

## Frequently Asked Questions

### What is Informa Engage?

We connect marketers with B2B decision makers. By combining **unrivaled reach**, deep knowledge of **specialist markets** and **sophisticated marketing** we **engage** buyers – activating real results for marketers.

### How is Informa Engage different from Penton Marketing Services?

What was formerly “Penton Marketing Services” is now Informa Engage.

### How does Informa Engage help you?

Informa Engage is a powerful “marketing engine” behind all the solutions that are sold and delivered to clients. Informa Engage provides the following capabilities:

- Product Development – help verticalizing new products for your market, product monetization, product education, product optimization by client needs
- Marketing support – templates, collateral, creative services, client/user facing materials
- Sales Enablement – GTM slides, sale enablement tools, proposal support and strategic processes that allow sales to develop deeper conversations with the right prospects and customers at each stage of the buying journey
- Delivery/Project Management – turnkey delivery and program management of products and solutions sold
- Reporting – streamlined reports for client reporting and performance reporting

### How does Informa Engage differ from competitors?

Our key differentiators:

- We are an international B2B marketing services business with unrivaled reach, deep knowledge of specialists markets and content delivered through our hundreds of websites, intelligence, insights and event offerings.
- We own and manage our first-party database of more than 30 million business users. We know them by company. We know them by name. And most importantly, we understand their needs and know how, when and where to engage with them.
- Through our rich data and sophisticated marketing practices we deliver the right information, to the right people, at just the right time by understanding their needs and behavioral activity.
- We make it easy for marketers to connect with engaged audiences through innovative, turnkey solutions.

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## What will change for our clients moving from Penton Marketing Services to Informa Engage?

Together, we are stronger and more powerful than ever.

- We have an unrivaled reach of B2B business decision markers - our database has increase to more than 30 million business users.
- We have deep knowledge of more specialists markets.
- Our scope grows with the international focus that Informa offers.
- We have added sales enablement and product innovation.

## What are some of the new offerings?

New offerings include: Content Surround, StoryScapes, Engagement Centers, Explainer Videos, Facebook Live.

For more information on these new offerings, contact John Ecke at [John.Ecke@penton.com](mailto:John.Ecke@penton.com).

New research is being launched you will have in next couple of weeks

## Why should a client use marketing services?

**70% of marketers include content marketing in their top three marketing solutions. Content marketing is also the top marketing spend expected to increase in 2018.**

## How should markets show the Informa Engage brand?

We have created an Informa Engage “stamp” that provides our clients with the assurance that there is a global marketing services powerhouse behind our trusted brands that delivers sophisticated marketing expertise. The stamp showcases that our work is respected, high quality and that we deliver results.

Our new logo can be found on the Informa Engage page on the Portal.

Details on how this stamp should be used can be found [here](#).

## In the context of Informa brands/markets how do we best describe Informa Engage?

**Informa Engage offers world-class marketing expertise.** Informa Engage is the global marketing services powerhouse behind our trusted brands, providing turnkey marketing services that inform, engage and advance buyer and seller relations.

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## What are the new Informa Engage social media handles?

- Facebook: [Informa Engage](#)
- Twitter: [@InformaEngage](#)
- LinkedIn: [Informa Engage](#)
- Google+: [Informa Engage](#)

## Will there be an external Informa Engage website? When will the Informa Engage site be live?

Yes, you can link to it [here](#). The site will be live at launch.

## Who do I contact to work with Informa Engage?

All former Penton brands should continue to work with their current contacts.

If you are interested in Informa Engage helping you increase your marketer revenue, please reach out to Scott Harris at [scott.harris@informa.com](mailto:scott.harris@informa.com) for additional information on how you can work with Informa Engage.