

How AMS helped a leading chip manufacturer to promote itself at leading industry events.

The Challenge

For many companies, participating in industry events is a must to connect with their target audience, to meet new and existing customers/partners/distributors, and to follow up on the latest industry trends and find out what the competition is doing.

A leading chip producer turned to AMS to organize help with this an industry event that would resonate with it target audience.

The Solution

After doing research and based on its own experience, AMS convinced the client to go for a one-day event. This way, it would be both cost-effective and efficient. AMS was able to organize a one-day event at a landmark spot in Israel that appealed to the chip producer's target audience - Latrun, which is a museum where visitors can get a glimpse at history and connect with their roots.

The Result

AMS was able to provide not only a lot of energy and fresh ideas to the chip producer, but also allowed them to think outside the box. AMS was able to offer the company an innovative and cost-effective event that wowed their customers and boosted the brand of the company, which was priceless.

To learn more or set up a consultation meeting, please contact: adler@adlermarketingservices.com



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