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GEORGE P. JOHNSON
experience marketing

**1. TELL US ABOUT YOUR COMPANY AND OFFERINGS?**

As an experience marketing agency, we lead the industry in an approach to event marketing that takes the strategic, creative, media and digital capabilities of a marketing agency and activates them through the on-the-ground execution capabilities of a global events company.

Our 1,000+ people in 26 offices worldwide speak the language of integrated marketing communications, experience design, digital, and mobility, and blend it into a unique and proprietary framework driving results for Fortune 500 brands around the world.

GPJ creates and delivers nearly 5,000 events annually ranging from trade show exhibits and conferences to mobile marketing and entertainment sponsorships. This robust capability allows our clients to do more innovative work across their entire event portfolio.

We hold ourselves to the highest standards: Our clients won 37 industry awards last year for everything from sales performance to “greening” their events—including five Ex Awards, an unprecedented accomplishment in this industry.

2. HOW CAN CLIENTS GET MORE WITH REDUCED BUDGETS?

We’ve always taken a very conservative approach to managing the investments of our clients while continuously innovating client-centric solutions. These include unique client partnership models, patented workflow and asset management software and leveraging our global buying power to capture truly substantial savings.

No other agency continues to invest as much to guarantee client success. The effect? GPJ has saved one Fortune 50 company millions during the past ten years while increasing results, proving our ability to help clients get more with less.

In some areas we’re doing this through our groundbreaking Portfolio Analysis and Planning Services which frees clients from the diminishing returns of legacy event media plans. We provide the framework to repurpose

those investments into new event models – including proprietary and virtual events – that deliver greater returns.

3. HOW ELSE ARE YOU HELPING CLIENTS ACHIEVE THEIR GOALS AMID A TOUGH ECONOMY?

GPJ’s Strategic Experience Mapping process ensures that event programs move an audience to act on a client’s objectives, while reducing creative development cycles and associated costs. This process helps clients get the most from their investment.

At the same time, we’re continuing to build out the industry’s foremost integrated, in-house service suite through strategic acquisitions such as Juxt Interactive—an award-winning online marketing agency—and MobilePromote, a mobile device software platform that links pre-event, onsite and post-event communications into a cohesive marketing continuum. This expands the 24/7 reach and depth of engagement of events.

With this breadth of service, we can prove the ROI of bringing an entire program under one agency that has the in-house capabilities needed to deliver with consistency worldwide.

4. WHAT ARE THE BIG OPPORTUNITIES FOR CLIENTS IN 2009?

Companies and individuals are more receptive to change in times of difficulty, so the big opportunity is to take advantage of this renewed interest in getting more results out of marketing by bringing events closer to the center of the brand marketing mix.

Print and TV will always have a place, but face-to-face and online engagement are the new center point of effective marketing in which the objective isn’t any longer just about awareness. Now it’s about engagement and activation, and experience is the strategy that delivers on that more powerfully than anything else.

The opportunity doesn’t get bigger than that.