



**TEMBO**  
*Refresh*

**Take your business  
to the next level**





## Take your business to the next level

**TEMBO REFRESH** is our consultancy service, connecting you with leading event professionals possessing extensive knowledge and skill in marketing, communications, content creation, business development and change management.

Our collective experience can help you **transform your business and achieve its goals at the product, portfolio or company level**. Whether you need to fix it, improve it, refine it, change it or accelerate it – that's what we do.

For you as a conference, exhibition or event organiser, or as an industry-supporting business, our services are **bespoke** and tailored to your specific requirements, **weaving together the most suitable experts** to overcome your challenges and transform your outcomes.

# Talk to us about...

INSIGHT

STRATEGY

TEAM

PROCESSES

GROWTH

We are passionate, dedicated and highly capable specialists who can assist you in:

**F**urthering your business intelligence, market insight & community awareness  
**R**einigorating your strategic planning, content creation & audience development  
**E**xecuting your optimal managerial systems, policies & processes  
**S**teering comprehensive organisational health checks & conscientious team reviews  
**H**arnessing your unrealised potentials for product, service & portfolio growth.

We take the time to really understand what's keeping you up at night, and then work with you to create a FRESH solution.





## Insight

How well do you know your business, your customers and your audiences? What are your partners and competitors doing differently, and how are they adapting to the changing business landscape?

Through hands-on **qualitative research and quantitative analysis**, we can help you to see your business with fresh eyes, build an expansive **awareness of your sectors and markets**, and develop a **deeper understanding of your audiences and communities**.

Examples of how we can help are:

- Data analysis & data-driven insight generation
- Business environment assessment & ecosystem mapping
- Stakeholder consultation & community insight
- Data-driven customer & audience insight
- Competitive landscaping & market insight
- Sector ecosystem mapping & opportunity identification
- Go to market positioning & launch



## Strategy

A well-honed, all-inclusive and effective strategy is your road map to success. Our advisors have a wealth of **practical know-how** that they can put at your disposal, alongside **tried and tested planning tools** that can help you navigate your business environment, **address risks and create opportunities**. Just a few of the business strategy development areas we can assist you with include:

- Event, launch, product & service extension strategies
- Budget review, community building & scenario modelling
- Revenue generation & pricing strategies
- Communications, marketing & engagement strategies
- Creating always-on content strategies aligned with event cycles
- Step-by-step strategic planning and scheduling in all these areas, and more
- Commercial strategy development & implementation



## Processes

Robust and efficient processes can **streamline your business, enhance your productivity, reduce your stress** and **maximise your profits**. Our team can assist you with identifying issues and help you to fix them, whether it's improving your data management, increasing your technical capabilities or setting up your new campaign. Here are some ways we can support you:

- Organisational policy & procedure reviews
- Technology & systems reviews
- Data governance & management reviews
- Administrative & organisational best practice service provision
- Best practice platform implementation and integration
- Process development, monitoring & evaluation





## Team

Your team is the engine of the business—if this needs fine-tuning or you have resource/skills gaps, we can help build your team to keep **driving your business forward**. Examples of ways we can assist are:

- Organisation structure, defining roles & responsibilities
- Performance management and culture, including skills gap analyses
- Recruitment, JDs and interviewing
- Best practice implementation
- Learning & Development
- Training, coaching and mentoring



## Growth

If your goal is to take your product or business to the next level, **improve revenues, increase market share or build to sell**, we can help you grow.

Whether you need tailored business plans, product and service development strategies, community building & audience engagement strategies or anything else that will accelerate your success, we'll connect you with the right consultant.



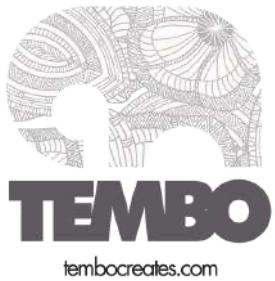


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We have a team of the most knowledgeable Director and C-level experienced consultants from events and publishing backgrounds waiting to tackle your challenges.

Contact us today  
for a no-obligation chat **+44(0)20 3950 5940**

TEMBO is a fresh approach to marketing, content production and event management.



We help organisers of exhibitions & conferences, and event services, grow and enhance their businesses by providing expertise, experience and specialised resource at the right time.