

Today's Date: Completion:

Company: _____

Contact Person: _____

Tel: _____

Email: _____

Web: _____

Address: _____

Needs/Wants:

- Corporate Event Social Event Wedding Team Building Seminar Newsletter Bio Profile

Event Planning

- Meet with client to confirm project scope, approach and timeline
- Determine the event purpose, measurement of success and frequency of communication
- Determine who's accountable for what task
- Review the company's goals, objectives, strategies, and activities undertaken to date
- Market research to find the date, location, time, and parking
- Source out the suppliers: Sound engineer, lighting, party rental, visual aid, entertainment, DJ, MC
- Site visits to venues to find perfect location
- Food tastings to determine the party menu
- Find potential sponsors for alliance and door prizes
- Draw up a proposal with 2-3 choices for the event
- Budget
- Recruit volunteers
- Design the layout of the room; traffic flow of guests
- Come up with a theme and mood: music, color, decor, staff
- Negotiate with the suppliers for best price
- Design drink/beverage menu
- Find guest speaker(s) or MC
- Design Sponsorship Program
- Bring Strategic Alliance
- Design Affiliate Program

Event Marketing

- Event Posting on www.gracioushost.ca home page
- Email marketing to 4,000 *Social Butterfly Club* members in lower mainland
(*working professionals & business owners who are interested in networking or personal development*)
- Voice Broadcast to 2,000 business owners and professionals in the lower mainland
- Event posting at various event listings around town (i.e. *Tourism Vancouver, Tech Vibes, Meet Up, Ryze, www.canada.com*)
- Cross Promotions with other databases (up to 10,000 emails)
- Giving out Event postcards/tickets at various networking events (*3 events per week, 100 people per event*)
- Act as Event RSVP; answer all inquiries by phone and email
- Collect payment for your event
- Promote the event in the Gracious Host email signature
- All traditional means of marketing and advertising (*Newspaper, radio, direct mail, postcard, flyer, poster*)

Frequency of communication **Preferred method of communication**

- Tel Email Teleconference Fax Text Msg



Event Execution

- Dry run of the event the day before
- Provide training to volunteers, and an overview to all staff before the event
- Create event emergency list
- Create event schedule to the minute
- Sign in, tracking, build accurate database for guests
- Oversee the tech support, equipment, food, decor, venue management to assure quality
- Put event spies within audience to get regular updates, help speaker to peak performance
- Take down and debrief with speaker and team
- Arrange for clean-up and garbage removal
- Follow up with audience for feedback; provide report to client

Public Relations

- Press Release
- Biography
- Public Relations Kit: (Corporate Folder Fact Sheet Backgrounder Press Release Bio Sheets
- Success Stories PSAs PR Strategy)
- Marketing Kit: (Corporate Folder Brochure Product Sheets Client Testimonials Executive Profiles
- Press Release Awards Fact Sheet Backgrounder)
- Submitting Press Release to multiple media outlets and follow up
- Organize a Press Conference

Speaker Consulting

- Speaker presentation evaluation (including handouts, registration form, powerpoint)
- Speaker marketing material evaluation
- Create Speaker Bio Sheet
- Create Speaker Presentation Marketing Sheets (depending on how many topics)
- Speaker photo shoot
- Speaker image consultation
- Create speaker presentation 2 minute video commercial
- Speech writing
- Training the speaker to deliver engaging live presentations
- Act as Hostess for private presentations
- Find speaking engagements

Obligations of Client: _____

**Obligations of
Gracious Host:** _____

Notes: _____

