MENU OF SERVICES

PRODUCTION

Venue Acquisition
- Venue research to determine the best fit for event based on client priorities and sustainable features
- Negotiate best possible deal, finalize contract and all deliverables
- Act as main point-of-contact with venue staff throughout event planning process

Registration
- Comprehensive management of event registration process from start to finish
- Set-up and manage back-end payment processing via Social Enterprises secured server or client system
- Utilize a 100 percent paperless registration process unless otherwise requested
- Act as customer service point-of-contact on behalf of client for all event related inquiries
- Staff and manage on site registration at event (including equipment)
- Accommodate VIP registration for speakers, sponsors, exhibitors, and special partners

Event Management
- Build and drive a comprehensive event production schedule covering every aspect of planning, execution and reporting within the project scope
- Procure food and beverage contracts that maximize quality, match client priorities and achieve cost savings
- Determine and manage venue and A/V requirements (includes lighting)
- Concept and execute effective event layout, flow of traffic, interactive features and signage placement to achieve maximum attendee experience

Onsite Event Team
- Event team onsite prior to conference for pre-conference meetings
- Provide and manage Social Enterprises event day staff and volunteer corps
- Direct additional event day staff designated by client and vendors
- Set up all aspects of conference, including main stage, exhibit area, educational sessions, and all office and meeting room spaces

Event Reporting
- Build and provide a comprehensive project report (secure, cloud-based document) to track all production, budget/revenue, sponsor, marketing, and logistical details in real time
- Create event timeline, driven by Basecamp project management system or preferred client project management tool
- Present event recap documenting ROI, successes, areas for improvement and recommendations
- Provide USB drive with all relevant event documents and reports for future planning reference and client reporting
- Provide event photos and videos (when applicable) for client use
- Build and distribute up to four targeted surveys to get feedback from the perspective of sponsors, speakers, volunteers and general attendee audience
- Event Manager to make recommendations for future events based on survey feedback, event outcomes and professional experience.

Event Budget Management
- Research and generate budget estimates for every category of the budget
- Create approved budget spreadsheet
- Track income and expenses throughout event management
- Reconcile budget with P&L for event reporting purposes

EVENT SUSTAINABILITY

Minimize the environmental impact of your event through sustainable best practices and vendor relations:
- Use local suppliers when possible who are deemed conscious of their social responsibility
- Negotiated food menu to include local or sustainably harvested foods
- Zero-waste management efforts with materials reduction and re-use
- Sustainability Report post-event to include all sustainable efforts throughout planning of the entire event, as well as measurable waste diversion rates.
- Advanced Service: Require GMIC ASTM/APEX Standards - a framework to measure and report your event's impact using a unified rubric developed by sustainable event experts across the globe

BRANDING + MARKETING

Event Identity
- Concept and build event brand; including name and visual identity elements (logo, look + feel, messaging)
- Create and maintain event website per client priorities
- Design a branded email marketing template to showcase programming highlights, reasons to attend and drive ticket sales
- Design event signage and conference program

Event Promotion + Marketing (Attendee Generation)
- Create comprehensive communications plan, timeline and editorial calendar; drive to completion
- Research and acquire well-aligned media partners in all relevant categories (TV, radio, newspaper, magazine, online, etc.)
- Manage media contracts, serve as point-of-contact and ensure timely collateral delivery on behalf of client
- Design and execute promotional campaigns, per pre-determined scope of work
- Interview featured speakers, event founders and key personalities for an event
- Promote event via email marketing to a list provided by client and engage in list building tactics to grow the event's reach
- Add event to all relevant regional and topical event calendars
- Set-up Google AdWords Campaign at clients request and designated budget
- Integrated website traffic analysis through Google Analytics

Media Relations
- Build three-tier media list for relevant outlets
- Working from the communications plan, develop and distribute event-focused press releases to announce event highlights
- Pitch targeted media contacts to secure editorial coverage in relevant media outlets
- Serve as media contact for event-related press inquiries and manage press in attendance on event day

Social Media Coverage Pre-Event and Onsite
Social Enterprises will provide dedicated pre-event and onsite social media coverage from prioritized social media accounts (Twitter, Facebook, Instagram, etc.) throughout the event, including:
- Creation of pre-scheduled posts thanking key stakeholders & sponsors (TBD and approved by the client)
- Twitter handle compilation of all speakers, special guests, sponsors and exhibitors
- Summary of direct engagement activity recorded on social media accounts for the duration of the event

Event App Management
The SE team to manage full review of event app options and manage upload and coordination of implementation for the following services provided with selected app:
- Agenda with session descriptions
- Sponsor page with logos linking to their websites
- App Sponsor Logo Feature
- Speaker profiles showing which session they are speaking in
- Live polling with projection – the ability to have several polls running simultaneously
- Attendee Contact Information Exchange/Messaging
- Push notifications for event announcements
- Ability to upload PDF documents – (Program, Menu)

Community Partner Program
- Work with the client to determine industries, sectors and specialty groups that engage with the event's target audience
- Research the landscape in these categories and create a target list of primary and secondary groups
- Design a Community Partner Overview, which outlines the event mission, benefits and commitments that come with participation in the program
- Actively manage relationships and execute on all deliverables (e.g., providing promotional materials, posting logos, posting relevant community partner news & accomplishments to social media outlets, distributing discount and comp codes, etc.)
- Engage in outreach to targets and gain commitments for participating as a Community Partner
- Create and deliver customized branded emailers for Community Partners to send out to their lists via email marketing software (Campaign Monitor, MailChimp, Constant Contact, etc.)
- Create and execute a post-event survey to gather Community Partner feedback on the event and program
- Track and report on success of community partners to the bottom line of the event via direct ticket sales (measured by discount codes) and awareness metrics (measured by questions during registration process)
- Analyze collective results (surveys, sales, estimated reach, professional observations) and make recommendations for improved success moving forward

Stakeholder Engagement
Social Enterprises will directly engage key event stakeholder groups with 1:1 outreach for the event offering to create custom promotion and marketing promoting their involvement and support of the event for them to send out to respective stakeholder marketing groups/lists. Key event stakeholders typically include:
- Board of Directors   •   Advisory/Programming Committee   •   Speakers   •   Confirmed Sponsors and Partners

PARTNERSHIP

Sponsor Acquisition and Confirmation
- Work with client to determine partnership strategy and goals
- Research, contact and acquire cash sponsors and exhibitors per client-approved target list
- Oversee sponsor and exhibitor offers, payment process, registration, and contract fulfillment
- Seek sponsors for hard event costs (food, beverage, signage, etc.) with the goal of significantly reducing the total event budget

Sponsor Contract and Invoice Process
- Creation of custom contract and invoice for all confirmed sponsors
- Social Enterprises to accept, receive and track all payments in Client Project Report Confirmed Sponsors Tab
- Secure sponsor logo and Website link to add to promotional Emails, Program, Signage and Sponsor Reel PPT

Tradeshow Management
- Manage all pre-event communication with tradeshow participants. Includes tracking contracts, logo inclusion, registration and payment follow up
- Act as main point of contact for confirmed exhibitors via local phone, email and FAX. Answer or field all sponsor questions pre-event
- Exhibitor Manual + Set-Up Email sent by Social Enterprises to all Exhibitors and Exhibiting Sponsors 30-45 days pre-event
- Registration Instructions sent by Social Enterprises to all Sponsors once receive signed contract
- Call-down 2 weeks prior to event to ensure that all sponsor/exhibitors are ready for set-up
- Manage Exhibitor Contact List and Exhibitor Table Signs to show table assignments
- Assign layout based on sponsor/exhibitor level and electrical needs. Final tradeshow layout approved by client
- Manage onsite communication with sponsors. Ensure set-up and break-down is 100% smooth process

PROGRAM DEVELOPMENT + MANAGEMENT

Management of CFP Process
- Create a Call for Proposals (CFP) guidelines document and submission form, including priority program topics, speaker and content requirements, pre-event timelines, program objectives and client vision and mission.
- Manage all proposal submissions and communications throughout CFP submission process.
- All CFP submissions will be collected via Google Forms, and feed directly into the project report in Google Docs with 24/7 client access.
- The Google Doc tool provides a central storage space to categorize and efficiently organize all CFP data. Proprietary information is kept safe with locked function allowing only select contributors' access to view and/or edit spreadsheets.
- CFP review and synthesis with client to establish priorities and or missing content from the CFP process to build the most complete and effective program possible.

Speaker and Session Development
- Work in collaboration with client to evaluate CFP data, summaries and recommendations to develop full content plan, program skeleton and session topics.
- Keynote speaker target research, speaker inquiries, interviews and acquisition.
- Additional breakout speaker acquisition to fill holes in programming where necessary.
- The Google Doc tool supports efficient sharing and communication of CFP knowledge, speaker confirmation status and all program and speaker management details.
- Work closely with confirmed speakers to ensure speaker presentations, panel speaker groups, and session concepts are aligned with client's mission, vision and learning objectives. This may include emails with template information, group conference calls, and/or individual speaker coaching calls.

Speaker Management
- Develop and manage all speaker contracts/confirmations, outlining speaker details and commitments.
- Manage all communication with confirmed speakers and speaker handlers, including acquisition of bio + headshots for posting on event website, collection of speaker presentations and videos, management of pre-event Q/A, and sending post-event email thank-yous.
- Schedule pre-conference planning calls to be led by session moderators. Hours included for SE to lead 10 select calls that need extra attention.
- Manage all onsite speaker relations, including run-of-show timing, stage management handling and speaker briefing, and all other day of event details.
- Draft emcee script out line for main stage sessions with run of show and logistical notes (emcee or client to add in personalized remarks/reflections).

CONTACT

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