



## Full-service areas

### Events

- Corporate events (specification, see below)
- Public events (specification, see below)
- Road shows
- Meetings and conferences
- Sponsoring events
- Customer events
- Product presentations
- Motivation events
- Promotion events
- PR events
- Trade fair events
- Exhibition events

#### Examples of corporate events:

Salespersons meetings, field staff meetings, product presentations, employee events, kick-off events, annual meetings, company jubilees, customer events, road shows, galas, awards, awards ceremonies

#### Examples of public events:

Sports events, open air events, town festivals, exhibitions

#### Example of trade fair events:

Events for customers, employees (for example "half-time" celebration), press conferences

### Trade fair presence / stand

### Exhibitions, museums, showrooms

### Incentives

### Customer loyalty, motivation, competitions



## Event services

Selection of possible service components:

- Briefing and concept discussions
- Developing initial ideas and approaches / rough draft
- Research
- Concept development
- 3D animation development
- Concept presentation including budget and budget outline
- Re-briefing
- Developing a detailed concept
- Dramaturgy/range of options
- Development of complete production
- Text development
- Creating special media design (video inserts, PowerPoint, slides, multi-vision, Watchout etc.)
- Concept and production of shows (in-house – see, Brief Info) and special effects
- Catering
- Selection and co-ordination of suitable partners
- Organising waiting staff and hostesses
- Developing a multiple level invitation strategy
- Arrival logistics (also flight and ship charter)
- Organising transfers and shuttle services
- Complete hotel logistics (selection, pre-departure, contracts)
- Handouts and giveaways
- Setting up and support of a hotline
- Development of accompanying communications measures (intranet, internet, e-mail, SMS etc)
- Participant management
- Online guest management, online registration



- Setting up and maintaining databanks
- Hospitality measures
- VIP treatments
- Development of timetable, script and production schedule
- Technical co-ordination incl. cue planning
- Takeover and co-ordination of complete logistics
- Media preparation
- Project and budget control
- Overall co-ordination of all project participants
- Security and safety co-ordination (personal protection measures, security drivers etc.)
- Event direction
- Measures for after event (e.g. documentation, surveys, evaluations etc.)



## Trade fair services

Selection of possible service components:

The complete trade fair presence/trade fair stand:

- Briefing and concept discussions
- Development of initial ideas and approaches / draft
- Re-briefing
- Concept development
- Development of 3D animation
- Presentation of concept including budget and budget outline
- Realisation and project planning
- Selection and co-ordination of partners
- Supervision (stand construction, technical fittings etc)
- Co-ordination of tasks
- Conception and production of films, trailers and graphic animations
- Implementation and support of complete trade fair presence/stand

Shows/campaigns at the trade fair stand as well as part of parallel events:

- Concept development
- Show production (in-house)
- Artistic management (also with presentation)
- Multi-media design / sound and light technology
- Complete co-ordination of technical support
- Catering
- Development of complete production
- Direction



Further services (see also Event Services)

- Choosing suitable location and hotel
- Invitation management and participant administration
- Organisation of waiting staff and hostesses
- Transfer and shuttle services
- Trade fair briefings for staff on stand
- VIP services
- Security drivers
- Safety and security co-ordination



## Exhibition services

Selection of possible service components:

Exhibitions, museums, showrooms, exhibition events

- Concept and artistic realisation
- Choosing suitable locations
- Selection of suitable exhibits / production of exhibits
- Project planning of possible building or rebuilding measures
- Operational planning and control including support, cleaning, security etc.
- Technical fittings
- Fixed installations
- Lighting concept
- Multi-media fittings
- Film idea, concept and production
- Selecting, developing and production of any picture material
- Accompanying measures and events such as opening celebration, customer events, family days, symposiums, special guided tours, forums, children's programmes
- Merchandising
- Guest exhibition
- Production/selection of accompanying media e.g. CD, DVD, videos, books
- Exhibition events and road shows



## Incentive services

Selection of possible service components:

Incentive travel

- Briefing and concept discussions
- Development of initial ideas and approaches
- Developing rough draft including research on destination and ideas for side programme
- Developing individual, target group specific, travel programmes
- Invitations and mailings
- Preliminary travel arrangements
- Booking of partners and organisation of all details
- Drawing up a detailed schedule depending on programme, including direction planning
- Trip organisation, including personal supervision during trip
- Measures to be taken after trip (e.g. documentation, surveys, evaluations etc.)



## Customer loyalty, motivation, competition and bonus system services

Selection of possible service components:

Customer loyalty, sales promotion, motivation and competitions

- Customer loyalty measures (incl. club systems, cards, bonus programmes, couponing, loyalty discounts, direct drives etc.)
- Bonus systems (e.g. vouchers, specialist bonus, individual bonus catalogue)
- Creative competitions and other striking promotional systems
- Development of evaluation systems
- Sales competitions