



EMAIL NEWS RELEASE

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FOR IMMEDIATE RELEASE

Event Industry Veterans Create Cobalt Event StudiosSM

FREDERICK, MARYLAND – Veteran tradeshow and conference executives Wayne Crawford and Jim Forlenza, are combining their 75+ years of professional industry experience into a new company that will assist both not-for-profit associations and for-profit event organizers with their event needs. The company, Cobalt Event StudiosSM, will provide strategic insight and consulting to better optimize event sales, efficiencies and planning.

Crawford and Forlenza will integrate their expertise and knowledge in sales maximization, business development, strategic planning, event technology platforms, event creation, international event management, M&A, and event logistics to assist organizers looking for a more strategic examination of their event activities.

“We are excited to create a truly unique strategic consulting salon,” noted Crawford, Co-Founder. “By combining our talents and unique experiences, Cobalt Event Studios will provide vital strategic services in data science, sales technology, optimization, and analysis that will help organizations grow revenue.”

“In working closely with event organizers of all types, two distinct focal points stand-out as their biggest concerns – sales methodologies and optimization, and reimagining event experiences,” added Forlenza, Co-Founder. “Our distinctive backgrounds in both these crucial areas will benefit any organizer looking to transform their event.”

To learn more about Cobalt Event Studios, please visit www.CobaltEventStudios.com, or find us on LinkedIn at www.linkedin.com/company/cobalt-events-studios/

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