

VOLUME 4 ISSUE 4

integrate



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Sustainability in Event Marketing

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THE POWER OF MARKETING IN TODAY'S LANDSCAPE

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t a time where consumers are more informed, engaged, and discerning than ever, marketing has evolved into something far beyond the art of selling. Great marketing is about connection. It's about understanding who your audience is, what they value and, most importantly, finding your voice in theirs. That's the commitment we hold at Almaden—partnering with you to ensure your brand speaks authentically and powerfully to those who matter most.

In this issue of Integrate, we explore two of the most pressing and exciting trends shaping marketing today.

Our cover feature, "Showing Green - Sustainability in Event Marketing," examines the growing importance of eco-conscious event strategies. Sustainability is no longer just a trend; it's an expectation. From selecting environmentally responsible venues to creating waste-free branding materials, marketers are discovering that sustainable practices not only resonate with audiences but also elevate brand reputation.

The second feature, "Beyond the Screen: Crafting a Memorable Brand Experience," delves into the challenge of creating meaningful connections in a digitally saturated world. By blending events, print, and digital campaigns, some gifted marketing minds are crafting value-driven moments that stay with consumers long after the interaction ends. Their insights provide a blueprint for brands looking to resonate in both traditional and modern spaces.

Finally, don't miss our Q&A with Erinn Maloney, Marketing & Brand Director for Larkmead Vineyards, where we discuss the power of marketing a legacy.

Great marketing isn't about speaking the loudest—it's about speaking the clearest and most authentically. At Almaden, we're proud to work alongside brands that share this belief, and we're committed to amplifying your voice in a way that feels true to you.

Here's to creating work that matters,

Melanie LoBue

CMO, ALMADEN

integrate This Issue

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02 Showing Green

Sustainability in
event marketing

06 Beyond the Screen

Crafting a memorable
brand experience

10 Q&A

Talking with
Erinn Maloney of
Larkmead Vineyards

12 Stats & Info

News you can use



Showing Green

SUSTAINABILITY IN EVENT MARKETING



Each year, scores of students participate in the “AGC Georgia Skills Challenge” series. This past year, more than 2,100 competitors and observers from 104 schools descended on events hosted in Augusta, Columbus, Gainesville, Macon, Marietta, Moultrie, Rome and Statesboro. The students were joined by a host of statewide influencers, including state legislators, school superintendents, high school counselors, mayors, school board members, and leaders from the Department of Education and Technical College System of Georgia.

One of the biggest walkaways from the event, and there are many, is that winners from each of eight core skill competitions hosted by SkillsUSA are eligible to advance to compete at “SkillsUSA Georgia’s State Leadership & Skills Conference (SLSC)” in February 2025. The statewide workforce development program is made possible through the support of many industry professionals, all of whom volunteer hundreds of hours of their time and expertise.

“WHILE OUR VENUES ARE CHOSEN BY LOCATION, MOST HAVE RECYCLE BINS AND SUSTAINABLE POLICIES FOR MAINTENANCE. THIS HELPS SET THE EXAMPLE OF SUSTAINABILITY AND INSPIRES THESE STUDENTS.”

— ALYSON ABERCROMBIE, SENIOR DIRECTOR OF COMMUNICATIONS & MARKETING, AGC GEORGIA



“COLLABORATION WITH PARTNERS WHO SHARE OUR VALUES IS NON-NEGOTIABLE; IT ENSURES THAT SUSTAINABILITY IS WOVEN INTO EVERY DETAIL OF THE EVENT.”

— NIRJARY DESAI, FOUNDER & CHIEF EXPERIENCE OFFICER, KIS (CUBED) EVENTS

Helping to shape the future of the construction industry’s talent pipeline for the next generation also comes with other invaluable lessons. Take the industry’s increased commitment to sustainability and eco-friendly initiatives. Alyson Abercrombie, Senior Director of Communications and Marketing for the Associated General Contractors of Georgia Inc. (AGC Georgia), which hosts the event, says the skills challenges are planned in partnership with sponsor contractors—each of whom are committed to exercising sustainable practices for the events.

“The materials we use for the intense training for the competitions are repurposed materials such as leftover lumber and building supplies from job sites,” Abercrombie says. “They are donated to the schools during their training, assisting with classroom instruction allowing for the investments to be made in the students versus the materials. While our venues are chosen by location, most have recycle bins and sustainable policies for maintenance. This helps set the example of sustainability and inspires these students.”

According to the U.S. Environmental Protection Agency (EPA), an average trade show or event generates approximately 389 pounds of CO₂ equivalent emissions per day, contributing significantly to climate change and resource depletion. The trade show and event marketing world overall has taken notice. For example, research from the Events Industry Council (EIC) suggests that incorporating sustainability into events planning can reduce waste by as much as 60-80% and cut costs up to 20%.

“We continue to evolve our social responsibility policies,” Abercrombie says. “Those responsibilities range from transitioning a significant amount of print materials year round to digital marketing vehicles leading up to the event and on-site. This is combined with the efforts we take to repurpose jobsite materials; digital live streaming versus traditional advertising, and more.”

MAKE IT A PRIORITY...

Ask Nirjary Desai about the importance of sustainability when organizing an event and she'll tell you that strategy must be initiated in the blueprint stage. Desai, founder and Chief Experience Officer at KIS (cubed) Events, says her team starts by setting clear, measurable goals to minimize environmental impact. This includes strategies such as reducing waste, sourcing locally and conserving energy.

But before any of that begins, selecting venues that hold green certifications, renewable energy sources, and robust recycling or composting programs, is key. "For suppliers, we evaluate their environmental practices, such as the use of biodegradable materials, local sourcing and waste management systems," Desai says. "Collaboration with partners who share our values is non-negotiable; it ensures that sustainability is woven into every detail of the event."

The key to effectiveness is to plan each strategy from the outset and collaborate with vendors and charities to execute seamlessly. The KIS team has implemented several innovative strategies to tackle waste, including:

› **Floral repurposing initiatives** – Leftover flowers are arranged and donated to senior living communities or hospitals to spread joy and extend their use.

› **Edible rescue programs** – Unused food is safely packaged and delivered to local shelters in partnership with certified organizations.

› **Multi-purpose design elements** – Items like modular decor pieces and signage are crafted to be reused across multi-day events or future occasions, reducing single-use materials.

› **Digital solutions** – Invitations, schedules and signage are increasingly digital, cutting down on paper waste.

"Social responsibility has moved from being an add-on to becoming central to event marketing," Desai says. "Attendees, especially younger demographics, expect brands to demonstrate purpose beyond profit. For us, this means creating events that resonate on a deeper level—showcasing stories of sustainability,

transparency, and care for the community. Events are no longer just celebrations; they are platforms to inspire change. By embedding social responsibility in our strategy, we create memorable experiences that align with the values of both the brand and its audience."

As in most cases, any effort to maintain sustainable practices doesn't come without its share of trade-offs. For example, one challenge is balancing sustainability with aesthetic and logistical expectations like sourcing eco-friendly materials, which can be more expensive or limited in variety. "We address this by fostering creativity and innovation," Desai says. "Instead of

wasteful decor, we use living elements like potted plants that guests can take home. Partnering with local artisans also adds a unique charm while reducing the event's carbon footprint. Educating clients about the long-term value of sustainable choices has also been essential in overcoming resistance to perceived trade-offs."

As the spotlight on sustainability grows, trade show and event marketers have a unique opportunity to lead by example. By embracing greener practices such as energy-efficient booth designs, waste reduction, and prioritizing local and sustainable suppliers, they can help make choices that shape tomorrow's events.



5 ways to 'green' your event

1. Creative conceiving

Ask the right questions to help take a deeper dive into sustainable approaches.

2. Digital signage

Digital displays are a solid complement to trade show and event messaging.

3. Sustainable sourcing

Choose options that can be recycled or reused; find innovative partners to help source options.

4. Reuse through modular design

Design pieces that can be repurposed across multiple shows.

5. Invest in staff education

Encourage professional certification courses that focus on sustainability leadership.

SOURCE: THE STAR GROUP'S "SUSTAINABILITY IN THE EVENTS INDUSTRY: A BLUEPRINT FOR INNOVATION AND CHANGE"

BEYOND THE SCREEN

“PEOPLE DON'T CONNECT WITH BRANDS; THEY CONNECT WITH STORIES AND OUTCOMES. HIGHLIGHTING REAL-LIFE EXAMPLES OF HOW YOUR SERVICES HAVE POSITIVELY IMPACTED PATIENTS WITH TESTIMONIALS, CASE STUDIES OR BEHIND-THE-SCENES CONTENT CUTS THROUGH THE NOISE.”

— LINDSAY DYMOWSKI,
President, Centennial Pharmacy Services

CRAFTING A MEMORABLE BRAND EXPERIENCE



The blueprint for Centennial Pharmacy Services' success is as effective as it is simple. Through interventions and medication management tools, the medication-at-home pharmacy does more than just provide medication—it strikes at the heart of its patients' well-being. Driven by its commitment to personal outcomes, Centennial partners with organizations across the healthcare spectrum to improve medication adherence, optimize medication outcomes and better patient health.

Lindsay Dymowski believes this focus on patient and brand experiences is the secret sauce in how it markets to the masses. The president of the Philadelphia-based company says that streamlining the process—and continually reinforcing that premise—is critical for everyone involved. Lindsay's family started the company based on the realization that numerous individuals were failing to follow up after being prescribed medication by their physicians.





“The key is personalization and authenticity,” says Lindsay, who also is co-founder and principal of The Centennial Group, a pharmacy management company that supports community pharmacies and health systems. “Healthcare is inherently personal, and patients want to feel seen, understood and cared for.”

Centennial Pharmacy’s ability to put its brand experience front and center acknowledges the unique challenges the healthcare sector faces and the tailored solutions that can be offered. For example, in Centennial’s long-term care-at-home pharmacy, it personalizes everything from medication packaging to follow-up care. “This ensures that patients feel supported

in their homes,” Lindsay says. “Creating moments that create joy, like sending a personal note or recognizing a milestone in their care journey, leaves a lasting impression.”

Like any marketing strategy employed, Centennial strategically balances its digital and traditional channels to create a cohesive brand experience. This ensures that every touchpoint reinforces the same core message and values. “Digital platforms are fantastic for creating accessibility and immediacy, while traditional channels can have more emotional resonance,” Lindsay says. “For example, we use digital platforms to share educational content about our pharmacy

services, reaching a wide audience quickly.”

This strategy is complemented through in-person events such as luncheons at senior centers, where the Centennial team can connect face to face and demonstrate the human element behind their brand. Printed materials like brochures handed out at events serve as a tangible reminder of the brand, bridging the gap between digital and in-person interactions.

“The key is storytelling and focusing on impact,” Lindsay says. “People don’t connect with brands; they connect with stories and outcomes. Highlighting

KEEPING UP WITH THE TIMES

In today’s socially paced landscape, where going viral can make or break a brand’s stature in a heartbeat, delivering your service flawlessly and to the expectations (and higher) is paramount, especially in the healthcare realm. Jeff Bernhard says that removing all friction points along the patient’s journey is one of the strategies more brands need to place at the top of their to-do lists. As an advisory board member of Kaliber Labs Inc., Bernhard has a front-row seat to just how quickly things can change when things get off track.

“In healthcare, reputation is everything,” Bernhard says. “People can post on social media platforms and immediately tarnish a business’s reputation. So, a healthcare organization needs to delight each and every patient and customer, and focus on not only the large strokes, but also the small strokes. The small, detailed items are what separates good from great organizations, and enable them to grow exponentially through an exceptional offering and service levels.”

Located in San Francisco, Kaliber Labs is building an end-to-end suite of AI-powered software solutions to meet the needs of patients, surgeons and administrators in arthroscopic surgery. Being able to deliver detailed information, i.e., the sharing between providers and patients, is everything. “Having a strong digital footprint and presence

“IN HEALTHCARE, REPUTATION IS EVERYTHING... THE SMALL, DETAILED ITEMS ARE WHAT SEPARATES GOOD FROM GREAT ORGANIZATIONS, AND ENABLE THEM TO GROW EXPONENTIALLY THROUGH AN EXCEPTIONAL OFFERING AND SERVICE LEVELS.”

— JEFF BERNHARD, Advisory Board Member, Kaliber Labs Inc.



Talking with • Erinn Maloney, Marketing & Brand Director at Larkmead Vineyards

Q+A



MARKETING A LEGACY

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Erinn Maloney is the Marketing & Brand Director for Larkmead Vineyards, where she has spent 15 years shaping the winery's branding, marketing, and guest experiences. With a Bachelor of Science in Winemaking and Marketing from U.C. Davis and a Wine and Spirit Education Trust Diploma, Erinn combines technical wine knowledge with creative marketing expertise. Her career includes roles at Foley Family Wines, Copia, and Boisset Family Estates, all of which have shaped

her innovative approach to storytelling and brand strategy. At Larkmead, Erinn continues to elevate the winery's legacy through impactful campaigns and memorable guest connections.

How do you balance honoring Larkmead's legacy, which dates back to 1895, while keeping the brand relevant to modern wine enthusiasts?

At Larkmead, we view our legacy as both a foundation and a compass. Our history provides a deep well of inspiration, from the stewardship of the Solari Baker family to our estate's evolution over more than a century. Yet, relevance lies in connecting that history to today's wine lovers. We honor our past by focusing on timeless values—craftsmanship, sustainability, and authenticity—while embracing contemporary storytelling methods to share those values. For example, our tasting experiences weave in the estate's rich and historic narrative, while also highlighting modern innovations, like our organic certification, commitment to regenerative farming, and innovation in our Research Block—a three-acre vineyard planted to evaluate the performance of diverse grape varieties under changing climatic conditions. This combination creates a meaningful bridge between the past and present, engaging collectors and new audiences alike.

The wine industry has seen significant shifts in recent years, from e-commerce growth to evolving consumer preferences. How has Larkmead's marketing strategy adapted to these changes?

The wine world has indeed evolved rapidly, and we've leaned into these changes while staying true to who we are. Digital media has allowed us to deepen direct connections with our customers through our website and digital campaigns, offering personalized wine allocations and engagement on social media platforms—the latter a vital component to telling our story visually and in real time, making the estate more accessible to those who haven't visited in person. However, even as we utilize these tools, we remain focused on our core strength: offering a highly personal and intimate experience at our family-owned estate in Calistoga, Napa Valley. Whether it's through a private tasting at the estate or a handwritten note of thanks included with a club member shipment, we prioritize relationships over transactions.

What marketing trends or innovations are you most excited about and how do you see them influencing the way Larkmead engages with its audience?

I'm particularly excited about the intersection of videography and personalization. Video has become an incredibly powerful storytelling tool, especially on platforms like our website and social media. Through cinematic drone vineyard reels, behind-the-scenes glimpses of harvest, or snapshots of our winemaking and hospitality teams, we want to immerse our audience in the Larkmead experience no matter where they are. It's about creating a sense of place—letting viewers hear the crunch of gravel underfoot in the vineyard or see the sunlight filtering through a glass of Lillie Estate Sauvignon Blanc.

As we embrace video storytelling more, we want to connect on a personal level by tailoring content to different audiences. For example, for long-time collectors, we might share a deep dive into the aging potential of our flagship bottling, Solari Estate Cabernet Sauvignon, or the nuanced blending process of our estate-grown and produced wines. For newer enthusiasts, we emphasize accessible and engaging introductions to our estate, covering sustainable farming practices, and our century-old legacy in Napa Valley. These stories help us bridge the gap between the digital and physical worlds, fostering a sense of belonging and curiosity that inspires customers to explore Larkmead further. We are incredibly fortunate to have a digital and historic foundry that goes back to the 1880s, from original diary entries from our founder, Lillie Hitchcock Coit, to historic bottles of Larkmead wine dating back to the 1930s following the repeal of Prohibition. So few wineries have a legacy that is this rich, varied, and authentic.



Storytelling is integral to wine marketing, especially for a brand with such a rich history. What is your approach to crafting stories that resonate with both long-time collectors and new wine enthusiasts?

Storytelling at Larkmead is all about authenticity and connection. For long-time collectors, we dive deep into the estate’s history and the legacy of our flagship wines, like Solari Estate Cabernet Sauvignon, which carries the family namesake. For new enthusiasts, we focus on approachable narratives—walking them through our vineyards, sharing the diversity of our soils, and introducing younger consumers to our innovative and organic farming, and sustainable practices. By blending education with a sense of discovery, we create stories that feel personal. And of course, we let our wines do the talking. Each bottle is an expression of our land and history, and sharing that connection resonates universally.

How does Larkmead incorporate sustainability and authenticity into its marketing efforts and overall brand identity?

Sustainability and authenticity are at the core of everything we do, from how we farm to how we engage with customers. Marketing these principles is less about crafting a narrative and more about sharing what’s undeniably real. For instance, achieving California Certified Organic Farming (CCOF) certification isn’t just a milestone—it’s a testament to our commitment to the land. We share these stories honestly, celebrating the efforts of our vineyard team and the evolution of land stewardship at the Larkmead estate. By highlighting the beauty and balance of our estate, from our pollinator gardens to our herbicide-free vineyards, we reinforce the message that sustainability is a long-term principle of Larkmead, not a trend. We farm for the next generation, not just the next vintage.

With Larkmead’s focus on estate-grown wines and the unique terroir of Napa Valley, how do you convey the importance of these elements to your customers in a way that deepens their connection to the brand?

For us, terroir is more than a concept—it’s the soul of Larkmead. We



take every opportunity to bring customers into this understanding. Our Estate Tasting allows guests to walk through the vineyards, touch the soil, and see firsthand how the interplay of gravel, clay, and sand in different blocks shapes the wines they’re tasting. This hands-on experience fosters an immediate connection to the land and its story.

But terroir goes beyond soil and climate—it encompasses the entire ecosystem in which our vines thrive. The Solari Baker family has spent decades restoring and strengthening this ecosystem, ensuring it is as dynamic and alive as the wines it nurtures. From restoring local rivers to creating pollinator gardens to planting bird-attractant trees and native grasses, their stewardship has made the Larkmead estate a sanctuary. These efforts support wildlife like river otters, hawks, owls, and countless pollinators that are essential to the health of our vineyards.

We weave these stories into our marketing and guest experiences because they illustrate the deeper narrative behind each bottle of wine. By showing how our commitment to biodiversity and sustainability contributes to the vibrancy of our terroir, we help our customers appreciate the intricate web of life that defines Larkmead. When someone opens a bottle of our wine, they’re not just enjoying its flavors—they’re savoring a piece of a thriving, balanced ecosystem, cared for by generations of thoughtful stewardship.

Clockwise from above left: Bob McClenahan; Rob Water Meyer; Robb McDonough.

Stats » Events



Getting on the same page

SURVEY SIFTS THROUGH EXHIBITOR/ATTENDEE MISCONCEPTIONS

When it comes to exhibit space, event organizers are all in when it comes to allocating resources. But here's something you might not know. Attendees are not always on the same page when it comes to who wants what. For example, according to the "Freeman 2024 Event Organizer Trends Report," 83% of event organizers believe networking is the most important event element for attendees, while only 67% of attendees agree. Here's a snapshot of who wants what when it comes to event logistics:

RANKED IN ORDER OF RESOURCES ALLOCATED BY EVENT ORGANIZERS:

1. Exhibits
2. Keynotes/General Sessions
3. Education Sessions
4. Networking
5. Special Events*

RANKED ORDER OF EVENT PRIORITIES BY ATTENDEES:

1. Exhibits
2. Networking
3. Education Sessions
4. Keynotes/General Sessions
5. Special Events*

*(AFTER-HOUR EVENTS, TOURS, SPONSORED GATHERINGS OUTSIDE OF THE MAIN EVENT)

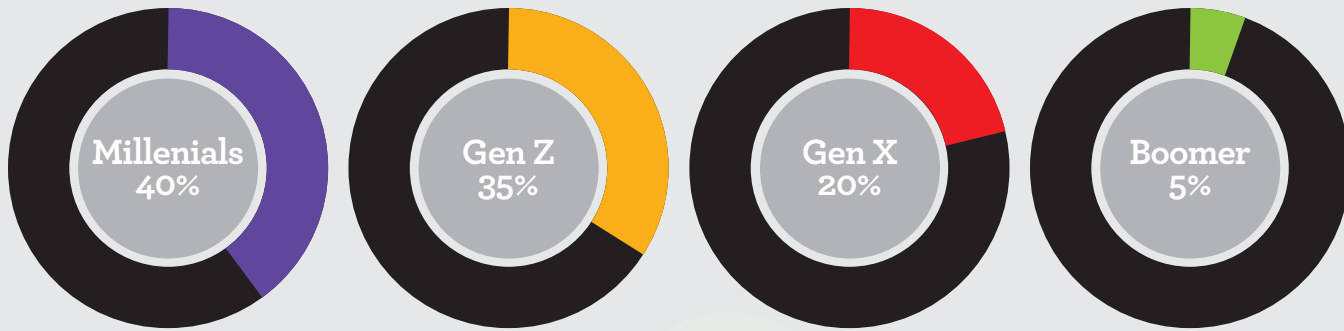
Badge check

A PEEK INTO THE FUTURE OF EVENT ATTENDEES

No matter the industry, talk abounds about the future workforce. Just as generational shifts are impacting consumer values, behaviors and expectations, and labor

force needs, the future of events and trade shows will shift. Over the next five years, event organizers will need to innovate how they reach these emerging generations

and design experiences tailored for them. According to the U.S. Department of Labor, here's what the workforce composition will look like by 2030:



CX in 2025

WHY IT IS NO LONGER PART OF THE BUSINESS; IT IS THE BUSINESS



According to Forrester research, brands using marketing, digital and CX teams that are highly aligned report 1.6 times faster revenue growth than their competitors and 1.4 times better customer retention. Heading into 2025, by positioning CX at the forefront of business strategy and ensuring all departments are aligned, you can create

a unified approach to customer-centricity. This shift enables more cohesive decision-making, fosters innovation and drives operational efficiencies. According to NICE's "CX 2025 Trends" report, those strategies must include:

- Championing CX-driven corporate strategy across the organization

- Establishing cross-functional CX metrics, KPIs and incentives
- Uniting all departments around a single CX platform
- Fostering cross-functional collaboration to improve the entire experience
- Driving cultural change to prioritize customer-centric decision-making

