



## The C5 Advantage

**C5 Group Inc.** is a global business intelligence company producing market-driven, focused, and engaging educational events for more than 35 years.

**American Conference Institute (ACI), The Canadian Institute (CI) and C5**, offers a diverse portfolio and prides itself on the value we deliver to the industries and clients that we serve.

We are passionate about exceeding our clients' expectations and being ahead of the curve in event design, attendee engagement, marketing strategies and customer service. As your event partner, we will collaborate closely to understand the requirements and goals of your leadership and the community your organization serves. With a proprietary market research methodology, we embrace the value of engaging

From market research and program planning, to sourcing and inviting speakers, to devising and executing – we can help. At every step, we offer proactive strategic guidance to meet your event targets, increase

## Our Services

**We are here to be an extension of your core team.** Senior industry specialists, marketers, data analysts and sales professionals, with decades of experience working with association and event partners, will collaborate with you on your event to ensure an exceptional experience for all stakeholders. As a full-service event and conference producer, we have the necessary resources, workforce and skill set to deliver a multi-faceted, compelling and competitive event.

Your front-line event team will be supported by a host of **C5** employees to contribute to the success of your event. Their responsibilities span market research and programming, marketing, sponsorship and exhibition sales and execution, meeting planning and logistics, delegate sales, customer service, data analytics, graphic design, web design, speaker coordination and attendee engagement.





# PROGRAM DEVELOPMENT

One of **C5's** key differentiators is our proprietary qualitative and quantitative research methodology, which ensures any event we produce is truly market driven.

Research begins with the development of an industry map to ensure market coverage and gain a holistic view of the issues affecting the overall market. Extensive 70.6% research takes place

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## OUTBOUND DELEGATE SALES CALLS

To control and maintain the quality of direct customer contact, we conduct all outbound sales transactions in-house. We employ a team of fully trained and seasoned delegate sales representatives who are responsible for generating conference attendee registrations and facilitating easy registrations and group sales for your audience.



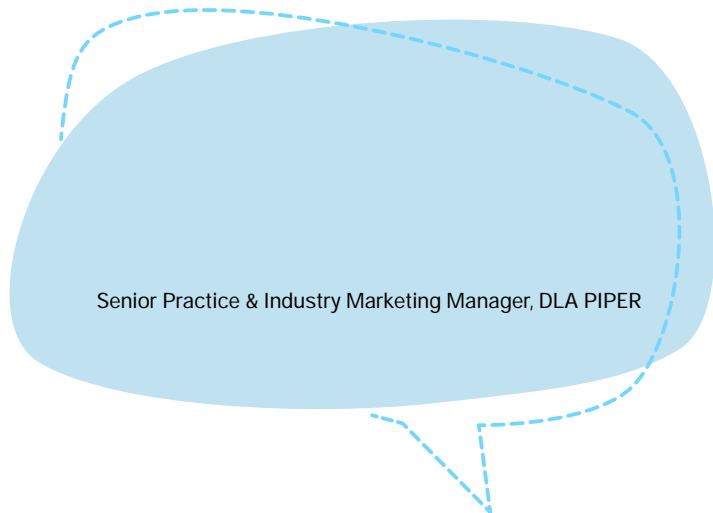
## SPONSORSHIP SALES

logistics and individual client nuances. **C5's** sponsorship team has been at the forefront of providing these considerations to the legal community and beyond for more than 30 years.

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community, whether through nurturing existing relationships and referrals or new lead acquisitions.

As an advocate of consultative selling, our sponsorship team works tirelessly to assess each sponsor's needs to create custom opportunities that help them realize their goals. Whether an existing partner or a newly acquired client, the team works with them to understand what objectives they are looking to achieve and recommend customized options they can use to meet their business goals.



Senior Practice & Industry Marketing Manager, DLA PIPER

