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Trefoil Group & Stamm Media to Unveil Virtual Tradeshow Strategies that Drive the Greatest ROI
Plastic News' Ask the Expert Livestream Event on Nov. 5

MILWAUKEE (Oct. 20, 2020) - Trefoil Group, an integrated marketing communications agency, announced today its return to **Plastic News' Ask the Expert Series** where it will partner with Stamm Media to unveil virtual strategies designed to drive a greater return on tradeshow investments. **The 30-minute, livestream event, "Tradeshows 2021 – Integrate Virtual Experiences to Win," will take place on Thursday, Nov. 5 at 12 pm EST.** Viewers will experience virtual techniques designed to enhance in-booth presence for even greater engagement at NPE2021 and throughout the tradeshow season.

"Tradeshows remain a critical part of companies' marketing strategies, and 2021 planning is well underway," said Trefoil Group CEO Mary Scheibel, who will co-lead the presentation. "With many unknowns in front of us regarding the future of the tradeshow experience, the time is now for companies to take control of the impact they can make in this new environment. We're equipping companies with strategies that increase in-booth effectiveness, while simultaneously creating tools they can use beyond the show in sales and marketing efforts. Companies who don't engage now will be left behind."

Scheibel will be joined by Dave Stamm, CEO of Stamm Media, a virtual experience production company that combines rich interactive media and a full suite of technical services to strengthen brands and create immersive experiences. [RSVP](#) here to attend the 30-minute, livestream event to experience new virtual strategies that will help brands win in this new environment.

The Ask the Expert marketing series is part of a larger series of presentations designed by Plastics News to help manufacturers overcome the hurdles they face in the current business environment and discuss best practices. Trefoil Group most recently presented an Ask the Expert livestream event on "The New Face-to-Face is Online: Strategies for Improving Your Effectiveness Virtually."

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About Trefoil Group

An integrated marketing communications firm, Trefoil Group provides the razor-sharp focus companies need to advance their businesses in today's increasingly complex business environment. A full range of services that include strategy consulting, creative and market engagement are designed to drive business performance and measurable results. Trefoil Group is a partner of IPREX, a \$420 million network of communications agencies, with 1,600 staff and 110 offices worldwide. For more information about Trefoil Group, visit us at www.trefoilgroup.com or follow us on [LinkedIn](#), [Facebook](#) or [Twitter](#).

About Stamm Media

Stamm Media, a virtual experience production company, combines rich interactive media creation, audiovisual equipment rental, and a full suite of technical services to strengthen brands and create immersive experiences. Stamm Media creates immersive live events and produces virtual meetings for their clients, who include: GE Healthcare, TD Ameritrade, E*TRADE, Kohler, Cox Automotive, Carfax, Organic Valley, Rockwell, and several other Fortune 1000 brands. Stamm Media is a Milwaukee Future 50 (2009, 2014), Milwaukee Fastest Growing Firms (2014) and Best Workplaces (2010) award winner. For more information about Stamm Media, visit us at www.stammmedia.com.

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