



# How to use events to build your brand

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We have a BIG idea. A VERY big one. It actually goes much further than just building brands using events. It can become a total cash cow for your company which you will be able to “milk” on a weekly, monthly, quarterly or yearly basis. Globecreative will create the brand around this event as well as run the event for you. Your company will only invest at the start, thereafter, it will pay for itself. PS: We also do “normal” events.

How To Papers:  
**Things you'll experience at Globecreative**

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