



**Contact:**

Ron Springer

Esprit Productions

847-549-6200

[rons@espritproductions.com](mailto:rons@espritproductions.com)

[www.espritproductions.com](http://www.espritproductions.com)

**Customer Relationship Management Still Requires Face Time**  
*Events ranked by marketers as top ROI tactic*

**Libertyville, Illinois -- March 1, 2007 --** Customer Relationship Management (CRM) has been a major topic among marketers for the last few years. Companies have come to realize the importance and cost-efficiencies of retaining and growing existing customers, as competition for new customers continues to escalate and become more costly.

Sophisticated computerized systems have been developed which track customer buying habits and even attitudinal and personal information. This data helps in formulating sales and marketing programs which can then target the best possible buyers and provide sales people with a dossier of information to help them close more deals.

But in spite of the ever-increasing sophistication and proliferation of these tools, the results, have not always lived up to expectations. Some marketing experts believe it's because many companies aren't using the most powerful tool of all, face-to-face communications, as well as they should be.

Customer meetings, conferences, expos, demonstrations and other types of event and experiential marketing, are being used by more companies today. Their objectives are to build customer relationships, increase loyalty, convey information, build brands, cost-effectively qualify leads and sell products and services.

- more -

*Meetings – Events – Communications*

520 North Milwaukee Ave. • Suite 10 • Libertyville, IL 60048

Phone: 847-549-6200 • Fax: 847-557-2153 • Web: [www.espritproductions.com](http://www.espritproductions.com)

## Face-to-Face Marketing

A recent study conducted by The Meeting Professionals International Foundation and The George P. Johnson Company showed that marketing managers are relying more on events in their marketing campaigns. Those interviewed reported investing an average of 25% of their budgets in events--with conferences and trade shows leading the way. When these marketers were asked which of their marketing programs provided the greatest ROI, event marketing was ranked first.

Nielsen, (formerly AC Nielsen) has sponsored a customer conference that has been extremely successful in building these types of relationships. With 9,000 consumer package goods manufacturers, retailers and sales agents as customers, strong lines of communication and close relationships with customers are critical. The conference brings customers closer to Nielsen by providing a whole new level of support and communication between buyer and seller.

Nielsen brings in people from Accenture, IBM and Microsoft... futurists, trend-trackers, top retail executives...these are the best people out there in understanding what's happening in retail. And in this fast-changing world, face-to-face communications with industry leaders and colleagues creates an opportunity for people to step back and take a moment to think about what they've been doing, and consider the ways others are approaching similar challenges. That doesn't happen very often in business these days.

Nielsen customers can choose from 80 breakout sessions where they can learn how to leverage industry trends, discover how to get more value out of their research data and learn about the new tools and products available to help them do their jobs better. It's about education and information, and helping them do their jobs better.

From auto manufacturers offering free test drive events to industrial equipment manufacturers providing faux work sites where operators can use the latest machinery--these hands-on customer relationship management, experiential marketing techniques, are winning the hearts and minds of customers, prospects, and, marketers alike.

-more -

## Face-to-Face Marketing

Esprit Productions is a full-service meeting, events and communications company that combines face-to-face, electronic and Internet-based communications to inspire enthusiasm, provide clarity and create memorable moments for its clients. Services include: creative theme development and execution, pre-event communications, speech writing, speech coaching, PowerPoint development, video production, web casting, business theatre, staging, lighting, direction and post-event communications. For more information contact Ron Springer at 847-549-6200 or [rons@espritproductions.com](mailto:rons@espritproductions.com)

###