

Event Marketing

Create a seamless brand experience through a single partner



Special events are among the most effective tools in your marketing mix. Whether in the form of a trade show, business fair, in-store retail promotion or corporate meeting, an event is a priceless opportunity to share your message with a targeted and highly engaged audience. It is also a complex undertaking with the added pressure of a fixed time constraint — you only have one opportunity to get everything exactly right.

As one of the leading omnichannel communications providers in the world, Taylor Communications is uniquely positioned to build a coordinated, immersive experience for your brand at all three phases of the event life cycle:

Pre-show: Event promotions, awareness campaigns, incentive programs and logistical communications

At the show: Booths and signage, brand collateral, educational materials, demand activation tools and customer appreciation messaging

Post-show: Contact follow-through, brand reinforcement messaging, feedback gathering, prize administration and distribution

Taylor Communications is truly a “one-stop” solution for event marketing. We can do it all, giving you the convenience of working with a single partner and the confidence that you will deliver a seamless brand impression to your audience:

Corporate Identity

With a vast network of print facilities throughout North America, Taylor supplies the full spectrum of corporate stationery products. Not just business cards and letterheads but custom Post-it® Notes, personalized memo pads, specialized folders, report covers, card carriers and more.

Promotional Marketing

One of the largest promotional marketing providers in the industry, Taylor’s merchandising team delivers proactive, breakthrough ideas that will help your brand stand out from the crowd. As both a distributor and supplier of promotional marketing materials, we drive cost savings our competitors cannot match.

Customer Communications

Taylor has more than a dozen print and mail sites throughout the U.S. and expertise in postage optimization, ensuring short delivery times and low delivery costs. We are also skilled in digital communications and offer a wide array of email, mobile, website and data analysis solutions.

Signs & Graphics

Whether you need an entire trade show display system or tactical pieces for one event, Taylor’s national manufacturing network will ensure you create a positive impression. Our visual communication experts will safeguard your brand from strategy and concept to design, production and installation at the event site.

Gift & Loyalty Cards

Taylor Communications is one of the largest producers of gift, loyalty and membership cards on the planet. We offer a true end-to-end card solution from brand-enhancing design and tamper-resistant packaging to secure data management and quality checks that ensure every card performs as expected.

Event Marketing

- Corporate Identity
 - Business cards
 - Letterheads
 - Memo pads
 - Custom Post-it® Notes
 - Folders
 - Decals
- Promotional Marketing
 - Apparel, caps & hats
 - Badges, buttons & lanyards
 - Bags, packs & totes
 - Pens & writing instruments
 - Branded office supplies
 - Computer & phone accessories
- Customer Communications
 - Direct mail fulfillment
 - Email marketing
 - Integrated e-commerce
 - Multi-sourced prospecting lists
 - Upsell, cross-sell & win-back programs
 - Response analytics
- Signs & Graphics
 - Custom-built booths
 - Banners & banner stands
 - Traveling displays
 - Floor graphics
 - Sales presentation tools
 - LED displays
- Gift & Loyalty Cards
 - Gift, loyalty & membership cards
 - Card fulfillment services
 - Data management
 - Secure packaging
 - Design services
 - Lenticular printing



Case In Point

Situation

A large international healthcare company needed help planning, promoting and orchestrating an exclusive rewards and recognition event on a remote Pacific island for more than 1,000 of its high-performing employees.

Solution

Taylor Communications proposed a comprehensive solution that covered all phases of the event — before, during and after. From an online “leader board” that built excitement in advance and tracked employee eligibility, to a variety of memorable outdoor adventures and keepsakes at the event, to gift ordering and fulfillment afterward, Taylor developed a seamless event plan around the goals of driving employee engagement, showing appreciation and guaranteeing fun.

Benefits

Taylor Communications created a once-in-a-lifetime experience for participants and drove lasting, meaningful engagement among employees recognized at the event. Likewise, we relieved the client of a multitude of details and enabled company leaders to relax and enjoy the experience with their staff.

Who is Taylor Communications?

Taylor is a global communication solutions provider, with powerful and innovative products, services and technologies that connect people to your brand. You'll see our solutions in your mail box, email, in retail settings and on your mobile devices. We help organizations like yours strengthen customer experience, enhance business efficiency and grow revenue.