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Smart Tip on Cross-promotion at Special Events from Nadia Digilov

Jul 1, 2009 12:00 PM, By Christine Landry

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Cross-promotion is key these days to get the ultimate bang for your event buck, says **Nadia Digilov**, founder of Celebrating in Style in New York. You give vendors much-needed exposure, and they give you discounts — “I scratch your back; you scratch mine,” as Digilov puts it. Here are her cross-promotion tips:

- **Look for venues that want to tap into a key demographic.** Negotiate a discounted (or even better, free) rate for use of the space in exchange for inviting 15 to 100 people who might be interested in the space for their

own purposes.

- If the catering company you are using wants to boost its business, **offer to showcase its promotional material at your event.** They get potential new clients; you get a discount on their services.
- **Don't ditch your event's entertainment just to save money.** Instead, keep it short and simple (and cheap!) — ask talent to perform a 10-minute version of an act already in their repertoire. Then pass out their CDs to guests.

Celebrating in Style, 888/441-1174, [celebrating-instyle.com](#)

NADIA DIGLOV
Founder of
Celebrating in Style

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