

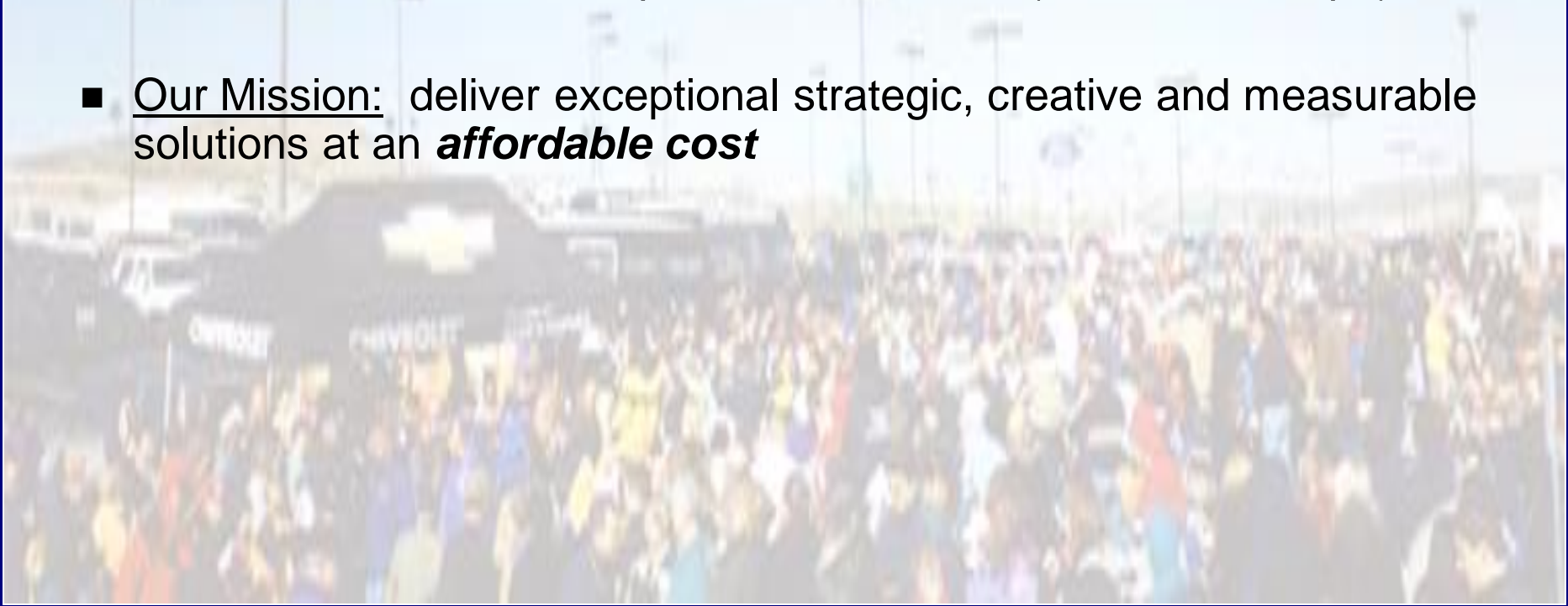
Live Link Events 2011 Capabilities



Linking Brands with Consumers

Live Link Events

- We're an engagement marketing agency that helps our clients connect in a personal and passionate way with consumers, create brand interest and generate opportunities for incremental revenue.
- Founded in 2005 & headquartered in Atlanta (national in scope)
- Our Mission: deliver exceptional strategic, creative and measurable solutions at an **affordable cost**



Live Link Events Management



Bill Sluben
President

- Bill Sluben is the Founder and President of Live Link Events. His impressive resume includes over 17 years of planning, implementing and managing experiential marketing programs for The Coca-Cola Company, General Motors, Fiat, General Electric, The Minute Maid Company, MasterCard USA, The Weather Channel, Comcast (XFINITY), Yamaha, Krystal, CricKet , XFINITY and others
- Bill additionally has an extensive Olympic Marketing background in the development of strategic, creative and measurable solutions through the medium of “Live” Marketing:
 - From 2000-2002, Bill served as Director, Event Planning/Operations for the Chevrolet 2002 Olympic Torch Relay; the largest grassroots marketing program ever at GM
 - From 2004-2005, Bill served as Director of Operations in Torino, Italy for IMG in support of Fiat, GE, Coca-Cola and VISA Olympic Sponsorships. Bill led the development and implementation of Olympic Marketing Activation that allowed these companies to leverage the Olympic properties in Torino and all throughout Italy
- Bill holds an MBA, Marketing from the University of Connecticut

Live Link Events Management



**Jonathon
Nelson**
**Director,
Account
Management
& Field
Operations**

- Jonathon has over 10 years experience in experiential marketing, field marketing, consumer promotion, staffing, operations and logistical planning in the automotive, financial services and consumer goods sectors.
- Jonathon previously served as Regional Marketing Manager for Live Link Events in 2008-2010, managing event marketing initiatives for General Motors. Under his direct leadership and guidance, his team recorded over 45,000 BRC's, registered over 15,500 "Butts in Seats" and over 107,000 direct impressions for various GM brands.
- Jonathon has worked with more than 60 brands throughout his career. Some of which include: General Motors, Toyota Scion, H&R Block, Nintendo, Microsoft, Phillips, Sony, Sharp, Verizon Wireless, Boost Mobile, Blackberry, HTC, Phillip Morris, Nestle Boost, Minute Rice, Kraft, Quiznos, MTV Comedy Central, Travel Channel, Charter Communications.
- Jonathon held the role in the upper Midwest as H&R Block Contract Regional Marketing Coordinator for 2010's Q1. In this position, he supported over 165 offices, 1,900 employees over a 5 state region. He effectively planned, managed and executed brand activation programs with weekly communication to 16 District Marketing Coordinators, 13 District Managers and 1 Regional Director.

Live Link Events Management



Darren Miller
VP, Creative

- Darren Miller is partner and Chief Creative Officer of Look Design, a full service graphic design firm offering print and web design capabilities, advertising and brand identity services
- Darren has an extensive marketing background, having served as Director of Marketing for a prominent Atlanta builder from 2003-2007
- He has served as the Chief Creative Partner of Live Link Events for 3 years, supporting with Georgia Lottery, Chevrolet, XFINITY and Saturn.
- He holds a BBA, Business from the Terry College of Business at University of Georgia

Core Expertise

We are *experts* at the strategic planning, creative implementation and exceptional execution of:

- **Street Teams/Guerilla Marketing**
- **Event Management**
- **Retail Activation**



Street Teams/Guerilla Marketing



Event Management



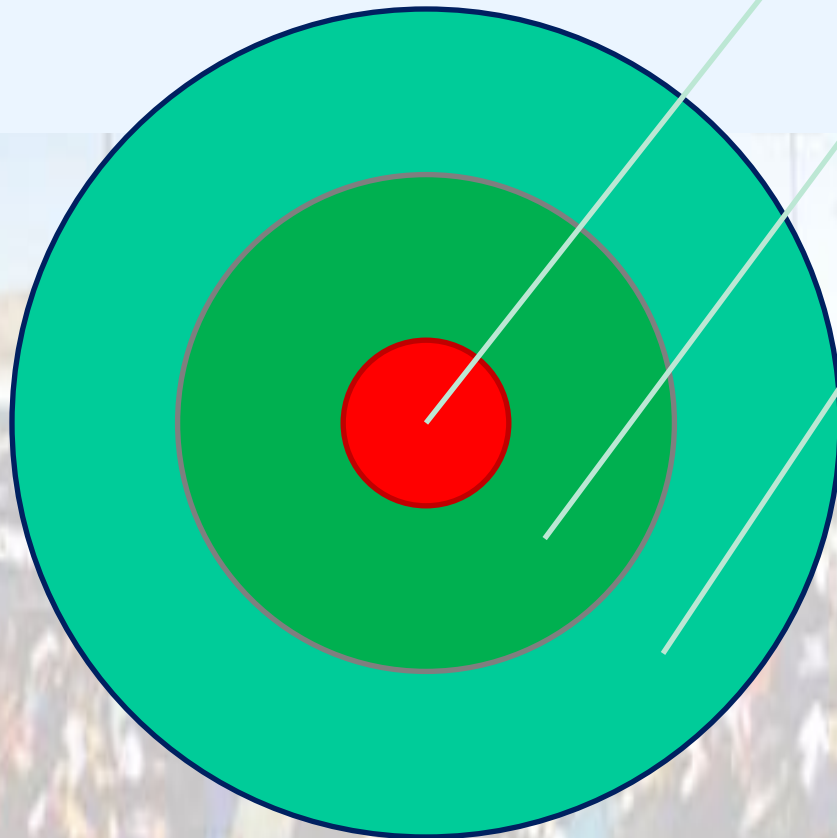
Retail Activation



Depth and Breadth of Experience

- Thorough understanding of client's product line, strategies and process
- Collective know-how to develop breakthrough experiences built on consumer insights
- Sourcing and managing exceptional field staff and brand ambassadors
- Maintain personal relationships with key venues in each market
- In the past year alone, we have managed business for our clients in multiple markets across the U.S.

Depth and Breadth of Experience



**Created 194,000
quality brand
direct
interactions**

**Collected
178,600 Quality
Brand Leads**

**Planned &
Executed 1,210
Event Days
Nationally**

Strategic Platform

INVITE

Through novel tactics that are readily received and with exchanges that are relevant to the target, are easy to communicate and are easily scaleable

ENGAGE

Through honest dialogue that demonstrates knowledge, passion and understanding of target's passion points

INTERACT

Encourage direct product participation and interaction; act as a support and information source rather than being perceived as sales pressure

INCLUDE

Foster communication & relationships; instill a sense of value-added to the consumer

DIRECT

Steer to Retail/Continue conversation on-line

Clients



XFINITY

xfinity™

LiveLink
Events
Linking Brands with Consumers

Marketing Challenge

- Create awareness, positive opinion and brand consideration for XFINITY in the SE
- Increase traffic/share of voice on social media channels vis-a-vis other sponsors
- Spur trial and sales of XFINITY products and services: capture qualified leads, direct traffic on-line, register upgrades, conquests and new business sales growth

Strategic Solution

- Created a hybrid social marketing/experiential program that encouraged attendees and fans of large events in the SE to engage with the XFINITY brand repeatedly

Brand Linkage Created

- Communicated with total audience of 85,000 & created over 15,000 direct brand interactions
- Recorded over 1,350 qualified retail leads
- Over 1,300 attendees participated in social media - registered 12% increase in social media participation and conversation



Marketing Challenge

- Create awareness, positive brand opinion, purchase consideration and trial of CricKet Wireless and Broadband products throughout key Southeastern markets

Strategic Solutions

- Develop a comprehensive street team marketing campaign that invites/encourages personal exploration and interaction with CricKet at key venues and locations
- Leverage relationships with key contacts in market to develop and deliver promotions and events that appeal to diverse and multi-cultural communities
- Create PR plans that generate media and community buzz/excitement
- Steer consumers to local retailers and on-line

Brand Linkage Created

- Promoted brand and products in front of 76,065 potential new customers
- Contributed to 842 new personal/business accounts for retailers
- Registered over 12,565 direct interactions with meaningful dialogue, demonstration and distribution of literature/collateral



Marketing Challenges

- Generate awareness, positive opinion and purchase consideration for the 2009/2010 Equinox, Malibu, Camaro, Volt and Traverse at country music, college football and general events nationally
- Generate free media opportunities that position the Chevrolet brand in a favorable manner

Strategic Solutions

- Develop novel street team and event management marketing campaigns that invite/encourage personal exploration and interaction with Chevrolet at key venues and locations nationally

Brand Linkage Created

- Over 16,000 qualified leads collected during events and provided to local retailers
- Over 2,900 butts in seats
- Over 284,000 in event attendance overall



Marketing Challenge

- Create positive opinion, brand consideration and trial among target (18-34)
- Generate significant media impressions & Increase sales pre-, during and post promotion throughout the Southeast

Strategic Solution

- Create a mobile eating contest that toured throughout Krystal's primary markets, inviting consumers to consume as many Krystals as possible in a short span to qualify/win grand prize
 - Route tour throughout the highest density Krystal retail sales areas (at retailers and general market events) and drive traffic directly back to retailers
 - Leverage existing media relationships to free media opportunities
 - Create novel and unique consumer experience that showcases the Krystal brand and build linkages of "multiples" with Krystal brand and consumer

Brand Linkage Created

- Executed 401 events in 19 markets
- Drew 2,340 direct participants
- Seen by over 2,037,400 attendees
- Created over 400 million media impressions



Saturn



Marketing Challenge

- Increase brand awareness for new Saturn line up; *place new vehicles on display where Saturn's target consumers congregate*
- Positively impact opinion and consideration; *create desire to drive a Saturn*
- Create relevant environment that welcomes hands on product interactions; *put seats in seats*
- Drive qualified traffic to local Saturn retailers

Strategic Solution

- Source, audition, train and manage street teams to personally connect the Saturn brand to event spectators at 710 events in 10 markets nationally over a 8 month timeframe
- Deliver key messages to consumers about Saturn's new vehicle line

Brand Linkage Created

- Collected in excess of 101,000 leads that directly led to the sale of 835 new vehicles
- Engaged total attendance > 2.2 million
- Recorded nearly 65,000 "seats in seats" and over 345,000 direct consumer impressions





Our Process

Financial Process

- All direct costs are pass through
- Only staff and management hours are marked up for fee determination – Our agency fees are over 50% LOWER than other agencies
- We maintain an open book accounting policy
- All expenses are tracked and archived for client turnover at program conclusion



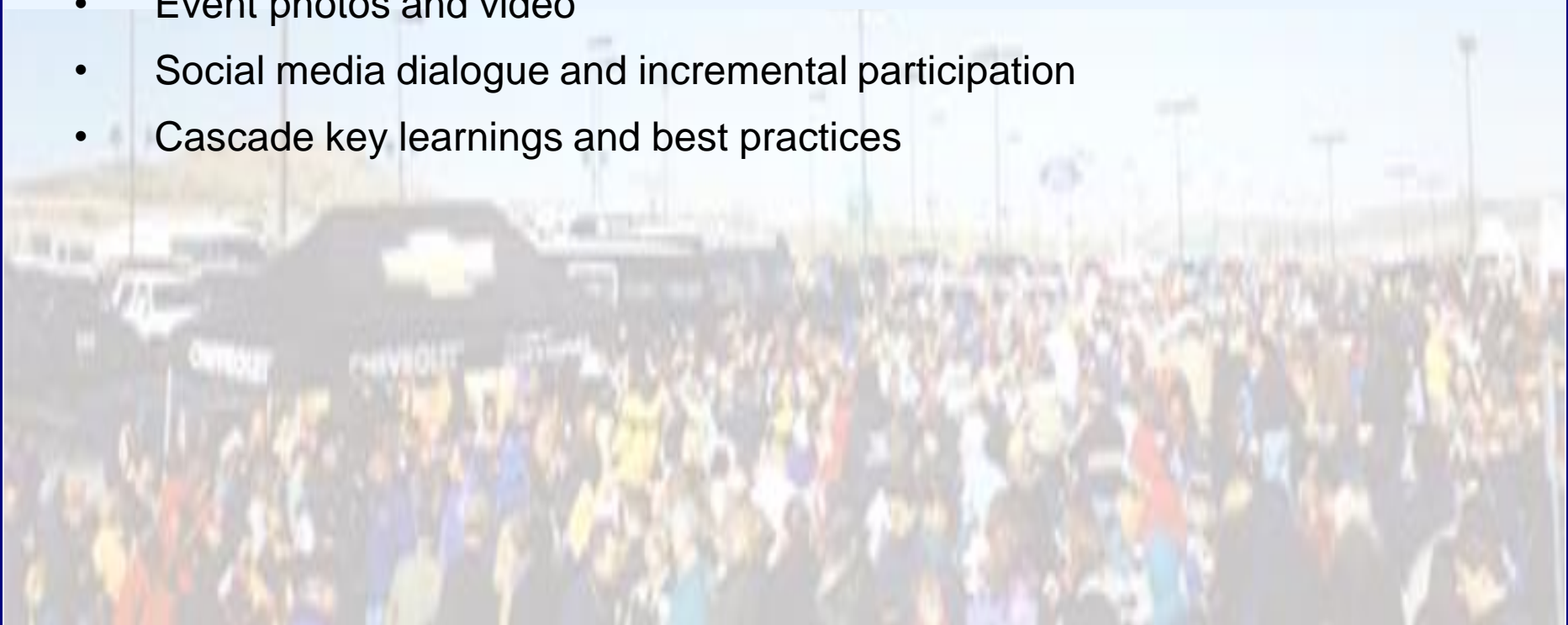
Event Staffing

- Proprietary Database
 - 1,500 person database
 - Headshots of most talent
 - Resumes/previous experience/bios
 - Variety of skill sets
- On-line website for resume posting (www.modernpromos.com)
- Trusted and proven contractors/part-time employees
- Coverage in most major markets across the U.S.



Measurement

- Benchmark: set/track upper & lower purchase funnel metrics: attendance, direct interactions with event, direct interactions with product, redemption/distribution of coupons and offers
- Include consumer and field/corporate/partner qualitative feedback
- Event photos and video
- Social media dialogue and incremental participation
- Cascade key learnings and best practices



Why Live Link Events?



We are a *Trusted Partner*

“Their attention to detail, clear grasp of the project and willingness to go the extra mile made the event successful for everyone involved. I'd recommend LLE to anyone and plan on using this company for my future events”...**Joe LaMuraglia, Chevrolet Social Media Director**

“LLE’s knowledge of managing street teams and events was great - an eye for detail that anyone would want on their team. Bill motivated the team to perform and with that was able to surpass the expected 2008 goals for the program”...**Jodi Huntley, General Motors R*Works Supervisor**

“LLE completely understands our business, is very hands-on, always flexible (which is key in our biz!!), and continually goes above and beyond to take care of all the details to get the job done right”...**Krisie Augustine, General Motors R*Works Supervisor**

“Bill developed the creative concept for Cricket's street team presence in several locations in Georgia. For each team and each activity, Bill brought many valuable things to the table: creativity, solid training, cost effective operations and insightful measurement and followup. He has continually kept close watch on the effectiveness and cost of this activity for Cricket and the results have been outstanding. He's fun, smart, creative and a great manager. Highly recommended!” ...**Jamie Pickrell, Area Marketing Manager Cricket Communications**

Thank You!



Linkedin --> www.linkedin.com/in/livelinkevents

Facebook --> Live Link Events

Twitter --> www.twitter.com/livelinkevents