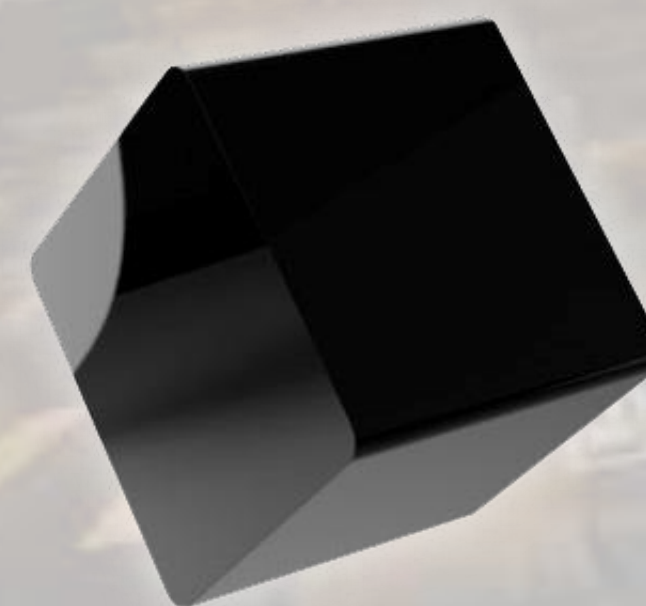


# Creating The

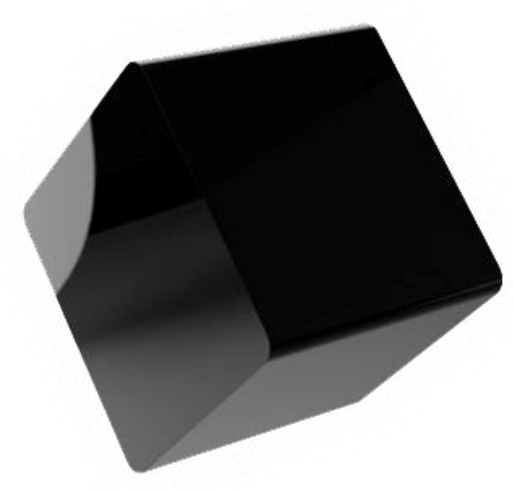


BLACKBOX

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# Experience





# BLACKBOX

BlackBox Event Production has proven time and time again the ability to create a buzz, channel energy and mobilize people.

We develop and deliver strategic opportunities and platforms that influence informed, aware and supportive consumers.

## EVENT MANAGEMENT

We put a vibrant and energetic face on any project by providing entirely transparent marketing and direct access to superior data, we deliver greater control over what matters most – results.

## SOCIAL MEDIA

Social media is a place where we help brands act human, act like people do, and this is important because people like doing business with other people; not with companies.

## CONSULTING

Our technology-enabled approach to projects generates leads, attracts new customers and provides dynamic campaigns that optimize results allowing our clients to attract business rapidly from niche segments.

## BRANDING

We develop a brand identity for you that says what your product or service will deliver, defines the quality customers can expect, and highlights your superiority over competing brands.

# COMPANIES MUST ADAPT OR FAIL

More and more customers are turning to the Internet to find the latest information on products. Companies are dealing with customers who are more informed and operating from a far superior base of understanding. These well-informed customers do business with companies that know them intimately and can design an experience that meets their needs. Customers expect a personalized experience.

Today many customer-focused metrics such as customer satisfaction and loyalty are narrowly focused on solicited feedback from surveys. While solicited input will continue to be used, companies should progress to include a more holistic measurement of customer engagement.

## Millennials vs. Baby Boomers

### Percent Rating Products and Services Online

60% Millennials

46% Boomers

### Percent Uploading Videos, Images & Blog Entries

60% Millennials

29% Boomers



## WHERE COMPANIES ARE INVESTING TO MEET THE CHANGING NEEDS OF CUSTOMERS



**62%** **UNDERSTANDING INDIVIDUAL  
CUSTOMER CHARACTERISTICS**



**58%** **SIMPLIFYING PRODUCTS  
AND PROCESSES**

**“We must be able to predict what the customer wants next. Today, it is more reactionary, after the fact..”** — *Founder, Communications Company*

# INTEGRATING KNOWLEDGE INTO EXPERIENCES

Customer expectations are changing, and companies need to recognize these changes and evolve, with emphasis on leveraging big data and advanced analytics to personalize the experience and anticipate current and future needs.

THERE IS NO ROOM FOR STRANGERS. Customers expect companies to know their business intimately and personalize the experience.

IMMEDIATE GRATIFICATION IS NOT FAST ENOUGH. Customers expect companies to be more proactive, anticipating their needs.

INTERACTING ON THEIR TERMS. Customers expect companies to deliver personalized experiences through various channels, including mobile, social, and personal.



Companies use multiple platforms to keep customers informed allowing them to interact and share knowledge, experiences and insights. Most customers prefer one platform over another based on a variety of reasons such as age, temperament, or whether they are early adopters of new technology.

Today successful luxury customer relationships require varying degrees of high-touch, personal contact. While this aspect is not likely to change in 2020, the Internet and emerging technologies constantly open up new channels for communication.

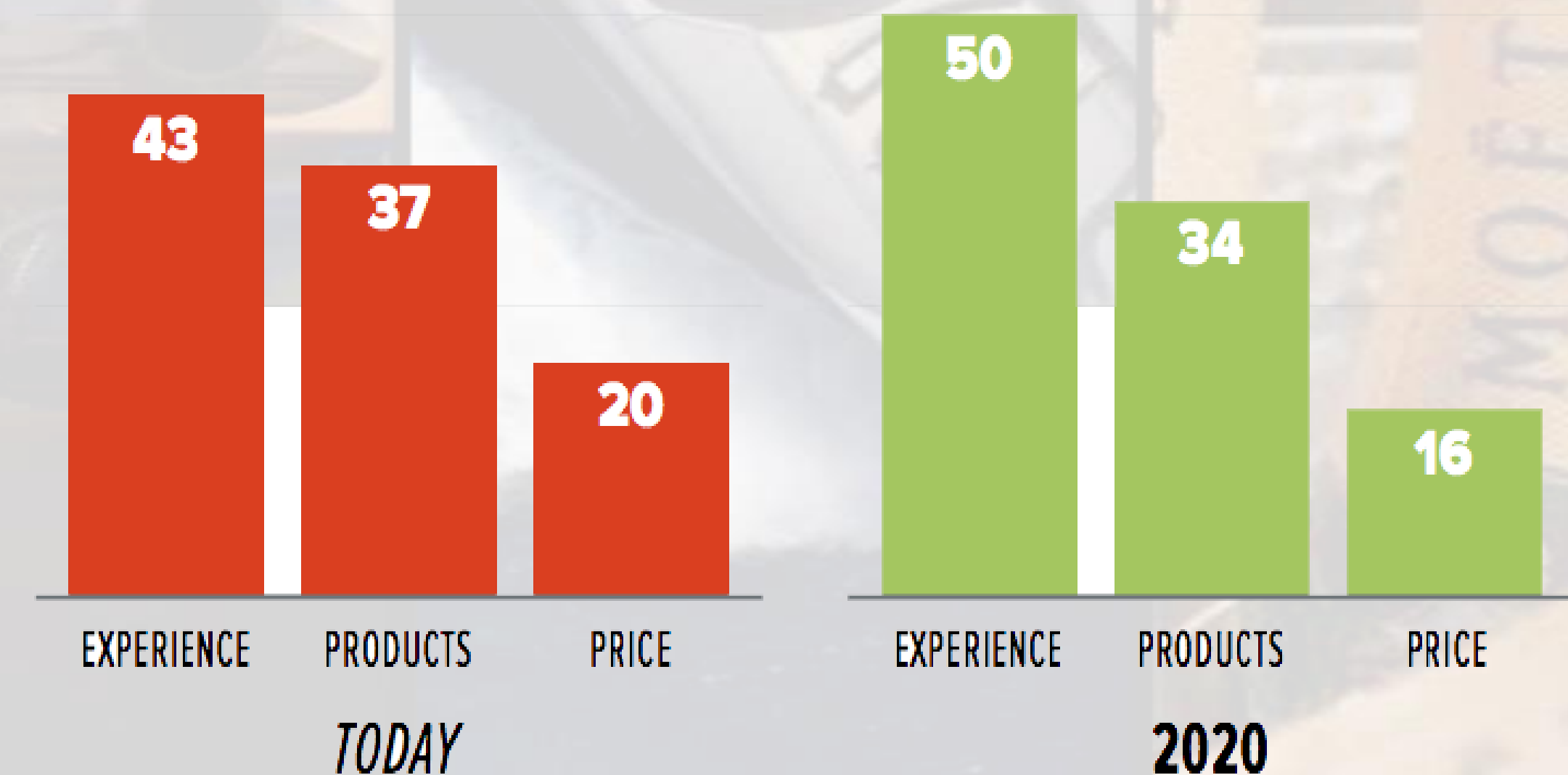
One thing is certain. The number of methods customers will use to interact will continue to expand. Companies must be prepared to deliver a consistent and high-quality experience across a multitude of communication platforms.

**“In 2020 we’ll have more electronic interfaces. Customers like human contact, but there is a continuing trend toward electronic. Customer interactions are going to be more indirect.”**

— Market Knowledge Manager, Oil and Energy

## PERSONALIZED & PROACTIVE CUSTOMER SERVICE

HOW IMPORTANT ARE THE FOLLOWING TO YOUR BUSINESS STRATEGY – TODAY AND IN 2020? AVERAGE OUT OF 100 POINTS





# Who We Are

Solutions that produce **results.**

17+

YEARS  
EXPERIENCE

23+

LARGE VENUE  
CONCERTS / EVENTS

250k

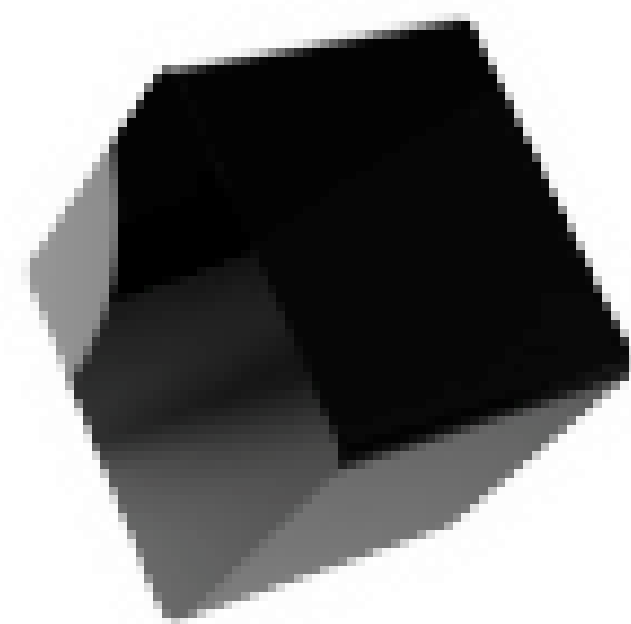
EVENT TICKETS  
SOLD

10,624+

SOCIAL MEDIA  
FOLLOWERS

53,263+

CLIENT YOUTUBE  
VIEWS



BLACKBOX



LIVE NATION®



NORTH AMERICAN  
ENTERTAINMENT GROUP, INC.

AFTER PARTY ENTERTAINMENT  
AFTER PARTY ENTERTAINMENT  
AFTER PARTY ENTERTAINMENT  
AFTER PARTY ENTERTAINMENT

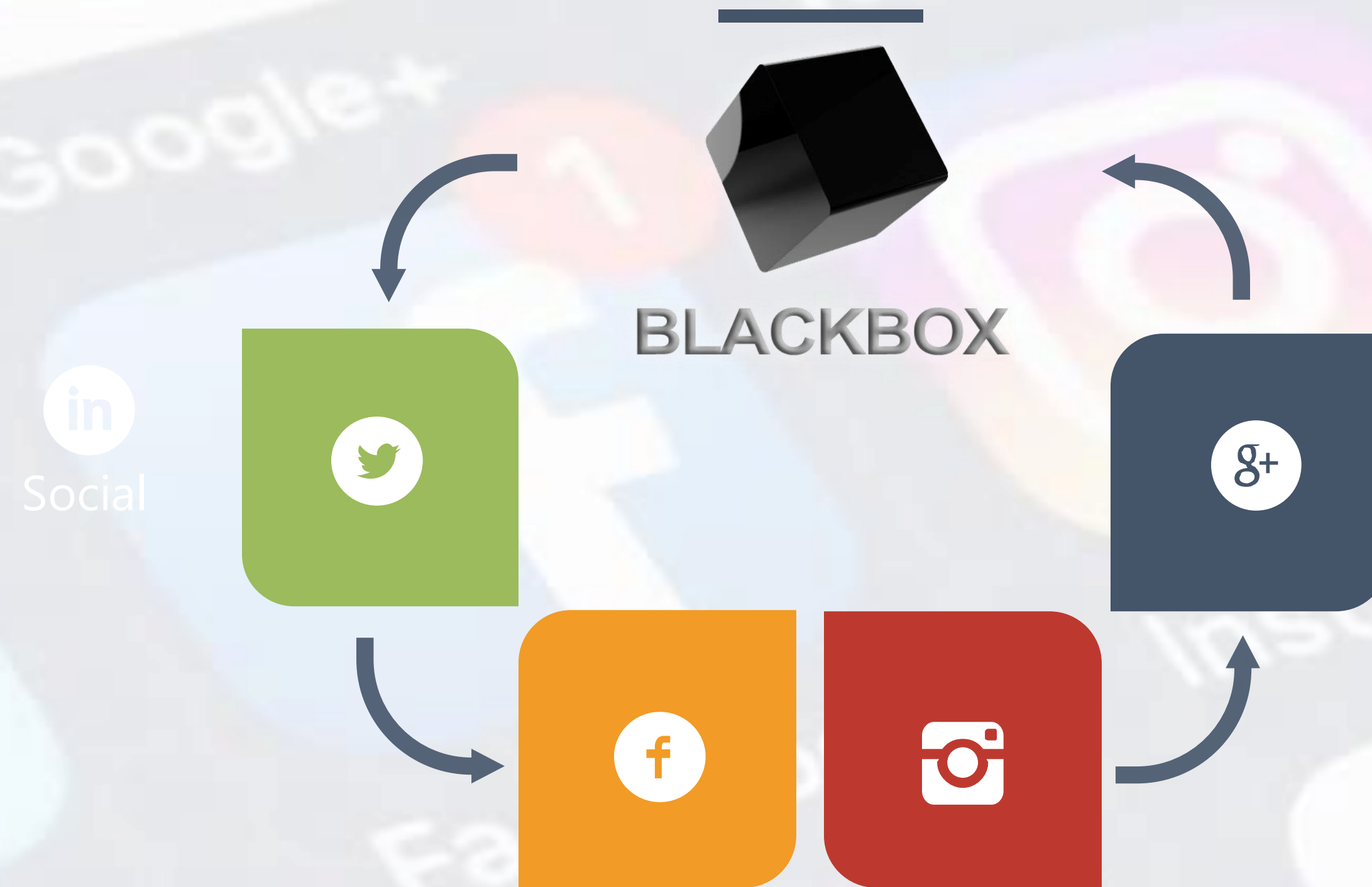


You  
Tube

**BlackBox Event Production, since our launch as After Party Entertainment, has consistently delivered the hottest concerts, comedy shows, online content and branding solutions.**

# Social Media Management

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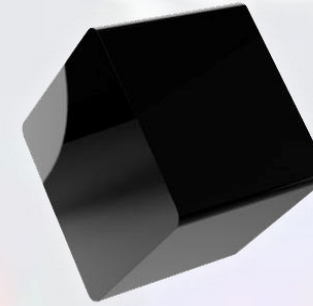
Social media is an important tool, that when done well, can drive consistent audience engagement for your brand and bring an amazing ROI. All this starts with a solid strategy that's focused on your target audience and what drives their interests.

Through a series of carefully designed and strategic steps, we lay the groundwork for your social channels, develop a profile of your target audience, and determine how to convert their likes into leads. We're in the business of building valuable relationships with your community and we have the expertise to create engaging visuals and compelling messages that lead to action.



# Social Media Marketing Plan

8



BLACKBOX

Identifying Goals & KPIs

Engagement &  
Conversion Strategy



Brand Development



Content & Promotion  
Strategy



Measuring &  
Analyzing  
ROI



For social media marketing efforts to have the biggest impact, it is critically important that business goals align your social media goals and can be measured to assure they are helping to accomplish them. It is equally important to make adjustments and adapt your goals and tactics as you go. If something doesn't feel right, the plan should have the flexibility to change.

[www.blackboxshows.com](http://www.blackboxshows.com)

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# How Can Impact Your Business

BLACKBOX

## DELIVERING QUALITY ENTERTAINMENT

### Drive



Drive business growth through best-in-class service offerings and marketing plans

### Facilitate

Facilitate the best talent in the country across all entertainment genres

## PROCURING COST EFFECTIVE RESOURCES

### Grow

Fully manage your event production using our relationships and impeccable reputation to assure events that generate revenue

### Implement

Implement an industry leading marketing strategies to leverage resources, capacity and address key issues

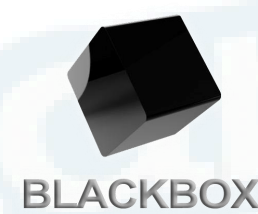
## UNPARALLELED CUSTOMER EXPERIENCES

### Service

Grow your brand through the use of real-time online reputation management

### Measure

Measure, drive and invest in guest engagement and customer satisfaction



# STRONG AGILE LEADERSHIP

His diverse and in-depth experience in entertainment event management, new business development, enhancing market place visibility and brand building blend together and are the backbone of the success of **BlackBox Event Production** over the last 17 years.

Mr. Handy also has expertise in project management, global supply chain sourcing, operations and IT implementations. David has executed and revised project work plans for some of the largest corporations in the world. By identifying business development opportunities, minimizing exposure to risks and enhancing client awareness of emerging technologies David has added to the bottom line of both business and private clients.



DAVID HANDY





# CONTACT US

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[WWW.BLACKBOXSHOWS.COM](http://WWW.BLACKBOXSHOWS.COM)

# BLACKBOX



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