



WENDY PORTER EVENTS

FRACTIONAL HEAD OF EVENTS SERVICE



ELEVATING YOUR EVENTS WITH STRATEGIC EXPERTISE AND PROVEN ROI



Events are Key to Making Connections in this Digital Age

In a competitive marketing channel landscape, where digital and AI-driven strategies dominate, the undeniable power of face-to-face events emerges as a critical component of marketing success.

At Wendy Porter Events, we call this "3D Marketing". Events are the best way to create a memory. An experience imprints your brand on your customers and sets you apart from your competitors.



Events Have a Larger and More Impactful Reach

Current research continues to show that events are the **THE MOST EFFECTIVE** marketing channel for **ROI** and building **TRUST**, underscoring the tremendous potential of events to drive brand engagement and loyalty.

If your organization is not prioritizing significant dollars toward supporting events, you are missing the mark. Events are the best way to build an authentic brand relationship with your customers and to drive business.

Top Performing Marketing Channels

BIGGEST SOURCES OF LEADS

	2025	2024	2023
In-Person Tradeshow & Events	45%	33%	27%
Virtual Events & Webinars	35%	21%	14%

Source: SAGEFROG Study 2025

Events are the Most Trusted Source of Info

In-Person Events are seen as the most trustworthy sources of information.

	2024	2023
IN PERSON EVENTS	80%	75%
PROFESSIONAL TRADE ORGS	68%	68%
ACADEMIC INSTITUTIONS	61%	65%
WEBINARS	44%	48%
COMPANY LEADERS	42%	45%
THOUGHT LEADERS	31%	36%
MEDIA OUTLETS	12%	12%
BLOG POSTS	9%	9%
GOVERNMENT LEADERS	8%	8%
SOCIAL MEDIA / INFLUENCERS	7%	6%

Source: Freeman 2024

Bridging the Strategic Vision Gap

Many companies lack strategic vision with their event strategy - having teams filled with junior "doers" who excel in execution but fall short in strategic planning, innovation and most importantly, driving a strong Event ROI for all stakeholders. This is where Wendy Porter Events' Fractional Head of Events service becomes your strategic advantage.

1300+
EVENTS
PRODUCED

\$200MM+
TOTAL
BUDGETS
MANAGED

1M+
PEOPLE
EXPOSED
TO WPE
EVENT

100%
SATISFIED
CLIENTS

Your Strategic Advantage with Fractional Event Leadership

Our service is specifically designed for companies that understand the importance of events but may not have the in-house expertise or the need for a full-time executive to fully leverage this powerful marketing channel. Utilizing Wendy Porter at WPE, as a seasoned 22-year event professional with deep experience in the trenches of event planning, can help you solve the following problems:



Decreased ROI: According to a study by EventMB, events managed by junior marketing professionals alone can experience up to a 20% decrease in return on investment compared to those overseen by experienced strategists.



Lower Attendance Rates: Research from Bizzabo indicates that events led by junior marketers tend to attract 15-20% fewer attendees on average compared to events led by seasoned professionals.



Limited Strategic Vision: A survey by Cvent found that 70% of businesses reported a lack of strategic vision and innovation in events managed solely by junior marketing staff.



Ineffective Engagement: Analysis by Eventbrite shows that events without senior marketing expertise are 30% less effective at engaging attendees through pre-event promotion and post-event follow-up.



Missed Sponsorship Opportunities: According to a report by SponsorMyEvent, events led by junior marketers alone are 25% less likely to secure high-value sponsorship deals due to a lack of strategic negotiation skills.



Brand Dilution: Brands risk diluting their image and messaging without the guidance of experienced marketers, as highlighted in a study by Forbes, which found that events managed solely by junior staff can lead to a 10-15% decrease in brand perception.



Difficulty in Budget Management: An analysis by Deloitte revealed that events overseen by junior marketing professionals often struggle with budget management, leading to overspending or misallocation of resources, resulting in up to a 25% increase in costs.

Contact us



wendy@wendyporterevents.com



612.310.7107



www.wendyporterevents.com

WHAT WE OFFER

We bring a strategic leadership presence to your team, adding a layer of expertise and vision that transforms every detail of your event into an opportunity to amplify your brand and maximize event ROI. Let us take the heavy lifting off your plate with our expert services.



Assess Your Needs

- Comprehensively assess your current event strategy and goals.
- Conduct interviews/surveys to understand pain points, objectives, and target audience.



Develop a Customized Strategy

- Create tailored strategies for event planning, promotion, execution, and follow-up.
- Ensure strategies are aligned with your objectives and audience.



Manage Vendors & Partners

- Source and managing vendors such as venues, caterers, AV teams, and entertainment.
- Utilize our negotiation skills to secure the best deals and optimize your budget.



Promote & Market Events

- Develop comprehensive marketing plans
- Implement strategies for social media marketing, email campaigns, content creation, and influencer partnerships.



Enhance Attendee Experience

- Strategically enhance attendee engagement and experience.
- Offer recommendations for interactive elements, networking opportunities, and post-event surveys.



Measure & Analyze ROI

- Establish metrics to measure success and evaluate ROI.
- Provide post-event analysis and insights to identify areas of improvement.

Our clients enjoy:

- Ongoing support and collaboration
- Flexible contracting options
- Proven experience from case studies and testimonials
- Access to an event marketing agency with preferred pricing
- An expert at your disposal without the full-time head count



Embrace the strategic edge in event planning with Wendy Porter Events.
Transform your events into impactful experiences that drive real business results.

IGNITE EVENT MAGIC!

BOOK NOW

Schedule a **complimentary**
30-minute consultation with me today!



Contact us

✉ wendy@wendyporterevents.com

☎ 612.310.7107

🌐 www.wendyporterevents.com