



Powered by insights, Driven by humans

Connect the Dots is an insight-led events agency.

We collaborate with inquisitive brands and organizations to deepen connection with the audiences that matter most to them.

We believe that events are untapped levers of growth for our collaborators.

That's why we start with insight to design custom events that deliver better engagement and impact.

Because we want better –

Better insight. Better connection. Better results.

We Connect the Dots

Our mission is to support you to more meaningfully connect with your event stakeholders. Our experience shows us that audience insight is the platform for building better and enduring connection with stakeholders.

Our approach is simple – we put insight at the heart of event planning, delivery and measurement.

insight + imagination = impact.

The kind of measurable impact our collaborators have achieved:



We make events work harder

One-size fits all events are *not* what we are about. We are about insight informing every element of event planning.

Our **Connector** software is built to uncover rich insight to direct your event and drive measurable impact. It sits at the heart of our 3-step process:

Step 1: Tune in

The most effective way of driving audience attendance and engagement is to custom design the event to their needs and wants. We apply our tool and our expertise in asking the right questions to gather unique insights directly from your target attendees.

Step 2: Custom build

It's at this stage that we put the insights and our experience to work. Our software enables us to eliminate the guesswork, and make informed decisions to design an event that captivates and engages your audience.

Step 3: Make waves

Whether it be a public forum or an innovation summit, our process delivers maximum impact. We don't stop there. Connector then deliver qualitative and quantitative insights to evaluate the results and guide better future connection with your target audience.



Don't just take our word for it



Our Collaborators



"Gaining insights into the attendees beforehand and what they wanted out of the event made a huge difference. It was an event unlike any other we have done."

Caroline Burke

Corporate Marketing Specialist @ Accenture

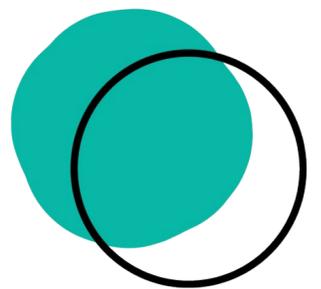


"From the beginning, Connect the Dots brought new thinking and innovative ideas to the project that quickly captured the public's imagination. They ensured the public became invested in the project as it progressed through the various consultation phases. I would not hesitate to recommend Connect the Dots."

Denis Naughten

Minister @ Oireachtas - National Gov't of Ireland

Connect the dots between insight + imaginative design to drive measurable results



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