



GENERAL MOTORS CAMARO SIX

Utilizing the backdrop of the Detroit Grand Prix venue, EventLink created a Camaro car festival hosting 150 members of the media and over 500 owners and enthusiasts. Attendees were given the chance to experience the new Camaro in a series of on-track driving events and get up close and personal with the car. Engineering and design presentations were part of the day's agenda along with Camaro-themed activities and food service. EventLink managed all staffing, logistics and oversight.

SERVICES

- Seminar agenda creation
- Camaro presentation creation
- Camaro themed activity planning
- Food Service
- Staffing
- Logistics
- Oversight of program

700

TEST DRIVES