

LUMINIS
MARKETING

PLUG-AND-PLAY

Event Marketing You Can Rely On.

luminismarketing.com

For B2B event companies under pressure, Luminis Marketing is the plug-in team of senior event marketers who hit the ground running — because we know event marketing inside out.

Trusted Event Specialists, Not Just “Another Agency”

We're not outsiders learning on your budget. We've built, grown, and fixed marketing for conferences, exhibitions, and summits for years.

From delegate acquisition to exhibitor leads and sponsor engagement, we've done it all - and we'll do it for you.

Immediate Relief, Zero Ramp-Up

When deadlines are looming or people leave suddenly, we slot into your team seamlessly.

No hand-holding, no wasted time — just experienced event marketers who already know the playbook.

Marketing Experience

Adding to our team's combined 70+ years of marketing experience, Luminis also has an experienced collective of trusted marketing and communications experts.



70+ YEARS

Full Marketing Mix, One Partner

Strategy, campaigns, digital, sales enablement, processes — we bring the skills and tools to cover it all. Whether you need a stopgap, a reset, or a growth push, our team flexes to fit your needs.

In short

When your team is overstretched, understaffed, or under pressure, Luminis Marketing plugs in fast, fixes what's slipping, and gets your event growth back on track.

Breathing Room + Long-Term Impact
We don't just patch holes. We stabilise your marketing machine, give your team space to focus, and leave you with cleaner performance data, and a sharper growth engine.

**Delivering Results Worldwide
In 6 Out Of 7 Continents.**

6/7





CANSO

IES | Events



FESPA



ITMA SERVICES



dmg::events



**Trusted to put
bums on seats.**



The Bat Signal for UNLEASH's Global Events

UNLEASH called on us whenever they needed fast, reliable, and expert marketing firepower across their global event portfolio.

From managing analyst and influencer programmes to supporting vendor marketing and digital product rollouts, we adapted alongside their rapid expansion and pivots — always stepping in as an extension of their core team.

Key Highlights:

- Lead campaigns generated over €2M in revenue in one year, with more than half being net new business
- Led analyst and influencer engagement programmes across global events
- Built and implemented a sponsor rebooking programme to power sales growth



Delivered an Award-Winning Event

When CANSO launched Airspace World, they partnered with us to bring the event to life — starting from scratch with no existing data. In just one year, we helped establish it as an award-winning event and continued to support the team through two successful editions.

Our end-to-end event marketing drove awareness, attendee growth, and high-value exhibitor and sponsor engagement, while also laying the digital foundation for future success.

Key Highlights:

- 202% increase in LinkedIn followers, alongside strong growth across all social channels
- Full website management, including SEO and ongoing optimisation
- Delivered exhibitor and sponsor leads through targeted marketing campaigns
- Developed managed an onsite content capture for future promotions

FESPA

Laying the Foundation for FESPA's Personalisation Experience

FESPA brought us on to support the launch of their Personalisation Experience pavilion — a strategic pilot within their larger print expo to assess the viability of personalisation before investing in a full time team. As the sole marketing function, we worked end-to-end across all channels and integrated closely with the broader event team to drive co-promotion and ensure alignment.

Key Highlights:

- Joined six months before the event and fully embedded with FESPA's team
- Delivered complete event marketing on a lean budget
- Tested digital and social channels to identify top-performing conversions for future campaigns
- Developed and refined messaging based on live results to inform future event strategy



Agriconnect

Driving Growth for the Low Carbon Agriculture Show

When Agriconnect acquired the Low Carbon Agriculture Show, they turned to us for expert support to accelerate its success. In just eight months, we delivered impressive results — boosting attendance, expanding the event's digital presence, and strengthening its industry reach — all while helping Agriconnect build the foundation for a stronger internal team.

Key Highlights:

- Year-over-year attendance growth
- Management of 23 active media partner relationships
- Significant increase in social media engagement across all channels, including a 108% growth on Instagram, driven by the influencer relationships we establish



We're Not "Just Another Agency"

Luminis Marketing is a trusted partner for B2B event companies.

We Are Experienced Event Marketers Who...

- Have grown conferences, exhibitions, and summits across multiple industries.
- Understand the entire marketing mix — from delegate acquisition to exhibitor ROI.
- Know event marketing processes and tools inside out.
- Can plug in immediately without hand-holding.

Launch, rebuild, or reenergise your events



 Roland

We know your audience never switches off.

Event marketing demands constant energy, and we're here to match that pace.

We Bring A Full Marketing Team

- **Delegate Acquisition**
Proven strategies to drive registrations and attendance.
- **Exhibitor & Sponsor Marketing**
Boosting engagement, ROI, and long-term relationships.
- **Marketing Operations & Process Fixes**
Cleaning up workflows, reporting, and performance tracking.
- **Campaign Strategy & Execution**
Getting your numbers back on track, fast.
- **Interim Team Support**
Covering staff gaps or providing extra capacity when you need it most.
- **Performance Marketing Expertise**
Knowing how to get the most from your paid digital advertising.

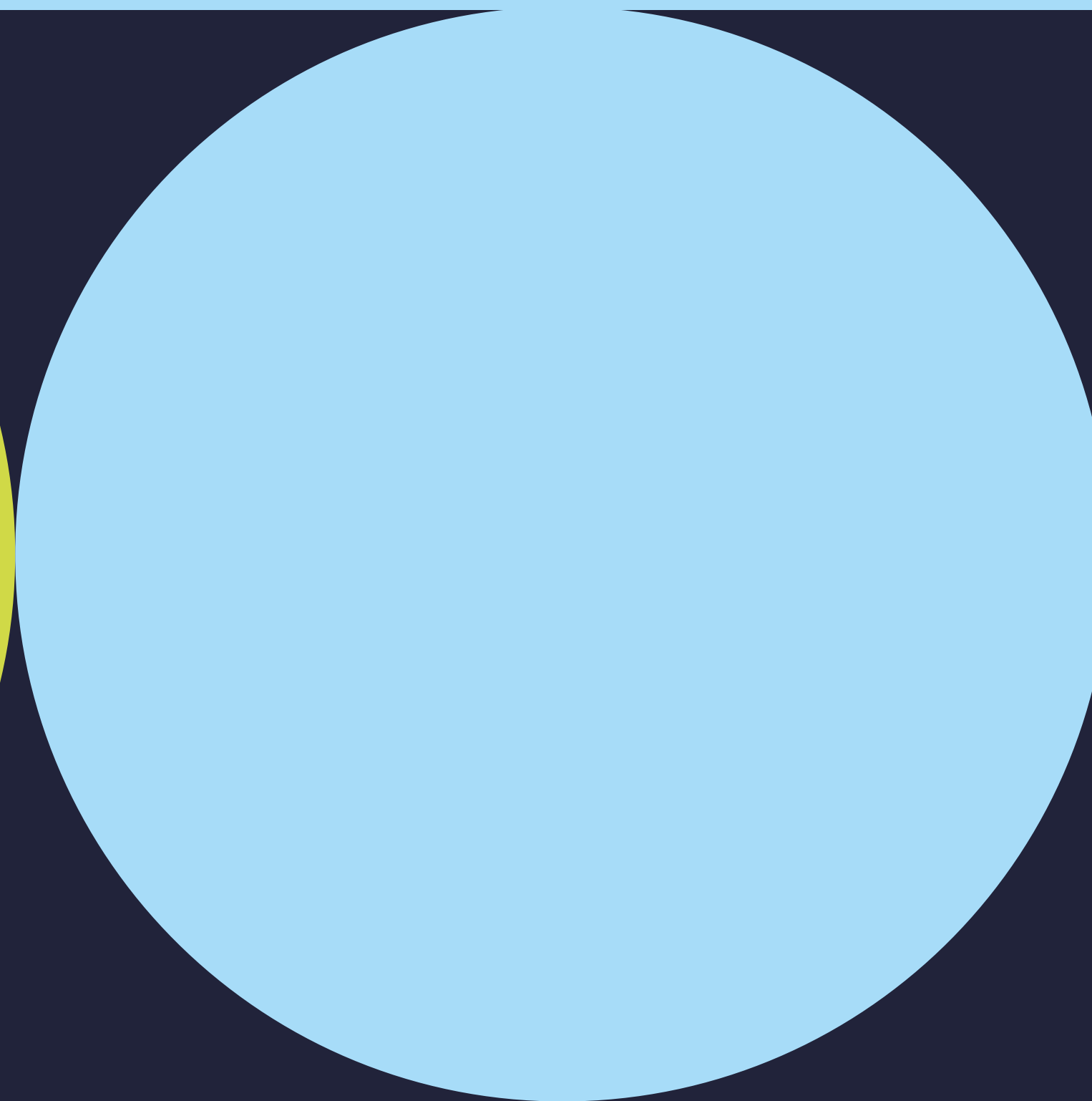
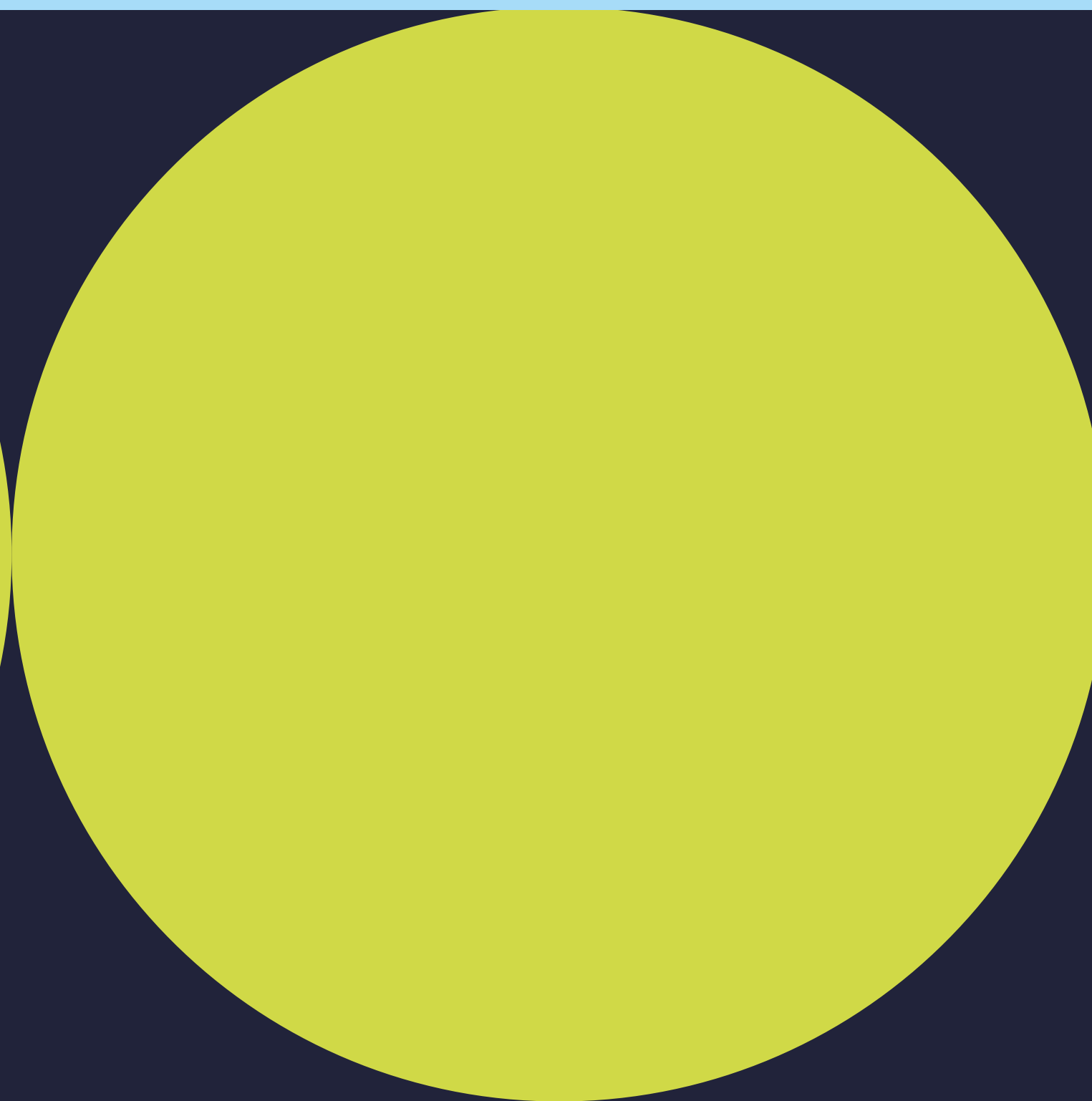
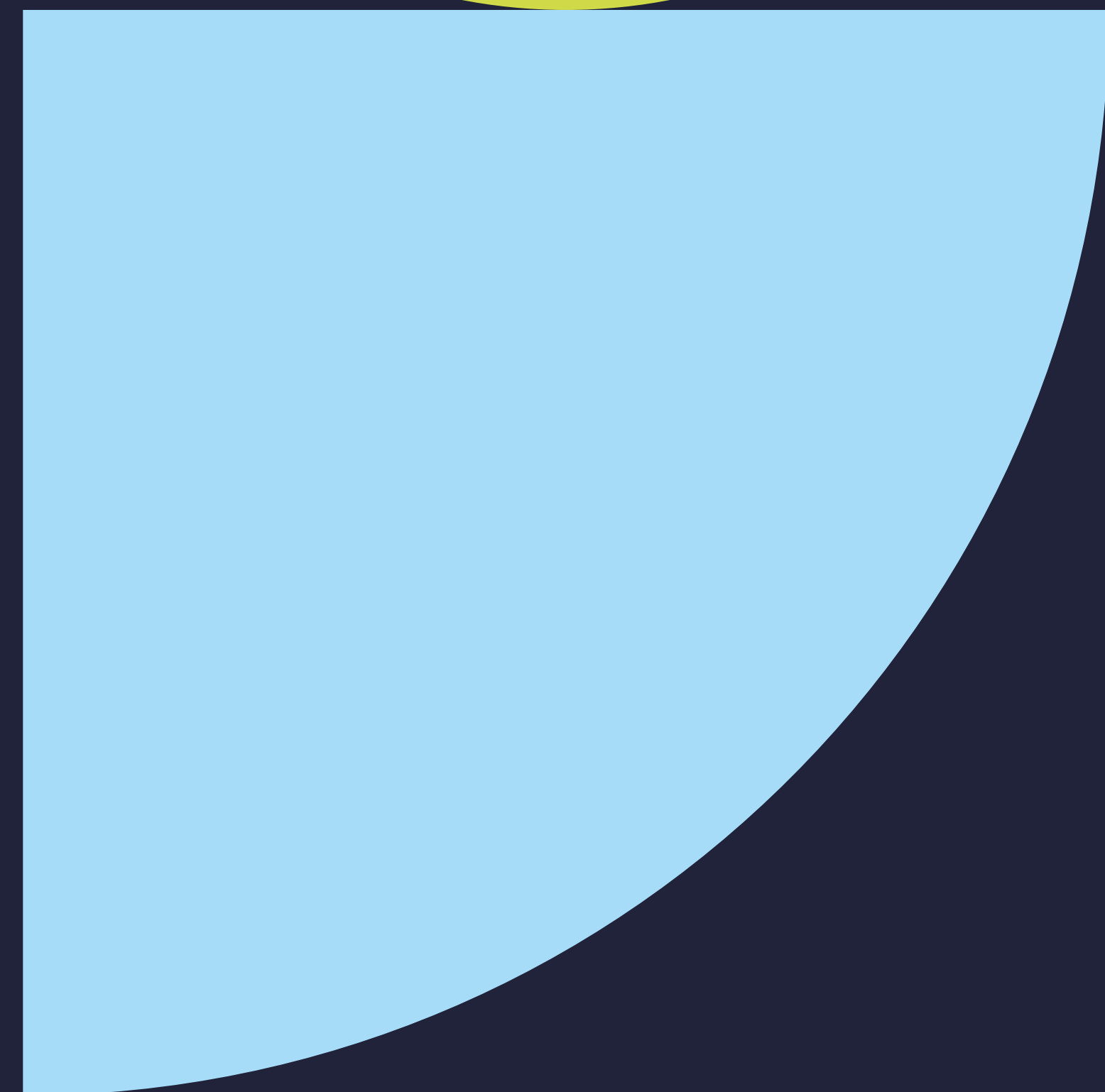
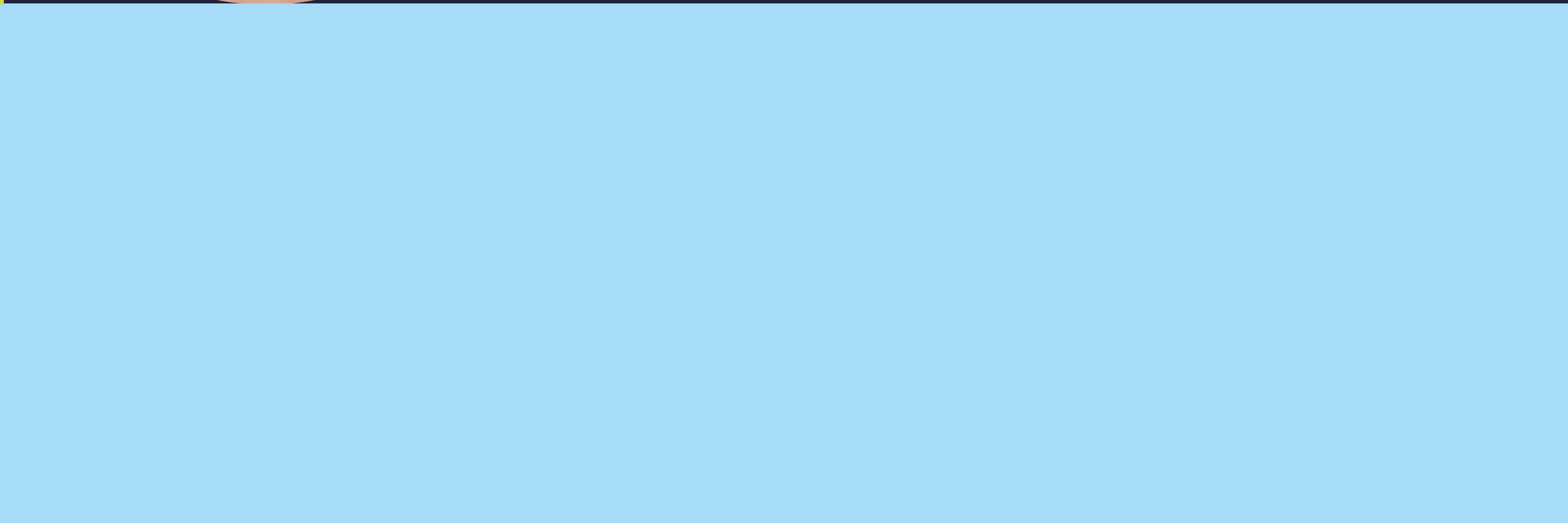
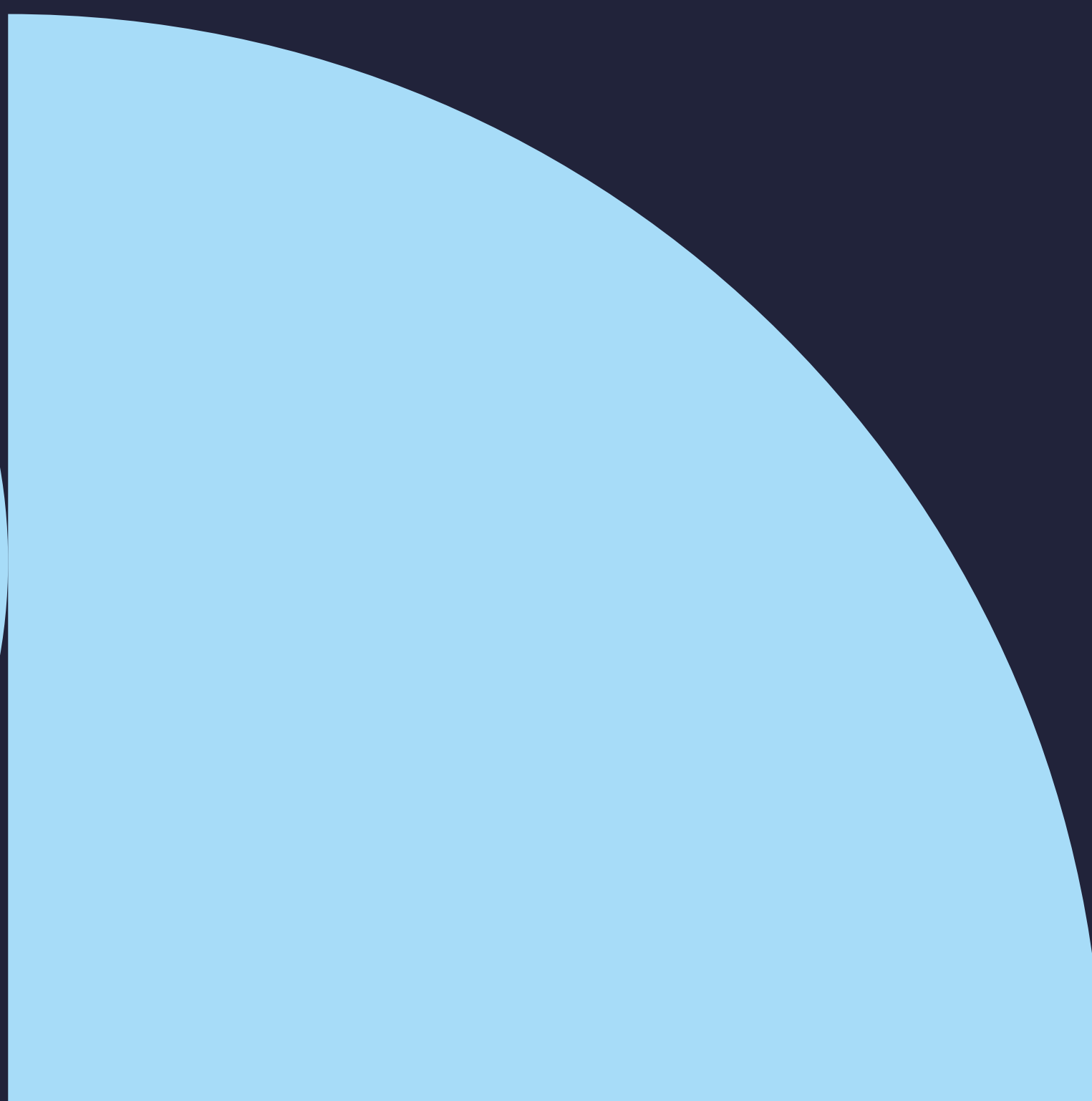
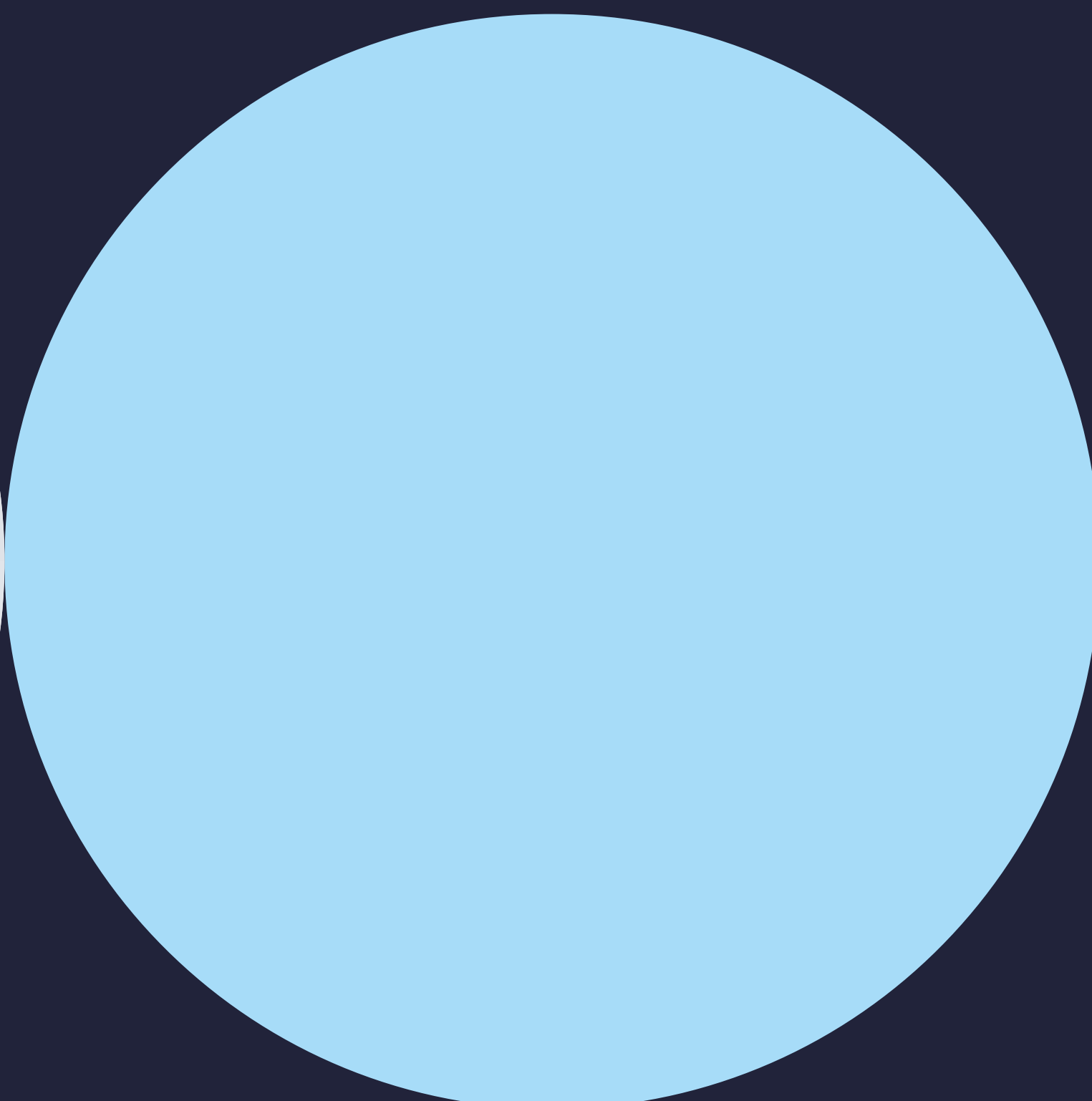
Ready To Cover All Bases

- **Social Media Management**
Create a lot of noise pre-, during, and post-event.
- **Data**
Building a robust and scalable data strategy that delivers enhanced reach for campaigns.
- **Reporting**
Showing the true state of affairs, with both leading and lagging indicators.
- **Rebooking Expertise**
Backing up your sales team with a proven rebooking marketing strategy.
- **Website Development** – making sure your event website is the acquisition engine that you need it to be.

We operate on an always-on basis.

Event marketing is full on and we understand this.





Meet Our Team Of Experts

Co-founders **Bri Vellis** and **Robert Carson**, alongside **Chris Farrington**, founder of The Artist Studio, bring together strategy, creativity, and customer insight to drive business growth.

Bri leverages her experience with global brands like SAP,

Intuit, PayPal, and eBay to build fresh, impactful brand stories. Rob is a lead-gen expert who creates persona-driven campaigns and sales funnels that deliver real results. Chris adds a creative edge, transforming ideas into striking visual identities. Together, skills to help businesses stand out and grow.

Rob Carson
Co-Founder

Bri Vellis
Co-Founder

Chris Farrington
Co-Founder & Marketing Director

Why Event Leaders Trust Us

- **We get it immediately**
No learning curve, no fluff.
- **We reduce pressure fast**
So you can focus on leadership, not firefighting.
- **We're flexible**
Scale us up or down as your event cycle demands.
- **We deliver results**
More delegates, happier sponsors, stronger sales pipelines.

How It Feels to Work with Us

Before Luminis

- Overwhelmed, under-resourced, worried about slipping targets.

With Luminis

- Campaigns back on track.
- Clear, confident reporting.
- We develop a calmer, more focused team.
- Growth momentum restored.



Our Promise

We don't just "do marketing."
Your event will be as important to us as it is to you.

We give event leaders breathing room, restore confidence in your marketing engine, and deliver results you can take to your board, your team, and your sponsors.

Luminis Marketing

The plug-in team that keeps your events growing, even if your team is at breaking point.



Put a new **focus** on
your event marketing



Take the pressure off your event marketing.

Book your 15 minute
demo now.



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