
Module 18, Lesson 2 Quiz:

Event Marketing and Technology

1. All are great ways to maximize event success except:
 - a. Partner up with others
 - b. Make it educational
 - c. Leave all branding out and be anonymous
 - d. Be an event within an event
2. It's never worth doing an event if you don't gain immediate revenue from it.
 - a. True
 - b. False
3. Reaching out to brands and proposing you host an event on their behalf can be a great idea because:
 - a. It's likely they already have events in the works, so this could be a great chance to collaborate
 - b. You can sell them on the value of having your endorsement of their brand
 - c. Much of the event production and execution is in their hands, so it's a huge load off your shoulders
 - d. All of the above
4. In person events don't translate to new customers for digital businesses.
 - a. True
 - b. False