

Events that drive measurable outcomes

From product launches and tradeshow to incentive trips and channel-driven sales events, we've delivered over 2,500 events globally for Fortune 100 clients.



2500+ Events Delivered

100% Fortune 100 Clients

Global Toronto • Chicago • Dublin

What we do

Our service spans four core areas, from strategic planning to measurable results.

01

💡

Strategic event design

Client brief, blueprint, creative strategy, program design, and statement of work. Every event starts with clarity on what success looks like.

02

⚙️

End-to-end planning & production

Sourcing, contracts, creative development, communications, registration, technical run of show, speaker scripting, rehearsals, and budget tracking.

03

📍

On-site execution

Day-of support, technical production, speaker management, interactive experiences, and tech integration, including mobile apps, polling, and Q&A.

04

📊

Evaluation & reporting

Post-event surveys, financial reconciliation, and debrief reporting that ties experience back to pipeline and ROI.

How we work

Most events fail at one of three critical points. We've designed our methodology to eliminate each failure mode.

COMMON FAILURE POINTS

✖ Misaligned strategy upfront

✖ Operational chaos in the middle

✖ No measurement at the end

OUR FOUR-PHASE MODEL

01 **Discovery**
Strategy & alignment

02 **Planning**
Operational design

03 **Execution**
Seamless delivery

04 **Evaluation**
Data & insights

✓ Events that hit the brief, run smoothly, and produce data you can act on.

Recent results

Proven performance across Fortune 100 clients

🎯 Custom Tradeshow Booth
9 stations • 23 partners

255% Leads Over Goal

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286% Meetings Over Goal

📈 20-Event Channel Program
16 partners • Multi-regional

\$331M Pipeline Opportunity

473:1 ROI

92% Avg Attendance

👥 50-Event Sales Program
Virtual + In-person

40:1 ROI

740+ Attendees

25+ Event Choices

Event formats we deliver

- Product launches and tradeshow
- Customer experiences and curated brand activations
- Incentive travel and recognition trips
- Channel-driven sales events
- Channel partner events and Alliance and MDF-funded activations
- Executive offsites and partner showcases
- Virtual experiences and hybrid programs

RECENT WORK:

- ✓ 3-day, 700-person executive offsite with full branding, mobile app, and gala reception
- ✓ 4-day sales incentive getaway featuring custom registration site, charity activation, and onsite gifting

The self-serve layer

For channel-driven event programs, our branded self-serve portal lets partners browse and book approved event options on their own time, while giving you real-time visibility into engagement, lead tracking, and ROI.

Localization across regions

Tailored experiences for global partners

25+ event choices in-season

Flexible options for every partner need

Remove the bottleneck

Your team stops being the barrier between partner interest and execution

Why Starshot

We're not an events agency that also does marketing. We're a B2B marketing partner that delivers events as a strategic pipeline driver — integrated with the demand, channel, and enablement systems that make them work, and measured all the way to revenue. We specialize in the tech economy: MDF-funded programs, alliance activations, direct, partner and channel sales events where attribution to pipeline isn't optional — it's the deliverable.

Ready to get started?
Let's create events that drive measurable outcomes

Schedule a Consultation ↗

View Our Event Portfolio ↗

starshot.com

Starshot

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