people and process barriers to Engagement Marketing have been identified and addressed, the team will be ready to convene around audience targeting and goals. The first meeting of an Engagement Marketing team can be unpredictable and unproductive, so the Engagement Marketing Strategy agenda has been developed to bring down barriers between the groups. Identifying gaps in the team or shared knowledge is just as important as getting answers to the questions. The conversation should take no longer than 90 minutes and involve no more than eight people, plus a facilitator who may also serve as the strategist.



A Note on Recruiting

Many companies today are struggling to find, hire, and retain talented people. While recruiting isn't a traditional business goal for the marketing department, it is becoming a priority for the business. The Engagement Marketing team may want to begin with a talent engagement effort if it is critical to the success of the brand.

Part 1 - Introductions - 5 minutes

- Name?
- Role in the company?
- Role on this team?

Part 2 - Highest Priority Targeted Audience - 60 minutes

- Who is our most important audience segment?
- What do we know about this group?
- What do we not know?
- What are the shared demographics?
- What are the shared psychographics?
- What matters to these people?
- How can we solve their problems?
- What do they need to know about us?
- What do they need to feel from us?

Part 3 - Business Goal - 20 minutes

- Which two of these business goals are the most important for us to achieve in the next 6-12 months?
 - Brand awareness
 - Thought leadership
 - Lead generation / sales
 - Customer service
 - Community engagement
 - Market research
 - Recruiting*
- Budget parameters

Part 4 - Magic Wand - 5 minutes

- If you could wave a magic wand and create the most effective engagement with the targeted audience, what would you do?

SECTION 3 HOW SHOULD AN ENGAGEMENT MARKETING TEAM WORK TOGETHER?

Once a brand has accepted that it must put customer engagement at the center of one of its marketing teams, people can begin to align around it. Of course, that will not be easy. Most of the people involved will have never worked together. They may not understand what the others do, what skills they bring to the table, or what is important to them.

There are four tools that will ensure that the team can begin working together quickly: an accountability chart, a roadmap, a campaign plan, and a scorecard. These things may make the process easier, but it still won't be easy. It will be important to build trust, resolve issues, and facilitate conversation throughout the first year.

Tool 1: Accountability Chart

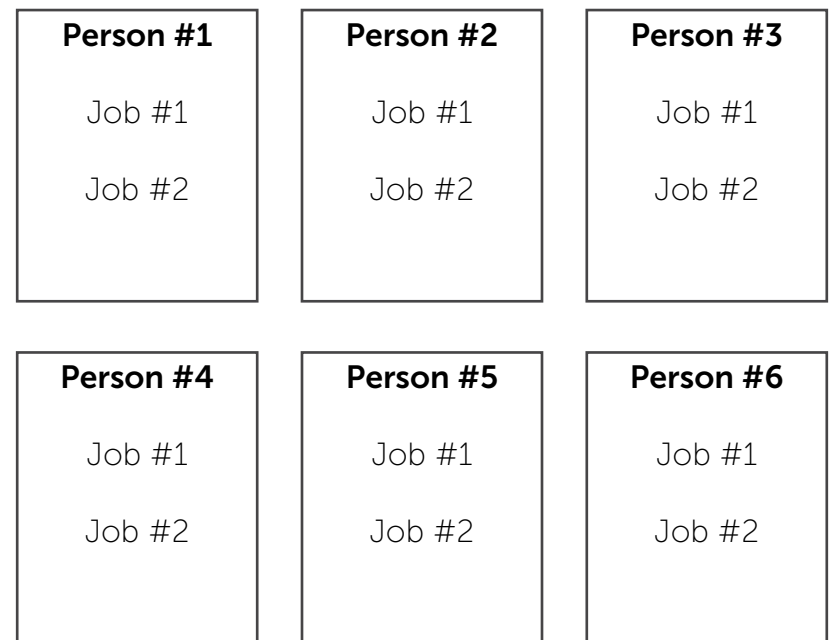
We borrowed the idea of the accountability chart from Gino Wickman and Traction. It is not an organizational chart. There is no hierarchy, per se. The goal of the accountability chart is to ensure that everyone in the Engagement Marketing team is clear on what s/he is doing and what responsibilities will ultimately fall to her/him.

Creating an accountability chart should take no more than two hours with the members of the team. First, the members should list everything that needs to be done to effectively plan and execute an engagement campaign. Every little item should be listed clearly for everyone to see.

Next, the team members should conduct a Keep, Combine, Kill activity to cull the list. Anything that is a critical activity or deliverable should be kept. Items that are similar should be combined. Anything not critical for the team should be crossed out, or killed. Finally, the remaining items should be grouped together in functional areas.

Once items are grouped, they should be put into boxes on a chart like the sample included here. It is important that no names are added to the boxes at first. Once the chart is complete, the members of the team agree who should be given each box. A person can be assigned to more than one box, but no box can be shared by more than one person. Accountability, measured at this level, is individual.

This exercise should help the cross-functional team begin to form. The team leader or strategist will be able to identify any gaps in the team or any areas where there may be problems working together. Ideally, everyone will leave with an idea of exactly how s/he will be expected to contribute to the success of the whole.



Tool 2: Roadmap

The second tool is a roadmap. It is a clear plan that outlines what the Engagement Marketing team will achieve over the next 6-12 months. Since the team will be working together for the first time, this activity will be invaluable. The roadmap process is led and owned by the strategist. Once the roadmap has been delivered, specific campaign plans and scorecards should follow. The following sections outline what should be incorporated in the roadmap.

A word of caution: it is important not to overthink the roadmap. Since this way of marketing is new, the strategy does not need to be perfect. As it's been said: perfect is the enemy of good. Audience engagement cannot wait. If the initial roadmap takes longer than 4 weeks to develop, there is a problem with the team that must be addressed.



Research

The approach to research at the early stages of an Engagement Marketing campaign should be creative, open-minded and uninhibited. The specific parameters and components of the campaign will come, this is about understanding the options and opportunities available. A Google search will easily turn up hundreds of blogs and articles

that list the coolest brand experiences from the latest events. There's value in researching and knowing that those examples exist. Perhaps, more important is for marketers to understand what brands are doing who share their industry and target audience.

Research can also provide insight into how elements speak to a brand, product/service, audience, and values. Experiential is never

one-size-fits-all, and consumers will be able to identify an inauthentic activation done for the sake of flash and flare. When a genuine and relevant experience is created, a positive impact is sure to follow.



Audience Identification

The beauty of Engagement Marketing is that brands can deliver delight, surprise and engagement to the right audience, with the right message, at the right time. Savvy marketers must not only understand the behaviors and nuances of their target audiences, but also the location and behavior-driven data from the devices that

audiences carry in their pockets.

Engagement campaigns offer an exciting opportunity for brands to test and iterate at a hyper-local level. They provide the freedom to try different strategies in different environments and for different audiences, to evaluate changes and ROI (i.e. urban vs. suburban, San Francisco vs. San Antonio, college students vs. C-level executives). Highly targeted approaches are only limited by the ability to identify and differentiate the audience.



Messaging

Messaging is about developing a feeling. In order for people to care about brands, a message must be delivered and a feeling must be created. These two things should happen IRL and online in order to be effective. But first, there must be alignment on which messages to deliver and what feelings are desired.

Outlining these two things very specifically in the roadmap will enable easier decision making. Every tactic can and should be measured against whether it delivers the message and the feeling.



Engagement Development

One of the most important steps to an engagement activation is defining where the experience should take place. There are obviously many options to consider here, but with the guidance of the objectives and audience previously defined, there is a simple initial determination to be made: activate at an existing event or create a new one.

When activating at an existing event, like a conference or festival, many of the logistics complexities can be leveraged. Often, the location scouting, permitting, food service, music and artist performances, and media placements have already been figured out. Existing events can be easily optimized as they provide a very targeted audience who are already gathered based on a particular interest or value—cultural gatherings, concerts, food and beverage festivals, sporting events, etc.

Creating a new event can be much more challenging, but it also allows the focus to remain solely on the brand activation. That means that where an existing event has its own media and promotion, the work to create buzz and visibility leading up to the event must be done from scratch.

Here are some important questions to consider:

- Are there opportunities for promotion around the activation?
- Will the event be permitted or guerilla?

- Does the brand have a retail partner that would allow the use of their space?
- With a broad audience at a large event, what is the plan to minimize wasted impressions?



Material Development

The most important component of an experiential activation is the people, the ones who will connect directly with the audience, cultivate that relationship of interest, and ultimately, develop trust in the brand. To support this effort, consider what other elements will help tell the brand story, inform consumers of the product or service, allow

them to experience the brand, and have an excuse to think about and share their experience after they leave. This is where branded creative materials—swag, samples, leave-behinds, giveaways—help fill a need.

Consider the messaging being conveyed and the goal for the engagement. Then figure out how to translate that message into promotional items or collateral the consumer wants or needs that makes sense as a takeaway. This includes training brand ambassador teams to understand and deliver consistent brand messaging at an experience.

This is also relevant when it comes to the creative and visual display tactics of the experiential space. If a brand is hosting a pop-up art gallery or creative space, then the signage and promotional materials should reflect the level of creativity and design that they hope will reach their desired audience participants.



Influencer and Media Identification

Quite often, getting to an audience is not a straight line. Other people will determine whether an effort is effective. Influencers, or people with large online followings, can often reach the right audience efficiently since they are already engaged with it. Media outlets also have reach that can be leveraged to let people know about the campaign in advance or after the fact.

Tool 3: Engagement Campaign Plan

While the roadmap provides strategic guidance, specific campaign plans for each engagement provide the team with the details. These should be developed by all team members, compiled by the project manager, and approved by the strategist. Timelines, tactics, budgets, and resources should all be outlined for maximum alignment. Each campaign plan should address the following:



Pre-activation Outreach

The lead-up to an activation can often be the most exciting part. It's the chance to bring people together and generate excitement for the event. Marketers often forget this important pre-work necessary to the life of an experience and leave to chance that people will casually see or hear about the activation. Here are some tactics

that will allow for taking advantage of the critical lead-up time, build recognition, and getting a brand name in front of potential customers:

- Email Campaign: Inform the target audience about important information and event details.
- Invitations and RSVPs: Send digital invitations as an important touchpoint for setting expectations for audience turnout and to gain demographic information.
- Geofencing/Digital Ads: Deliver brand and product messaging to potential attendees before the event to drive awareness and impressions.



Engagement Management

During the event is the most critical time for serving brand messaging because it holds the largest opportunity for advertisers. More and more, research shows that audiences connect brands with positive experiences. According to an EventTrack survey, 91% of consumers say they positively view brands that provide great experiences. Marketers

can showcase their brand and interact with an audience that has already expressed interest and committed themselves as your target audience. With this unique opportunity to deliver brand message, there are tactics that will make an experience memorable:

- Social Media: Share content using branded hashtags, a photobooth or green screen, video of the activation, social games, etc.
- Data Capture: Use brand ambassador teams with connected devices to engage attendees and capture demographic and other information.
- Raffles and Giveaways: Create digital game experiences that make people want to participate.
- Advanced Tech: Enhance the attendee experience at an activation using VR/AR technology that transports them to another world.



Post-engagement Outreach

Continue to check-in with an audience after the experience to keep the conversation going. Remind them about how much fun they had or what they learned at the event with shareable content and updates. Entice them to spread the word about the experience to someone who wasn't there to enjoy it themselves in real time.

Continue to drive awareness and buzz with these useful tactics:

- **Shareable Content:** Create slideshows and sizzle reels from the content captured during an engagement.
- **Proof of Performance:** Create a POP or case study, including ROI and impression data.
- **Follow-Up:** Continue the relationship with attendees who provided email addresses, giving updates, information on other events and news.
- **Promote Extended Engagement:** Provide links to webinars, future experiential activations, relevant products, and opportunities to further engage.

Tool 4: Scorecard

When many people come together to work on campaign, there are forces that can pull them apart and challenge their alignment. A scorecard ensures they are all focused on what matters at all times. It also makes it easy for the team to tout successes internally and externally.

The process is similar to creating the Accountability Chart. Everyone lists all the things they would like to measure. The list is culled using the Keep, Combine, and Kill methodology until there are 5-15 metrics remaining. Each person on the accountability chart should have at least one number on the scorecard to report. It should be the most important metric related to her/his role on the team.

Data should be entered into the scorecard and reviewed by the team weekly. Any item that is off-track should be identified and discussed immediately, as these things can put the entire campaign at risk. At the end of the campaign, all the metrics should be reviewed and learnings identified.

| Vertical | Timeframe | Goal |
|-------------------------|------------------|-----------------------------------------|
| Public Relations | March 31 | Secure 2 event-related media placements |
| Public Relations | June 27 | Secure 1 broadcast coverage for event |
| Social Media | June 27 | 1 million impressions |
| Email Marketing | June | Unique Open to Click Rate of 8% |
| Email Marketing | June | Open Rate of 20% |
| Event | March 31 | 100 Early Bird Registrations |
| Event | June 27 | 500 Total Registrations |

SECTION 4 HOW ARE COMPANIES USING SOCIAL MEDIA AND EXPERIENTIAL TOGETHER TODAY?

Case Study: Reebok Human Dispatch Service

In 2017, Ben Blakesley, the global head of social media for Reebok, spoke at Slice Communications' Social Media Day in Philadelphia. He shared how the brand was reinvented from 2014 to 2017 with social media at the helm. His team was encouraged to be as creative as possible and to try emerging tactics to engage their audiences in new and different ways.

From that team came the Reebok Human Dispatch Service, or #ReebokHDS.

Reebok used a combination of experiential and social media marketing to roll out a new sneaker, ZJet. On a selected day in New York City, people tweeted their shoe sizes using the hashtag, and actual human beings ran to their locations with new sneakers in hand, creating a brand new experience.

People got to meet brand ambassadors from Reebok. They got to learn about the new sneakers. And they were delighted with a surprise they couldn't help but share.

This one-day campaign generated 195 million Twitter impressions through a simple, easy-to-execute campaign that could easily be replicated and scaled to other locations.





Case Study: Travel South Dakota's Monumental Experience

Travel South Dakota wanted to create an adventure environment for people interested in visiting a new vacation destination. They wanted to give people in Chicago over July Fourth weekend a taste of their corner of the country by creating a multi-sensory experience.

EMC Outdoor partnered with MMGY Global to create a monumental experiential marketing activation in Chicago's Millennium Park. The spectacular consisted of a replica of Mount Rushmore, a 26-ft. climbing wall, and an authentic South Dakota BBQ. Each component of the activation was designed to target Chicagoans and tourists who were highly likely to travel, moving through the key feeder city.

The Mount Rushmore replica measured 30 ft. x 22 ft., was constructed using thousands of pounds of high density foam and metal, and took 3,000 man-hours to build. The BBQ offered free bison burgers and bison hot dogs, as well as ice cream from Thomas Jefferson's personal recipe trucked in from Mt. Rushmore.

The experiential activation resulted in close to 16,800 impressions and 4,800 personal engagements. Press outreach to local and national news outlets resulted in 12 broadcast segments, 69 placements and 133,822,742 impressions.

Overall, the experiential activation, press activity and social media sharing from the event led to a noteworthy increase in engagement on their website, TravelSouthDakota.com, and social channels..



SECTION 5 CONCLUSION

Brands have a greater ability now to engage with their customers than they have at any other time in history. They can do it in person and online -- IRL and URL. People who love brands will buy from those brands, talk about them, and tell other people to buy from them. Give them a reason to contribute to the brand's future, be a part of the story, start an ongoing conversation and become a brand ambassador. The value that engaged customers bring is limitless.

Engagement Marketing – the combination of experiential and social media can drive brand fame and affinity, and produce a higher return on investment than standalone programs. As more brands realize this and develop the team and strategies to support this, more people will have better experiences and better outcomes will result. As marketing professionals, this is the Holy Grail.



About Slice Communications

Slice Communications exists to get people to pay attention to our clients. It is who we are as people, what gets us up in the morning, and what keeps us going. Since our founding, we have put our collective innate need for attention to work for our clients. We are proud that we have helped them achieve their business goals and grow strategically.

slicecommunications.com



About EMC Events

EMC Events is the experiential and event marketing division of EMC Outdoor. EMC Outdoor is an independent location-based marketing agency. We think differently about experiential and event marketing to help our clients target their audience better and create deeper engagement opportunities. We work for our clients by simplifying, streamlining and optimizing location-based marketing.

emcoutdoor.com

ABOUT THE AUTHORS



Cassandra Bailey

Cass (Oryl) Bailey is the president and CEO of Slice Communications. She believes that integrated public relations, social media, and email marketing efforts are critical for growing businesses looking to accomplish their business goals.

Cass brings a wide variety of experiences to the communications strategies she develops for the firm's clients. With a background in international politics, economics, and philosophy, communications has become her passion and she has been tapped by various industry associations and the media to share her insights and experiences in the field. She is also the host and emcee for Mashable's Social Media Day in Philadelphia, one of the largest events of its type in the United States.

She is deeply involved with her community, serving as Marketing Communications Chair for both the Entrepreneurs Organization of Philadelphia and the Business Leadership Forum at The Union League of Philadelphia, Executive Committee Member of the Small Business Board at the Greater Philadelphia Chamber of Commerce, Chair Emerita of the Board for Tree House Books, and Secretary Emerita of the Board for Hopeworks 'N Camden. Cass graduated from The Catholic University of America with a degree in international politics, economics and philosophy.



Betsy McLarney

Betsy McLarney, CEO of EMC Events, a division of EMC Outdoor, is responsible for building and leading a nationally-recognized boutique marketing agency. For 28 years, EMC Outdoor, an independent and woman-owned agency, has been committed to providing location-based advertising programs to connect brands with audiences.

As the driving force behind an agency in a constantly changing media landscape, Betsy has developed a team of knowledgeable, dedicated strategists with expertise in out-of-home, tradeshow marketing, experiential activations and integrated digital offerings. Through creative ideation and a tactical approach, she and her team deliver effective, impactful, relevant results for national and international brands and agencies.

Betsy is passionate about maximizing clients' opportunities to intersect, connect with, and drive consumer behavior in today's hectic and noisy marketplace. People spend most of their time away from their home: working, commuting, shopping and living life. Integrated location-based marketing is key for advertisers to connect with their audience through multiple touchpoints, gaining market share as a result. Finding the most innovative and cost-effective methods that drive results is what Betsy and her team at EMC Outdoor do every day.