

“The aim of a launch event is to know and understand the customer so well the product or service fits him and sells itself.”

Peter Drucker, Management Guru



THE COMPLETE EVENT PRODUCTION COMPANY

Main objectives

- The aim is to know and understand the customer so well the product or service fits him and sells itself.
- Establish brand, products and services which has a lifecycle
- Build a sales momentum
- Establish product capabilities to market needs
- Eliminate consumer doubts through clear positioning and messaging
- build excitement and create demand for your product
- Setting and achieving clear launch goals
- The power of leverage will ensure word out faster, build customer base faster and generate more revenue



Event planning

- Event support & conceptualizing: Launch event
- Event support & conceptualizing: Location Tour
- Event support & conceptualizing: Buffet Lunch
- Construction: Venue, stage, car parking, security gates, driveway for location tour
- Event promotion and Invitations
- Brand image building
- Manpower coordination
- Post event follow ups



Event Support & Conceptualizing: Launch event

Pre event

Legal approvals & paper works
Detailed sequence plan & agenda
Equipment planning & management
Show budgeting & fund management

Show drafting, approvals & production
Timeline creation & management
Stage & set designing
Event theme management



Event Support & Conceptualizing: Launch event

Pre event

Gifts purchase

VIP Gifts/ Souvenirs

Awards management if any

Custom made gifts designing & production

Stationary items management

Green/ eco friendly concept for materials



Event Support & Conceptualizing: Launch event

On site

Live webcast through

Music and effects support

Live performance on stage (Tradition middle-east performing art forms)

Live performers at lunch area (Magic, card tricks)

Timing management

Seating management

Event curtain raiser video

Inauguration process

Client management

Feedback forms management



Event Support & Conceptualizing: Launch event

Gifts/ mementos/ souvenirs management

Press conference & coordination

Inauguration special mechanism

Live display of ship movement/ Original visuals through glass door

Special social activities, spouse programs & off-site events

Wire free communication devices

Inauguration stone in marble

Inauguration Ideas

Technical process graphics live video

Wi-Fi services

Fireworks



Event Support & Conceptualizing: Location Tour

Top open vehicles

Stewards for each vehicle

Location maps

Branded complimentary caps

Mini demo versions in plaster of Paris for each stations

Electronic information boards at each stations

Drivers in proper attire

Stewards for each stations

Refreshment area



Event Support & Conceptualizing: Buffet lunch

Develop/confirm menus

Arrange for any special dietary needs

Arrange presentation/set-up details

(table sizes, centrepieces, decor, linens, audio-visual support, etc.)

Calculate and submit guarantees

Arrange for hospitality functions

Salver service for snacks & beverages



Event Support & Conceptualizing: Event promotions & Invitations

Media & PR management

Bulk SMS promotions

Designing of promotional materials

Online, phone and fax registration & database management

Invitation printing and courier

Event website

Bulk mail promotions

Invitation management

Electronic invitations



Event Support & Conceptualizing: Event promotions & Invitations

Advertisements with print Media

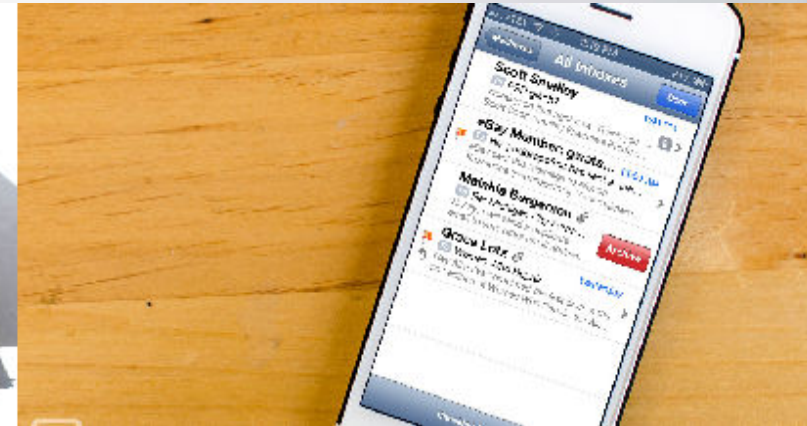
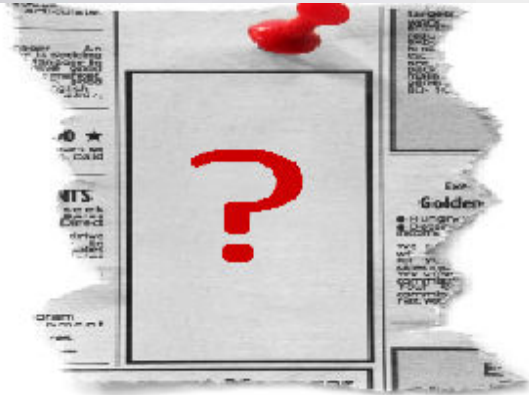
Printed Materials (Brochures, Flyers, Feedback forms, name boards)

E Newsletter management

Press release management

Advertisements with web media

Media Partner management



Event Support & Conceptualizing: Branding

Total Branding from main road to venue

Flags

Hoardings

Welcome boards for VVIP guests Posters

Distance and direction boards

Information kiosks on roadside

Photo sharing

Electronic hoardings

Wall Mounted Posters

Inflatable & balloons

Tent branding

Branded photo shoot booth



Event Support & Conceptualizing: Branding

Event Bags

Badges with logo

Branded stationary items

Branded tea cups & coasters

Media Kit

Company brochures

Corporate Gifts

Branded water bottles

Branded uniform for volunteers and staff

Branded umbrellas

Lanyards with logo

Branded caps

Branded chairs

Lucky draw option



Event Support & Conceptualizing: Branding

New corporate video

Journals

Branding of walkway for location tour with flex & backdrops

Branded vehicles

Building branding

Podium branding

Video curtain raiser

Branded vehicles

Branded ship

Custom made ringtones and caller tones



Event Support & Conceptualizing: Construction

Air conditioned tent with:

Stage with floral arrangements

Venue carpeting

Luxury VIP seating

24x16 Ft stage with watch-out screen

Luxury dias and podium

Client seating: Round tables

Light & Sound setup

Live TV Display using 20+ LCD Screens

Live TV coverage using multi-cam recording including 32 ft Gib

Welcome area and decorations

Registration Area

Information Desk

Travel & Parking Desk

Medical Desk

Media room

Buffet lunch area

Refreshment Area

Business area

Smoking Zone

Event Support & Conceptualizing: Construction

Booth

VIP rooms & lunch area

Total Security with CCTV coverage

Security Gates

Total fire and security coverage

Car Parking

VIP Car Parking facility

Baggage Counter

Photo shoot area

Total fire and security coverage

Total Security with CCTV coverage

Professional security Service

Valet car parking Facility

Drive way for Industrial tour

Event Support & Conceptualizing: Misc & Post Event Services

Misc

Accounts coordination

Transportation & Pick ups

Hospitality & accommodation support

Emergency helpline activation

Security Plan and measures

Limousine service coordination

Vendor coordination

Waste management plan

Post Event

Telecast

Database management

Post event journal

Post event video

Interactive DVD

Thank you SMS and mails

Post event press release sending

Statics and analysis

Event Support : Manpower Coordination

Exclusive Program Manager

Main on-site contact for client and all vendors

Coordinate all client/staff/supplier meetings (including Pre and Post)

Coordinate work schedules and responsibilities of all staff members

Experienced Team

Uniformed

Friendly and helpful

Communicate via walkie-talkie

Experienced and trained

Dedicated to do what ever it takes

Event Support : Manpower Coordination

Anchor male and female

Male models for venue coordination

Visual GFX team

Magicians

Watch-out technicians

Live camera coverage team

Live video editing team

Security team

Location tour coordination team

Transportation team

Parking attendees

Female models for stage coordination

Music & effects team

Stage performers

Other entertainments team

Light & sound technicians

Live webcast team

PR team

Special VIP security team

Construction and support team

Medical team

Front office team

Clients

- Dusit Thani
- Crowne Plaza
- Hilton Down Tree
- Waldrof Astoria
- JAFZA
- Dove Palace
- JW Marriot
- Radisson Blue
- Ramada Group
- DDW
- Palazzo Versace





THE COMPLETE
EVENT
PRODUCTION
COMPANY