



acacia marketing group

W E C R E A T E R E S U L T S



Your Trusted Event Marketing Partner

When the pressure's on and you don't have the bandwidth or in-house marketing resources to do it all yourself, there's one company you can turn to with confidence—Acacia Marketing Group.

We have a proven track record of planning, developing, managing and executing everything from strategic marketing programs to targeted industry forums to tech-savvy conferences. From our years of experience working in High Tech corporate marketing organizations to our years of consulting for those same type of organizations, we've built a solid reputation of innovative thinking and flawless execution.



Our Services

Our clients know us as a creative, reliable partner that brings deep expertise and detail-focused execution to a wide range of marketing programs and events. Our array of services is flexible, enabling you to get exactly what you need.

PROJECT MANAGEMENT

Think of us as “uber-general contractors.” We specialize in understanding your business-driven event goals and then manage the broad array of details, deliverables and resources associated with producing an exceptional program or event. We jump in at the outset to synthesize your strategy and then develop a project plan, budget and timeline, select third-party vendors and negotiate and manage quality services. Next, we ensure that every “T” is crossed and every “I” is dotted to deliver a project that is on track every step of the way.

- Develop Project Plan
- Build Financial Strategy and Pricing Models
- Identify Project Team and Resources
- Develop Major Milestones and Timeline
- Create Event Metrics and Executive Dashboard
- Manage Weekly Team Meetings

“Acacia brings a depth of experience in marketing program management and flawless execution. Working with Acacia is like an extension of our in-house marketing team. They engage fully, quickly learn our business and generate strong ideas for successful programs. They are a true partner, working tirelessly alongside us to ensure that our programs meet objectives and deliver strong ROI for the business.”

Monica Nichele
Manager, North America Demand Programs
IBM Business Analytics



SOME OF OUR AWESOME CLIENTS

- Acquia
- Akamai
- ATG
- Avaya
- Avid Technology
- Cognos
- Constant Contact
- Critical Path
- Daon
- Endeca
- EqualLogic
- Ernst & Young
- Globoforce
- Golf Genius Software
- IANS
- IBM
- Lexington Advisors
- Media Sciences
- Modern Niagara
- NetKey
- NMS Communications
- Open Pages
- Partners Mortgage
- Paytronix
- Pegasystems
- Progress Software
- Raytheon

“Since hiring Acacia in 2013, we’ve had a recurring PO with them. Marianne and her team do an amazing job organizing numerous details, coming up with smart and creative solutions, and keeping our internal team focused on deadlines.”

Keli Callaghan

Senior Director, Customer
Engagement and Field Marketing
Avid Technology

EVENT MANAGEMENT

We’ve done it all. We have decades of experience conceptualizing and delivering a broad spectrum of events ranging from large industry user conferences to multi-city road shows, innovative product launches, targeted industry forums and professionally moderated executive roundtables. And let’s not forget the fun stuff—we never want to miss out on a party. We help you create the right event and experience, then we make sure it’s executed flawlessly. And, we’ll manage your third-party vendors, maximize your budget and exceed your timeline along the way.

- Venue Selection
- Vendor Selection, Negotiation and Management
- Registration Management (pre-event and on-site)
- Location Setup and Space Planning
- Experiential Implementations
- Food and Beverage Planning
- Audio Visual and Production Management
- Special Event Design and Production
- Sleeping Room Management
- Virtual Participation Planning
- Live Streaming
- Staff Scheduling
- Event Branding and Signage
- Giveaway Sourcing
- Event Materials Production
- Mobile App Management
- Post-Event Reporting
- Post-Event Attendee Programs
- Problem Solving and Contingency Planning

CONTENT MANAGEMENT

We work with you to craft the perfect content mix for your audience inclusive of keynote speakers, customers, third-party thought leaders and internal subject matter experts. Our team will build a plan for developing and delivering your content

effectively—from speaker selection, to content reviews and dry runs to choreographed rehearsals. We'll also help you optimize your pre-event and post-event content opportunities to maximize audience engagement.

Also, we'll ensure your speakers are widely promoted in all marketing materials as well as engaging and communicating with your audience and prospects via social media and other channels. Your speakers will be thoroughly prepared to deliver an A+ presentation.

- Agenda Development
- General Session Design
- Breakout Planning
- Speaker and Artist Booking and Management
- Multimedia Production
- Run of Show Development
- Event Emcee Scripting
- Post-Event Content Extension Plan

PARTNER PROGRAMS

We embrace your partners. We understand that your business partners are key to your success, so we develop strategic and tactical sponsorship opportunities for those key partners to actively participate in your marquee programs and events. Acacia will develop customized sponsorship benefits, create the recruitment materials, process the applications and payments and work closely with each partner to ensure maximum ROI from each and every deliverable.

- Identify Exhibitors and Sponsors
- Develop Recruitment Strategy
- Develop Expo Offering and Sponsorship Prospectus
- Manage Contracts and Payments
- Work with Exhibit House on Properties, Technology, Branding and Utilities
- Manage and Produce all Sponsorship Deliverables
- Supervise Install and Dismantle



"Acacia has been an invaluable marketing partner. From event management to partner marketing to project management, the quality of their work is always first-rate."

Patricia Harnan

Sr. Manager, Partner Marketing
Akamai Technologies

How We Work

Working closely with our clients every step of the way, we maximize your time and resources from concept through to creation. Our array of services is flexible and can be tailored to the scope of your project and budget, enabling you to get exactly what you need. These services and more help us serve as an effective extension of your marketing team.

- We collaborate with you and work as an extended member of your marketing team
- We can project manage all aspects of a program or event or we can focus on a particular component depending on your needs
- We leverage our knowledge of the market to help plan your demand generation initiatives
- We work closely with your internal resources and creative agencies

"We have a true partnership with Acacia. We've worked together on numerous client events and work seamlessly to produce a flawless end-to-end production experience."

Rich Sturchio
President
Cramer Productions

Are You Ready for Results?

We'd welcome the opportunity to talk to you about your upcoming program and event plans or brainstorm on the endless possibilities to help you achieve real business results.

Contact Us

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www.acaciamg.com

Acacia Leadership



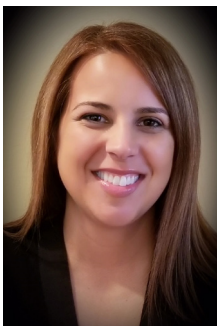
Marianne Fitzpatrick
Founder and Marketing Director

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Marianne founded Acacia in 2001 with one goal in mind, to deliver world-class marketing solutions that deliver real business results for clients. Since then, Marianne has been working with industry leading companies to create and choreograph strategic demand generation and event marketing programs.

Prior to founding Acacia, Marianne was Director of Marketing Communications for IBM Mindspan Solutions where she led the launch team that introduced their eLearning solution to the global market. Marianne was also an Industry Marketing Manager at Lotus focusing on developing vertical industries globally and she managed the Event Marketing Department for Lotus where she created Lotusphere, the company's annual user conference with over 10,000 attendees and exhibitors.



Tara Shuert
Event Director

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[in](#) [TaraShuert](#)

With over 15 years' experience in event management, Tara is a creative events professional with a proven track record of developing and executing successful projects from start to finish.

At Acacia, Tara has worked with dozens of clients and marketing partners to plan, manage and execute international user conferences, virtual events, road shows and marketing campaigns. Prior to Acacia, Tara was the Executive Director at The Performance Institute and was responsible for executing a \$4 million-dollar portfolio of training courses, national events, webinars and consulting engagements.