

Czarnowski®



Unlearn & reframe

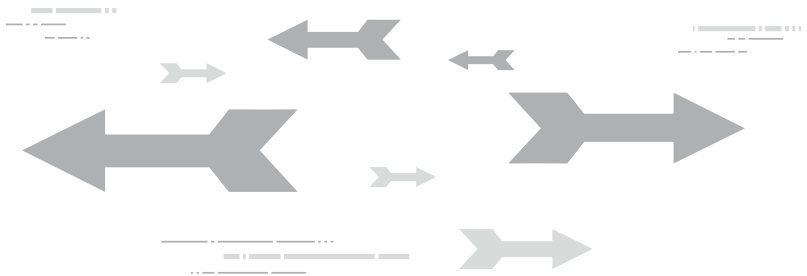
“ The dogmas of the quiet past are inadequate to the stormy present. The occasion is piled high with difficulty, and we must rise with the occasion. As our case is new, so we think anew and act anew. ”

Abraham Lincoln

FROM UNLEARN TO REFRAME

Unlearning is a fundamental aspect of progression. It means shedding familiar concepts to make way for new ones.

Continued success is not possible without transformation and progression. To learn, you must first unlearn.



01 UNLEARN

Unlearn linear and mechanistic ways of thinking

02 AWAKEN

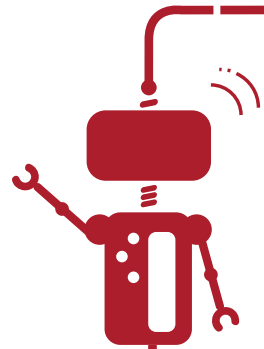
Awaken to new possibilities

03 EVALUATE

Evaluate your perceptions

04 REFRAME

Reframe your perspective



UNLEARN BELIEF TO REFRAME **POSSIBILITY**

We can't assume that tomorrow's challenges will be the same as today's or that our current techniques will meet the needs of tomorrow's audience.

So why would you view the future through the past's lens?



BE BRAVE

Step back from what you think you know and consider an alternative angle.

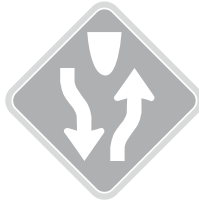
Once you unlearn your expectations of what exhibit and event marketing is, you can reframe your vision for what it can be.



UNLEARN TRANSACTIONS, REFRAME **PARTNERSHIPS**

There are many paths to success.

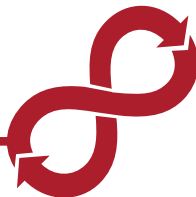
Some companies are so focused on the bottom line that they lose sight of what matters.



CUSTOMERS MATTER

Being a partner to your customers matters.

Partnerships inspire collaboration and create long-term relationships. While transactions are finite, partnerships are not.



UNLEARN HABITS, REFRAME **AUDIENCE**

Why do you exhibit at the shows you do?

Sometimes it is industry perception, or because you have been doing it for 25 years. (Or because it's in Vegas, baby.)



DON'T EXHIBIT BY DEFAULT

Stay curious about your audience.

Ask the right questions. Go where they go. Use what you learn about them to create conversion opportunities.

Track your effectiveness and do it all over again.

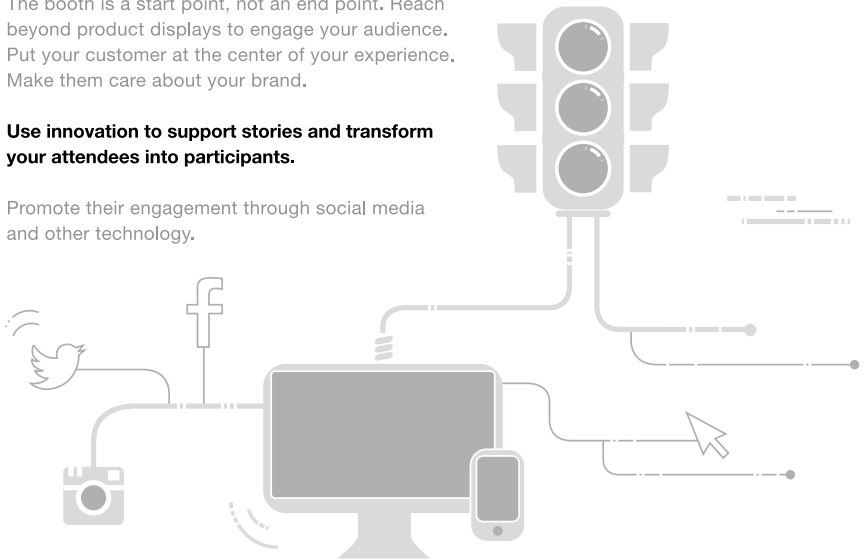


UNLEARN BOOTHS, REFRAME **EXPERIENCES**

The booth is a start point, not an end point. Reach beyond product displays to engage your audience. Put your customer at the center of your experience. Make them care about your brand.

Use innovation to support stories and transform your attendees into participants.

Promote their engagement through social media and other technology.



**BE FRESH
BE HUMAN
BE MEMORABLE**

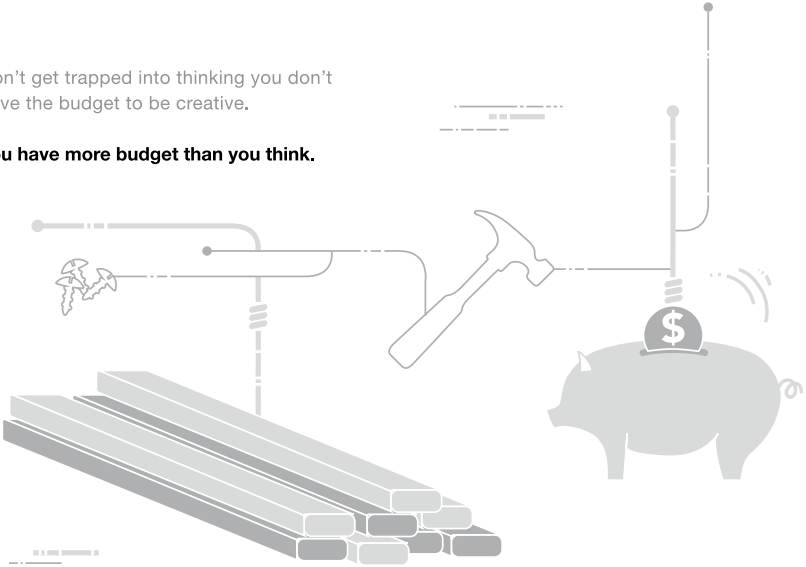
**Your customers will
respond in kind.**



UNLEARN BUDGETS, REFRAME **OPPORTUNITY**

Don't get trapped into thinking you don't have the budget to be creative.

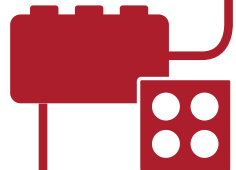
You have more budget than you think.



STRETCH YOUR DOLLARS

Expand your options with rental solutions. Reduce redundant fabrication, drayage and storage. Use lightweight materials.

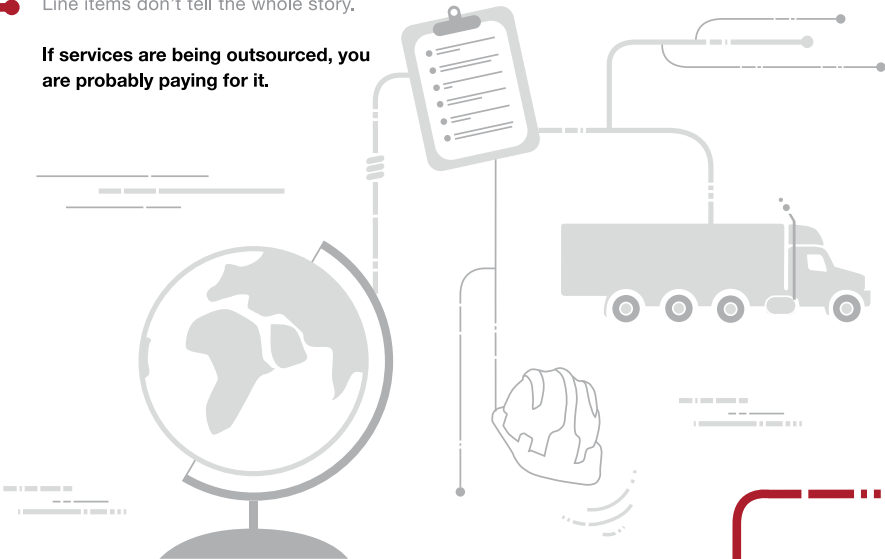
Then reallocate your savings to create better customer engagements.



UNLEARN LINE ITEMS, REFRAME **EFFICIENCIES**

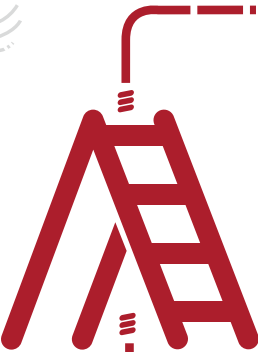
Line items don't tell the whole story.

**If services are being outsourced, you
are probably paying for it.**



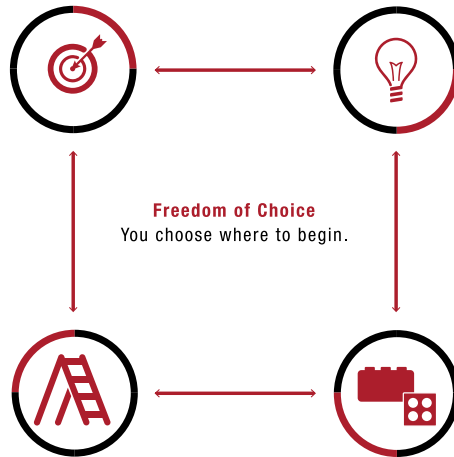
MAXIMIZE EFFICIENCIES WITH PARTNER RESOURCES

- Far-reaching global facilities**
- In-house labor crew**
- Extensive creative capabilities**



THE CHANGING LANDSCAPE

Exhibit and event marketing—as well as its audience—will continue to evolve, and you must be prepared to evolve with it.



MAKE UNLEARN AND REFRAME PART OF YOUR ORGANIZATIONAL CULTURE

Adaptable companies will outcompete the rigid ones. Firms that can unlearn and reframe their past successes to conform to the changing landscape have a greater probability of thriving.

Once you unlearn and reframe transactions, habits, booths, budgets and line items, you will emerge with a new awareness of who your customer is and how to reach them.

ABOUT CZARNOWSKI

Czarnowski is an exhibit and event marketing leader with a long history of helping our clients build success—both for today and for the future. At Czarnowski, we create experiences that connect your brand to your customers and grow your business in meaningful ways. Our highly experienced team applies cross-sector expertise and global insights to help you thrive in the constantly evolving exhibit and event marketing industry. Learn more at www.czarnowski.com.



1947

Established in Chicago

600+

Full-time Employees

20
00+

Part-time Employees

06

Full-Service
Production
Facilities

14

Office &
Warehouse
Locations

02

International
Locations

80
00+

Projects Annually

95%

Retention Rate
1500 Clients

we love what we do.

Czarnowski®