



Client introduction

- The **Louisiana Women in Agriculture** conference takes place every year in Alexandria so women in the industry can gather to learn more about the field.
- LWAG is funded by USDA Natural Resources Conservation Service.



PROBLEM

MARKETING



The client initially came to us a few months before their 2020 conference. Their number of registered attendees was a far below their goal and the event was quickly approaching. They were hesitant that they would be able to reach their goal based on the short timeframe between our initial conversation and the event.

EVENT PLANNING



The client felt discouraged by their current event planning efforts. They felt like too many things had gone overlooked and they weren't on the right track to make LWAG 2020 a successful event.

SOLUTION

- The client found us because they had previously attended one of our events. Because they attended the event, and enjoyed it, they found us competent and trustworthy.
- They chose to work with us, initially, just on the marketing side - to ensure they reached their goal number of attendees (400).
- Then after a few weeks of working together they decided to hire us for event planning also.
- For marketing, we began running Facebook ads and growing their email list which ultimately converted into ticket sales.

[400]

Louisiana Women in Agriculture
March 16 · 📍
6 DAYS LEFT to get your ticket!
👤 Meredith Bernard - This Farm Wife
👤 Dr. Hake - Calif Vet
👤 Michelle Miller - Farm Babe
👤 Emily Reuschel of Raising Reuschel ... See more

CONFERENCE AND EXPO 2022

6 DAYS LEFT to purchase tickets

Louisiana Women in Agriculture
January 5 · 📍
Give a big LWAG welcome to Emily Reuschel! 🎉 She's our 2022 emcee, and we are SO READY for you to meet her.
In the meantime, here's a quick introduction:
• Emily is a Midwestern farm wife.
• She used to teach elementary school... See more

Louisiana Women in Agriculture
Join us at LWAG 2022 to hear Dr. Hake talk about all things cattle, agriculture, and more - all for the day! Don't miss out on this opportunity! 🎉
Dr. Hake is a veterinarian, wife and mother who shares about her life in the rural Midwest. She is passionate about agriculture and raising great kids and loves to connect. Beyond her veterinary life, she likes to give a behind the scenes look at raising kids and cattle and working in a rural town.

Louisiana Women in Agriculture
April 9 - 8, 2022
EMILY REUSCHEL
RAISINGREUSCHEL

Louisiana Women in Agriculture
Agricultural Organization

Louisiana Women in Agriculture
Conference & Expo 2022

RESULTS

MARKETING

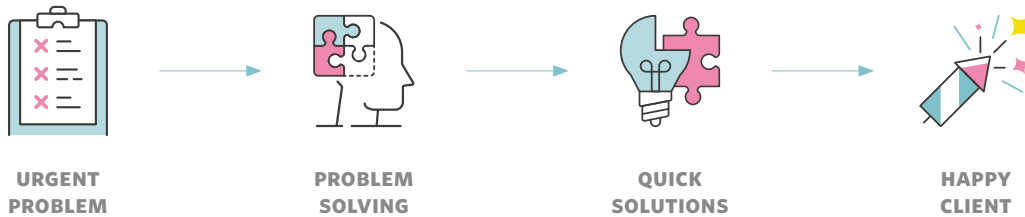
In 2020 we reached our goal number of ticket sales **400***. In 2022 we exceeded our goal number of ticket sales **400** and ended up with about **530** attendees. *

EVENT PLANNING

One of our food vendors canceled the day of the event. Our team quickly determined an alternative solution and ensured the client did not see the chaos until a solution was determined.

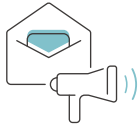
* Note 2020 event was before COVID hit.

SOMETIMES IN EVENT PLANNING CAN OCCUR UNEXPECTED PROBLEMS



AND WE ARE ALWAYS HERE!

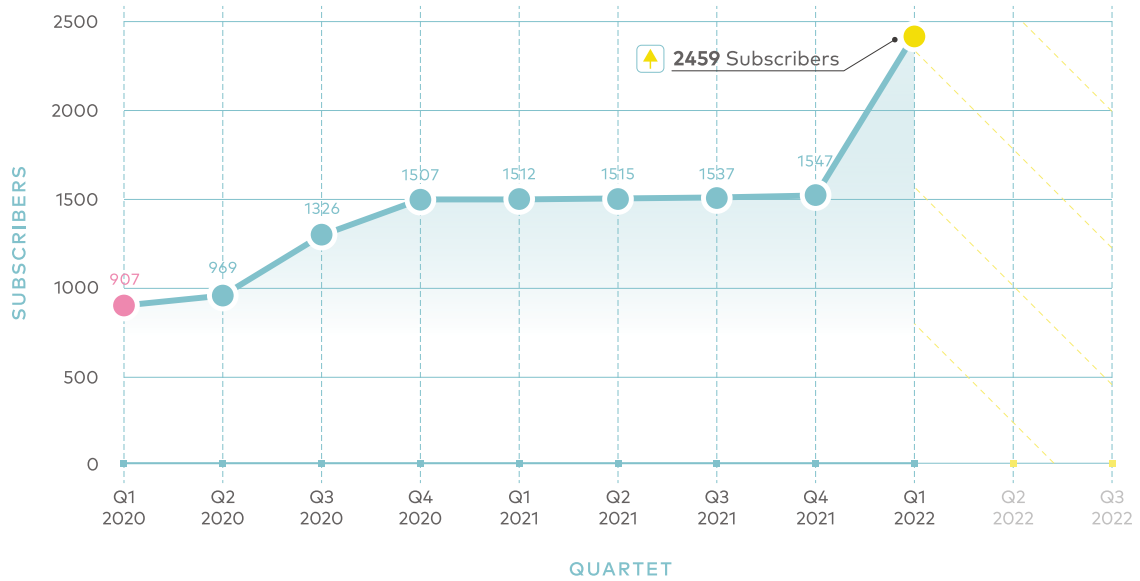




NEWSLETTER SUBSCRIBERS

Newsletter subscribers grew from **907** subscribers to **2459** from Q1 2020 to Q1 2022.

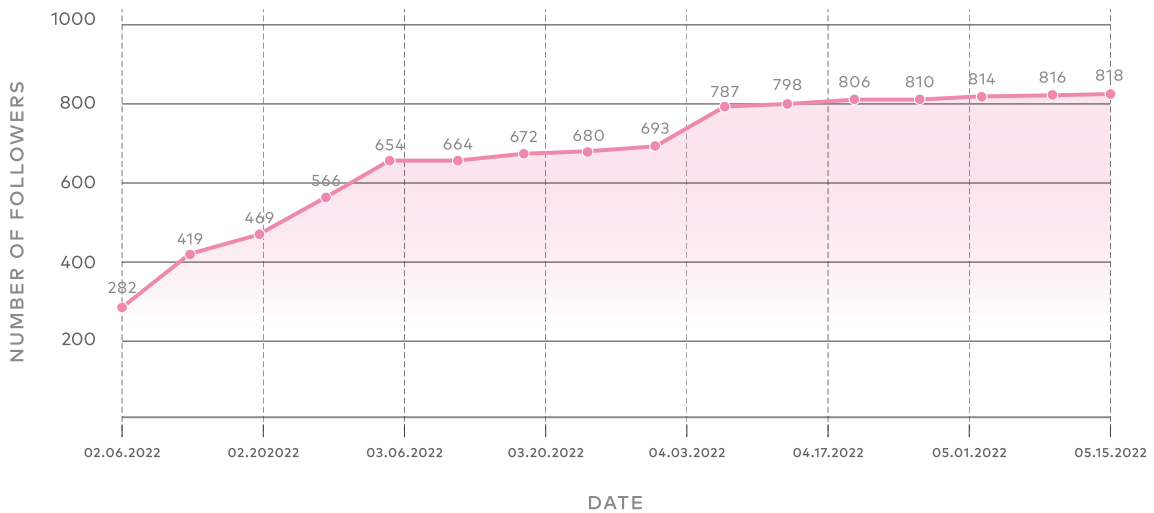
SUBSCRIBERS vs. QUARTET



INSTAGRAM FOLLOWERS

For the three months that we handled the LWAG instagram page the number of followers rose from **282** to **818**.

NUMBER OF FOLLOWERS vs. DATE



Y'all thought of everything. Literally. Everything. So many details. And you nailed them all. HUGE round of applause to your entire team because you all pulled off, yet again, another GIANT SUCCESSFUL conference.

I know it was your job, but dang. Ya'll are really the bomb.com. For real. It felt seamless and your team was everywhere and so helpful and so nice. The speakers all told me numerous times that this was hands down THE BEST conference they have ever attended and their hospitality was indescribable. I feel like they would attend, to be attendees just because it was that good.

- FROM BOARD MEMBER -



Working with the Ugly Mug Marketing team far exceeded all expectations when speaking at this year's LWAG event. It was obvious that every person involved was fully committed to putting on an exceptional event for the client, speakers, and attendees. There were countless small touches and special details that truly made the experience one of a kind. The collective energy and passion found in every team member at Ugly Mug is contagious, working with them was an absolute joy!

I will forever keep in touch with them for all marketing projects and event planning needs.

**- EMILY REUSCHEL -
LWAG 2022 EMCEE**



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