



FRÉDÉRIQUE "FREDDIE" GEORGES
FREDDIEG@FGPG.COM
714-493-9493
FGPG.COM

Give us the quick version: How do you describe your company?

FG|PG is a full-service live, virtual, and hybrid experiential marketing agency, offering a full suite of in-house exhibit and event solutions and, most recently, a wide breadth of scalable virtual events. Our multidisciplinary team is made up of a diverse group of passionate and talented strategists, designers, producers, technologists, and fabricators, working together with the common goal of elevating our clients' messaging and audience reach, no matter the platform.

Finish this sentence: Experiential marketing is....

How brands interact directly with their audience and bring their products and/or services to life by establishing physical and emotional connections.

What do your long-time clients say about you? Why do they come back year after year?

We have been fortunate with the years-long loyalty of many clients that are at the top of their respective industries. Our winning formula is and has always been trust. Our clients unequivocally trust us. They trust in our efficiency, creativity, open and honest communication, attention to detail, and flawless executions.

What are the three biggest event marketing mistakes?

1. Not having clear and concise goals and objectives, and not ensuring that all stakeholders involved in a project are aligned on what those goals and objectives are.
2. Not having contingency plans and redundancies in place to guarantee flawless execution.
3. Undervaluing or not effectively utilizing the metrics that measure an event's success.

What has your company done to adapt to the changes our industry is facing as a result of the global pandemic?

In the almost twenty years since our founding, FG|PG has been no stranger to adapting to unprecedented historic global events; navigating difficult times and pivoting when necessary has become second-nature to us.

Specific to the global pandemic that has rocked live events, our response has been no different. We have assembled a world-class team of experts in the digital event space to devise and deliver the same level of live experience we would typically produce but in

the virtual realm. We understand brands need to connect to their audiences now more than ever, and we've dreamed up exciting ways that allow our clients to do just that - from a small intimate environment to a large digital conference.

What keeps you up at night?

In these trying times, the health and safety of my team and our clients are first and foremost these days. In the same vein, on a more positive note, I look forward to the day that it's safe for all of us to gather again.

Any advice for clients that find themselves needing to pivot amidst concerns about safety during the pandemic?

We encourage all current and potential future clients to embrace new digital event options and adopt them into their future event strategies. Digital events are a chance to expand your target audiences beyond physical reach, and they will continue to be utilized even after the pandemic is over.

We also encourage clients to be discerning when it comes to choosing what type of digital event platform is right for them. With an almost endless variety of options (fully immersive, web browser-based, hybrid, etc.), keeping your goals and objectives clear will help guide that decision-making process.

Give us a look into your crystal ball—what will events look like in 2021 and beyond?

Obviously, we foresee the return of full, in-person live events when it's safe to do so. Humans are social creatures that thrive working in direct physical connection to each other.

This is not to say, however, that virtual/digital events will disappear. On the contrary, we predict digital/virtual event technologies will continue to evolve and advance. More immersive and user-friendly platforms will be developed, and we anticipate these platforms becoming integrated with in-person events, in order for brands to continue broadening their reach outside of the limitations of physical boundaries.

Last but not least, FG|PG will be celebrating a huge milestone: we turn 20 years old in 2021! We look forward to celebrating our greatest achievements to date while continuing to craft and innovate even greater future experiences.