

EVENT & CONFERENCE CO.

WHY CHOOSE US?

Event & Conference Co. is a boutique event management company established in 2008. We are highly experienced in a wide range of events including gala dinners, award ceremonies, meetings, community events, charity balls and conferences. We have a unique business model, in that we are the only Perth based event management company who also run events in their own right, managing an extensive database and membership program. This, paired with our personalised approach with an extensive focus on customer service and relationship building, has contributed to our performance record of over 400 successful events.

We distinguish ourselves in the event management market by creating & managing outstanding events that exceed customer's expectations in terms of value, service and innovation. A relationship driven business, we strive to improve the quality of our relationships by adhering to the concept "it's who you know".

Our team is made up of experienced marketing professionals, design experts and truly passionate individuals who endeavour to create unique and innovative events. We are committed to delivering a memorable, cutting edge and engaging experience for our clients and their audience.

Event & Conference Co. has built a strong reputation in the market, providing members and clients with a superior service. We have developed a strong customer service charter, providing members with timely responses and a welcoming and helpful attitude. We ensure that our members are valued and regular communication has always been vital to the growth of our own membership, as well as our clients.



THE WAY YOU PRESENT YOURSELF IS THE WAY YOU'LL BE REMEMBERED. BEAUTY LIES IN THE UNIQUE AND DIFFERENT.

TESTIMONIALS READ WHAT OUR CLIENTS HAVE TO SAY ABOUT THEIR EVENT EXPERIENCE

"It is with great pleasure that I can recommend Rebecca Cole and the team at Networking WA. We engaged Networking WA to organise the Interpeople Charity Ball for 2013 and it is a decision that paid off every step of the way. Rebecca and her team were always available to help with every aspect of the event planning, management and execution and it was certainly our best run event yet. They were by far the most proactive events team I have worked with in Western Australia and I cannot commend them highly enough for their outstanding efforts. As a result of the service provided and personal relationships we have formed in working so closely together, Rebecca will now be our go-to person for all of our events and we look forward to sending referrals her way for many years to come. Thank you from one very happy client!"

– *Chris Bates, Director at Interpeople*

"Thanks Rebecca and Adriana for everything. Its been a pleasure working with you on what was a fun and challenging project for me. It was great to have your experience and enthusiasm on board. I think it all came together really well – as shown by the surveys that came back".

– *Adrian Tomlinson, Department of Planning*

"Parkerville Children and Youth Care has engaged Networking WA for two major events over the past year and Rebecca and Adriana and the entire team have been a pleasure to work with. The creative flair, organisation and industry contacts they brought to each event ensured that each was a success. I have no hesitation in recommending Networking WA to anyone looking to build their business or supporter contacts or stage an event whether it be a cocktail function for 100 people or a gala dinner for 900."

– *Marketing and Communications Manager, Parkerville Children and Youth Care*

" Networking WA were a pleasure to work with and gave us the advice and support we needed to turn a good event into a great one. We will definitely be working with them again."

– *Barry Doyle, Community Housing Coalition WA*

"Your work was extraordinary-we were extremely pleased with you and your staff."

– *SWN Principal*

HAVE AN UPCOMING EVENT BUT NOT SURE WHAT SERVICES YOU NEED ASSISTANCE WITH? FILL OUT OUR EVENT SERVICES CHECKLIST ATTACHED BELOW, AND SEND IT OUR WAY – INFO@EVENTANDCONFERENCECO.COM.AU

Event & Conference Co. Checklist



Event Date:

Event Location:

No. of People:

Event Budget:

Other Comments:

4/377 Newcastle Street, Northbridge 6003

E: info@eventandconferenceco.com.au

P: 08 6102 2516

Please tick boxes for required services:

EVENT PLANNING

- Venue sourcing
- Venue management - liaison with venue, including dietary requirements
- AV sourcing
- AV management including AV run sheets
- Entertainment sourcing
- Supplier management - including caterer, marquees, furniture, photographer
- MC sourcing
- Speaker sourcing
- Travel management
- MC management including MC run sheet
- Risk management
- Time management
- Approvals and applications - including council, liquor licensing etc.
- Stakeholder liaison

EVENT ADMINISTRATION

- Registration management - including confirmation and liaison regarding special requirements
- Budgeting
- Creation of an event specific website
- Payment processing
- Financial management - including accounts payable/receivable
- Abstract submission management

EVENT STYLING & THEMING

- Theming advice & options
- Centrepiece sourcing
- Linen sourcing
- Floristry sourcing
- Decorative elements sourcing
- AV - including use of multimedia

MARKETING & ADVERTISING

- Marketing strategy
- Direct mail campaigns
- Promotion via database
- Advertising campaign
- PR campaign
- Social Media management
- Media invites and liaison
- Marketing plan
- Promotional merchandise

GRAPHIC DESIGN

- Event invite
- Event flyer with registration
- Event booklet or programme
- Auction & raffle booklet
- Event ticket
- Marketing collateral
- Social Media imagery (i.e Facebook cover page, facebook ads)
- Advertisements - online and offline

FUNDRAISING

- Strategic advice
- Sourcing & management of fundraising items

SPONSORSHIP

- Sponsorship sourcing
 - Invoicing of sponsors
 - Liaison with sponsors prior to the event
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- Onsite liaison and setup
 - Event setup

ONSITE EVENT MANAGEMENT

- Registration management
 - Customer service role
 - General coordination of key stakeholders
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- Pack down
 - Removal of materials onsite for collection at a later stage

CONTENT PRODUCTION

Event & Conference Co. has teamed up with Lush Digital Media to ensure that we can cover your content needs. Here is some of what Lush Digital Media can offer:

- WEBSITE COPY:** Professionally written by one of our copywriters (all journalists with global publishing experience) to ensure a professional first impression.
- PRESS ARTICLES:** Having well-written articles prior to the event will boost media interest. These articles also sit on the website as part of the written article/blog section.
- BLOG ARTICLES:** Once you've engaged your audience, don't abandon them after the event! Sign them up to your blog and keep them coming back to your website for more. Blog articles boost your SEO and bring attention to your subject. Hand crafted by journalists and overseen by a copy editor. We also provide you with suggestions for social media updates to engage your audience further.
- PHOTOGRAPHY:** Event photography.

VIDEO PRODUCTION

- PROMO VIDEO:** Provides a quick run down of the event, interviews with organizers/speakers/thought leaders/authority figures/past attendees/vox pops mixed with inspiring, relevant footage. Primarily to ignite interest and start the conversation. Shorter clips provided for social media sharing.
- EVENT HIGHLIGHTS/SIZZLE:** Captures the key takeaways and vibe from the event at max 3 minutes. Includes interviews with key speakers/footage of the event/vox pops.
- AUDIO:** Podcasts ensure you continue the conversation and engage your audience post event. Example: <https://itunes.apple.com/au/podcast/brand-newsroom/id945263756?mt=2>
- MEDIA ENGAGEMENT (SUBJECT DEPENDENT):** To be discussed on certain projects where applicable.