

# Hudson woman launches company offering event and trade show expertise

Katie Knutson and partners founded Trifecta MN after getting SOS calls from former colleagues.

Maximizing face-to-face opportunities is more crucial than ever in an increasingly techno-charged and virtual business world, according to Katie Knutson.

Her company, Trifecta MN, helps other businesses make the most of those personal contacts by providing event and trade show advice and services.

Companies often lack the in-house expertise they need to achieve the highest return on their event and trade show investments, says Knutson, a Hudson resident.

Knutson says the company she formed with partners Tess Donahue and Dawn Pepin last November provides ideas and innovative services at prices more reasonable than standard agency fees.

The partners conceived of Trifecta MN after getting calls from former colleagues looking for help in coordinating a dynamic event or effectively attending a trade show.

Trifecta MN customizes its services

to its clients' needs by offering single-point consulting or a full, turn-key services program. Knutson says Trifecta MN can step in at any point and manage a single event or trade show -- or fully administer a company's annual event agenda, providing end-to-end marketing strategies.

The company will design sales conferences, trade shows, new product launches, dealer meetings and hospitality events. Its services include strategy and marketing plans, pre-event management and promotions, event design and management, exhibit and logistics management, and post-event marketing and follow-up.

The three partners met 11 years ago working for a St. Paul firm on the supplier side of exhibit design, construction and management. They went on to marketing and event management positions in different industries, and finally began consulting individually. All three partners have worked with small mom and pop organizations as



**Katie Knutson**

well as Fortune 500 companies.

"We recognize that putting a 'face' to a name is essential to developing brand recognition and client/consumer relationships," says Tess Donahue. "Just about every company has a Web site today, but you can't reach out of your computer and shake a potential customer's hand, or launch a new company or product from cyberspace. Tradeshows and events provide the venue for that enhanced and irreplaceable interaction with an otherwise unattainable audience concentration."

"Start with the audience," is Katie Knutson's mantra when designing events. "Identifying the wants and needs of your audience and creating event experiences to meet these needs is the only way to ensure maximizing your marketing investment. Events are the only opportunity for customers to personally experience your brand, and provide an opportunity to persuade and influence that doesn't exist in other mediums."

To learn more about Trifecta MN, or to browse a list of services, go online at [www.trifectamn.com](http://www.trifectamn.com) or contact Knutson at (651) 271-1043 or [Katie@trifectamn.com](mailto:Katie@trifectamn.com).