

Event Suggestions, Ideas, and Considerations from Staylor-Made Communications, Inc.

A/V Services

In addition to producing appropriate video presentations, SMC will coordinate and manage all or any part of the staging, lighting, pipe & drape, projection, public address, computer support, etc. for group sessions as well as breakout meetings throughout the event at a substantial savings. (Using the same vendors hotels use without having to charge their 18-20% "service charge" or mark-ups.)

- Staging (risers, steps, pipe & drape, etc.)
- Lighting (mood, spots, follow spots, gobos, truss mounts, command station, etc.)
- IMAG (giant backdrop, 2 - 9 x 12 screens, rear projectors, etc.)
- Multi-Camera Coverage (risers, dolly with jib arm, switcher, monitors, etc.)
- Computer support (laptops with feed to projectors)
- Audio (Surround Sound, mics, PA, mixer, etc.)
- Break out rooms (projectors, screens, mics, PA, etc.)

Food & Beverage

SMC will work with the banquets and catering departments at the hotel on your behalf to create a cohesive and interesting meal plan. As appropriate we will bring in outside caterers to augment or compliment hotel F&B arrangements as needed throughout the planned activities at various locations (hotel, off-site meetings, tours, etc.)

Teambuilding Experiences

SMC will arrange to have activities (ropes course, fun Olympics, create a commercial, boat building, talent show, etc.) integrated into the overall meeting program at various points to: break up the learning, re-energize participants, build camaraderie, enhance the spirit of teamwork, etc.

Signage and Branding

To help support the theme and re-enforce your message, SMC will help develop a congruent and consistent look and feel for such printed materials as: signage, banners, posters, name badges, table-tents, presentation handouts, shirts, hats, bags, etc. We can tie in elements from opening video segments, etc.

Spouse and Family Activities

Attendees may want to bring family members along to enjoy all the great weather, theme parks, culture, shopping, and entertainment San Diego has to offer. We will help coordinate and arrange for welcome packets, planned excursions, spontaneous fun, childcare, etc.

The following pages contain a detailed checklist of "Staylor-Made" services available to help your event be as efficient, educational, entertaining, and effective as possible. It covers Collateral Materials/Branding, Production, Management, and Registration. See also a broad stroke schedule of how we intend to work with you to provide some or all of these services.

The following items apply more or less to different size events, and are worth considering. Select the areas you might want "Staylor-Made." We will discuss with you the size, style, and scope of services... and prepare a bid.

Collateral Material/Branding

Branding

Name the Event
Create Logo
Trademark the Name and logo
Create Slogans/Theme
Develop style guide with colors/fonts and usage guidelines

Messaging

Develop message with Mar Com and ad agency
Meet with company employees/sales reps
Develop questionnaire to sent to sales reps
Write creative brief
Explain purpose of meeting and core objectives
Assist presenters/keynotes re: central theme
Carry central theme and message throughout event

Collateral Material

Develop attendee mailing list
Identify vendor sources for print and e-mail
RFP to vendors

Event Invitation
Follow-up Pieces
Onsite collateral
Phone follow-up in conjunction with mailers
Translate written materials and presentations

Promotion

Identify partners to sponsor event
Trade Magazine/web, etc. Advertising
Promotion at other related events
Press Releases
Develop web page to promote event

Public Relations

Identify vendor or internal resources
Prepare public relations plan

Look and Feel

Create look and feel for pre-event and conference
Backgrounds for slide presentations

Production

General Session(s) - Opener, Closer

Theme
Script
Stage Design
Stage Signage
Podium Signage
Sound
Lighting
Gobos
Rear Screen Projection
Screen Surrounds
Other Projection Equipment
Image - Live Video
Power Point Operator (back up remote)
Graphics Supplements
Audience Response System
Animation

Character Actor
Motivational Speaking:
Teleprompts
Translation
Entertainment
Keynote Speakers
Introduction Video
Highlights Video (shown last day)

Breakouts

Identify Speaker AV Requirement
Coordinate All AV Requirements
Room Diagrams
Room Setup

Theme Parties - Night One, Two, Three

Theme
Entertainment #1
Entertainment #2
Entertainment #3
Food & Beverage
Room Décor

Entrance Décor
Entrance Sign
Centerpieces
Sound
Lighting
Audio Visual Equipment

Management

Budget

Development
Management and Analysis Throughout Event
On-site Accounting
Hotel/Vendor Final Billing
Final Report

Project Mgmt. & Follow-Up

Expectations Survey
Regular Meetings and Follow-up Memos
Weekly Status Reports
Timeline Development and Management
Maintain Master Schedule for Event
Client/Hotel Pre-Conferences (week/day before)
Post-Event Conference (debrief)

Site Selection & Contract Negotiation

Site Selection
Contract Negotiation
Sleeping Room Block and Comps
Meeting Room Block
Billing

Hotel Logistics

Manage Meeting Room Block and Room Assignments
Manage Meeting Room Requirements - Including AV
Pop-up Meetings - Coordinate All Requirements
Phone Banks
Data Center

Food & Beverage

Food & Beverage Negotiation - Menu Pricing
On-site Management of Food & Beverage

Menu Design

* Breakfast, Lunch, Dinner, Breaks
* Offsite Events
* Special Requests
* Cocktails/Bars/Drink Tokens
Tastings/Amenities

Security

General Event Security
VIP Security

Ground Transportation

Provide Transportation Manifests for Airport Pickup
Airport Arrival
* Peak Arrival Day
* Other Arrivals
Hotel Departure
* Main Group to Airport
* Early Departures
VIP Airport Pickup
Excursions

Awards

Purchase Awards
Coordinate Engravings (as needed)

Agenda

Design and Text
Printing and Distribution

Promotional Items / Gear

Item Selection
Design and Artwork

Signage

Overall venue signage
Registration
Class Room
General Hotel
Transportation
Placement Only

Staff Offices

Coordination and Set up
Staffing
Install Phone Lines/Long Distance Service
Phone Banks
Computers/Copier/Fax
Office Supplies
Radios with headsets

Net Cafe

Coordination and Set up
Staffing
Internet Connections
Computer Equipment
Kiosks
Supplies

Presenter Information

Detail of Information Going to Presenter
Air and Hotel Information
AV Requirements, Room Set up, Presentation
Handouts at Presentation - three hole punch
Select and Order Amenities

Evaluations

Measures and metrics
Develop Questionnaire
Printing Questionnaires
Distribute and Collect Evaluations
Compile and Present Results

Shipping

Drop Ship Items to Hote

Registration

Attendee Collateral Material

Mark the Date Postcard
Attendee Registration Mailer
Attendee Confirmation Mailer
Concept, Design, Copy Writing, Proofing,
Printing
Mailing - Postage
Mailing List Management

Attendee Registration & Confirmation

Attendee Pre-Conference Registration/Confirmation

- Registration via web, email, fax or 800 number
- Hotel Reservations via web

Special Requests

Registration Collateral

Give-a-ways
Artwork
Printing
Assemble and Customize Per Attendee

Name Badges

- * Design and Artwork
- * Purchase Badges and Attachments
- Customize with Name/Title
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On-Site Registration

Pre-registration Assembly
Manage Registration with Appropriate Staffing
Computers for General Registration
Phone Line
Registration gear purchase, distribution, etc

Schedule

Blueprint Phase

(INSERT DATES HERE)

- Needs assessment (goals, audience, tasks, expectations, etc.)
- Finalize schedule and budget
- Draft a Statement of Work outlining required tasks, tech specs, etc.
- Initiate Communications Plan and Status reports

Design Phase

(INSERT DATES HERE)

- Scriptwriting
- Art Direction
- Choreography
- Lighting & Staging Design
- Collateral Design (signage, handouts, name badges, slide shows, etc.)

Development Phase

(INSERT DATES HERE)

- Coordinate Logistics (crew, equipment, locations, talent, materials, etc.)
- Video Shoot Day(s) – on location and/or in studio
- Transfer Visuals and/or Stock Footage to Tape/Disk
- Graphics Production
- Audio Production – music, SFX, narration
- Video editing
- Video mastering, encoding, DVD authoring
- Live show rehearsals
- Printing (as needed)

Implementation Phase

(INSERT DATES HERE)

- Load-In of AV, lighting, staging
- Dress Rehearsal (cues, performers, tech, etc.)
- Client/Hotel Pre-Event Conference
- Event Activities (Registration, Opener, Breakouts, Parties, Fun, Closer)

Evaluation Phase

(INSERT DATES HERE)

- Conduct Post-Event Survey
- Hold Debrief Meeting
- Deliver Master Disks to Client
- Initiate Plans for Following Year's Event
- Coordinate Appropriate Follow-Up with Attendees