

### **Educational Conferences & Seminars**

Educational conferences and seminars provide busy professionals with a concentrated way to manage continuing education requirements and stay abreast of key industry developments. Pivotal Events works with you to develop your program, coordinate speakers, manage the marketing outreach, secure sponsors, and facilitate registration, providing an unparalleled experience for delegates, speakers, and sponsors alike.

### **Constituent Conferences**

Organizations can use constituent conferences to provide an efficient and effective format for clients, vendors, and users to learn more about your new products and services, establish relationships, and share ideas and knowledge. Pivotal Events offers full-service coordination from the first welcome reception to the last guest departure.

### **Sales Meeting Management**

Focus on your core objectives and turn over the meeting preparations to Pivotal Events. We source the venues, decide on the amenities, handle the logistics, and deliver a perfectly executed sales meeting, creating a seamless experience for your sales force while allowing you to concentrate on delivering your strategic message.

### **Executive Retreats**

Allow your executives or team leaders to come together in a relaxed, intimate setting conducive to candid discussion, intensive learning, and relationship building. Pivotal Events crafts a comfortable, discreet environment, allowing for minimum disruption and maximum productivity.

### **Exclusive Encounters**

Create a one-of-a-kind event that gives your clients or key associates privileged access to a person, place, or experience that they couldn't enjoy on their own. Whatever your whim, let Pivotal Events make it a reality.

### **Networking Events**

Bring members of your organization or business peers together for a chance to share a meal or a drink while making productive, professional contacts. Pivotal Events handles all the logistics down to the last detail, no matter what the size or scope of your networking event.

### **Receptions**

Commemorate a major deal closing, a new office opening, a key internal promotion, or any other important occasion with an elegant reception. Whether the celebration involves breakfast, lunch, dinner, or cocktails, Pivotal Events arranges every detail with style, allowing both guests and hosts to mingle, relax, and enjoy.

### **Galas**

Fancy, red carpet affairs create a big splash, showing off your organization in a social atmosphere that speaks volumes. Pivotal Events works with you to develop a theme, select a venue, design and send invitations, and source specialized vendors – all to execute a top-notch evening.

### **Themed Parties**

Let Pivotal Events brainstorm with you to come up with the best idea for your themed event, including creative conceptualization, décor, music, staging, and entertainment.

### **Golf Tournaments**

Whether your next golf tournament is an intimate outing or a full-scale competition, Pivotal Events sees to it that your entire event, from the first swing to the last award, is a hole in one.

### **Outdoor Events**

Take advantage of a specific geographic location or outdoor activity by planning your next outdoor program with Pivotal Events. Be it a cultural tour, open-air dining and dancing, or an active adventure, we facilitate the permitting, logistics, and coordination necessary to deliver a seamless event experience.

### **Expos & Tradeshows**

Bring together exhibitors, sponsors, and attendees at an expo or tradeshow organized by Pivotal Events. We provide turnkey event management for a full-service experience, allowing you to reach your target market easily and efficiently.

### **E-Learning Programs**

Reach larger audiences more frequently and in a cost-efficient manner through the use of web-based e-learning programs. Pivotal Events manages the execution of your e-learning program, allowing you to spend your time perfecting your program's core content.



# PIVOTAL EVENTS<sup>SM</sup>

TURNING EVENTS INTO INVESTMENTS<sup>®</sup>

## **Needs Assessment & Consultation**

Pivotal Events works with you to define the fundamental business objectives underlying your investment of time, money, and resources required to produce the event, and subsequently provides you with an event framework that most directly, efficiently, and effectively achieves these objectives.

## **Site Selection**

Conducting extensive research on cost, logistics, services, and aesthetics, Pivotal Events determines the best hotel, reception venues, or other off-site location for your event and provides you with a detailed, explanatory report of the findings.

## **Third Party Contract Negotiation & Management**

Pivotal Events has the professional expertise required to negotiate with and oversee the performance of all third-party subcontractors, including venues, caterers, valet, transportation companies, decorators, entertainers, and other specialized event vendors.

## **Advance & On-Site Registration**

From invitation mailings to online registration, dedicated 800 service, fax registration support, and on-site registration services, Pivotal Events serves as the professional face of your event to registrants, distinguished guests, and other VIPs.

## **Management Reports**

From vendor and venue comparisons to detailed financial accounting, Pivotal Events understands that comprehensive, analytically driven management reports are a vital tool for making key decisions and evaluating results. We work with you to develop the reports you need to get the most out of your event.

## **Keynote Speaker & Talent Sourcing**

A large network of speakers and talent is at your disposal when you work with Pivotal Events. Whatever your resource need, we can source it.

## **Speaker Coordination**

Pivotal Events gathers speaker applications, biographies, registrations, photos, and contact information used to create the marketing collateral for your event. We also oversee speaker-related travel itineraries, accommodations, contracts, and compensation.

## **Ground Transportation Coordination**

Pivotal Events gets you and your guests where you need to go in the most efficient way possible, identifying the best and most cost-effective methods of ground transportation, including limousines, town cars, motor coaches, and buses.

## **Audio Visual Coordination**

Whether it involves a simple PowerPoint presentation or an extravagant audiovisual production, Pivotal Events can handle your every on-site audio visual equipment and support need.

## **Stage & Set Design**

Through our preferred suppliers, Pivotal Events can manage the complete site design, staging, set and strike of any event you have in mind.

## **Special Activities & Spouse Programs**

Pivotal Events scours the area for the most exciting and rewarding cultural and adventure-based activities available, and secure them for your attendees and their guests, handling all of the scheduling, contracting, and logistics.

## **Photography & Video Production**

Pivotal Events works with preferred vendors to deliver high quality photographs and videos, ensuring your event is memorialized in high style.

## **Legal Compliance**

Pivotal Events dots the i's and crosses the t's, engaging the appropriate attorneys to draft and submit all required legal paperwork for your event.

## **Insurance Procurement**

Rest assured, you're covered. Pivotal Events partners with insurance brokers to select the right insurance policies, coverage, and carriers for your event. Pivotal Events also works with vendors and venues to ensure that necessary certificates of insurance paperwork are secured and on file prior to your event.

## **Accounting & Bookkeeping**

All the numbers will add up when you plan your event with Pivotal Events. We develop line-item budgets, handle the bookkeeping, and prepare interim and final financial statements in support of your event.

### **Identity & Brand Development**

Let everyone know who you are and what you stand for with a strong identity package developed by Pivotal Events. A unique logo, a clear objective, and a bold theme will remain consistent throughout all of your materials and messaging.

### **Invitation & Marketing Collateral Creation**

From invitations to flyers, brochures, delegate materials, and on-site event signage, Pivotal Events collaborates with the highest quality writers, designers, and printers to create marketing collateral perfectly suited for your event.

### **HTML Email Design**

Pivotal Events creates e-newsletters and event invitations, perfectly designed in HTML, to market your event to the undecided and to keep the excitement level high for all confirmed participants.

### **Website Development**

Pivotal Events knows its way around web development, and can help you design, set up, and run a website for your event, providing ongoing updates, online registration, and other interactive tools that will help you maximize your event's success.

### **Data Collection & Sourcing**

Pivotal Events sources and assembles the data you need to build high impact contact lists for prospective attendees, speakers, and sponsors.

### **Survey Implementation**

When constructed thoughtfully, surveys can be an invaluable tool. Work with Pivotal Events to set up tailored, on-line surveys either before your event, to gauge interest in speakers or venues, or after your event, to gather feedback about its success and opportunities for future improvement.

### **Attendee Recruitment**

Speakers, sponsors, confirmed attendees and other key constituents can all be creatively tapped to drive greater attendance at your event. Pivotal Events uses innovative strategies to capture the attention of prospective attendees and motivate them to register, while encouraging others to follow suit.

### **Telemarketing**

Pivotal Events oversees all telephone outreach, which can be an effective way for you to harvest registrants, sponsors, and other key resources.

### **Print Advertising Campaign Management**

Pivotal Events can develop and implement a seamless event advertising campaign which integrates your event marketing with your organizational identity, taking advantage of every opportunity to increase your overall profile and profitability.

### **Email Marketing Campaign Management**

Harness the power of a well executed HTML email campaign to promote your event. Pivotal Events oversees email list management, real-time tracking, and campaign reporting, providing you the data you need to make intelligent decisions as you promote your event.

### **Fax Blast Campaign Management**

Keep in touch with your clients, vendors, or attendees with a fax-blasting campaign run by Pivotal Events. Your key constituents can opt-in or out of this communication, eliminating unwanted faxes while keeping others abreast of up-to-the-minute updates.

### **Media Outreach**

Your event doesn't happen in a vacuum. Make sure your community knows about it with a public and media relations plan developed and coordinated by Pivotal Events.

### **Sponsor & Exhibitor Development**

Sponsors and exhibitors are crucial to the success of your event. Pivotal Events helps you secure these valuable business resources, which can help strengthen the size, scope, and outreach of both your event and your organization.

### **Promotional Item Sourcing**

Procure the most cost-effective, high value giveaways to brand your organization and your event. Pivotal Events uses preferred, reliable vendors to source memorable gifts for your attendees, clients, speakers, and other VIP's.