



Menu of Services



1. Full Production + Event Management

- Venue & Site Sourcing
- Vendor Management
- Contract Negotiation
- Event Registration
- Food & Beverage Experiences
- Strategic Design & Decor
- Event Security and Safety
- Tech Needs- AV Services
- Speaker Engagement and Content Management
- Curated Food and Beverage Spaces
- Custom Décor, Furnishings and Fabrication
- Branding throughout Interior and Exterior
- Print and Digital Collateral
- Sponsorships Opportunities
- Impact Reporting
- Giveaways and Promotional Marketing Experiences
- Develop, Manage and Reconcile Overall Budget
- Speaker and VIP Management

Examples: NWLC Gala, SE4ALL Conference, Governor Brown's Climate Summit

2. Creative Direction

- Brainstorm and design the space
- Project management of construction and build out of space
- Develop branding moments
- Conceptualize experiential elements
- Curate guest experiences - including speakers, stakeholders, VIPs, partners, media

Examples: Ethereal NY, Ethereal SF, NWLC Gala, SE4ALL Conference, Governor Brown's Climate Summit

3. Partnership Building + Fundraising

- Ideate and conceptualize possible partnerships for various initiatives
- Pitch to clients and partners on behalf of client
- Negotiate terms
- Conceptualize, create and deliver partnerships and activation opportunities around a variety of global initiatives that align with client's goals.
- Forge relationships with the United Nations, the United Nations Foundation and SDG like-minded partners
- Facilitate strategic meetings between the client and 196 contacts and influencers
- Construct and update a global events calendar of opportunities for leadership to participate and promote the client's SDG platform
- Strategize company placement at social impact convenings and monitor partnership ROI

Examples: AB InBev, World Food Programme, ConsenSys



4. Lounge Installations (as seen at WEF Davos, SXSW, UNGA week)

1. CONCEPT AND DESIGN

- Provide design and creative direction
- Project management of construction and build out of the space
- Curate media and guest experience
- Develop and collaborate with the design team on branding moments
- Design of experiential elements
- Invitation design
- Collaboratively design programming

2. CONFERENCE SERVICES

- Research, vetting, negotiation of Lounge space
- Develop, manage and reconcile overall Lounge budget
- Registration management and guest check-in experience
- Source, secure and manage vendor teams
- Catering
- Security
- Audio-visual & wifi
- Décor
- Photographer / videographer
- Livestream
- Create event timelines
- Develop a staffing plan
- Manage stage and show flow throughout the week
- Schedule and lead weekly project management meetings with key stakeholders
- Assist with procurement of conference credentials
- Host social engagements with targeted populations and strategic partners

3. HOUSING

- Research housing options and pricing
- Negotiate rates and terms
- Triage contracts and payment

Examples: ConsenSys 2018, ConsenSys 2019

5. Global Corporate and VIP Concierge Experience, as seen at the World Economic Forum

- Design and pitch potential partnerships
- Housing – source, book, and manage
- Branding opportunities
- Contracting facilitation
- Hotel badge guidance
- Dedicated on-the-ground assistance with a 24 hr concierge assistant
- Facilitate chef-prepared meals and daily cleaning of Davos accommodations
- Manage build-out of office space at the chalet
- Source available meeting spaces in Davos for Leadership
- Curate 'know before you go' playbook for the Davos and WEF Week activities
- Greet staff at the chalet upon arrival for check in and check out
- Mediate any housing issues that may arise, such as snow plow for walkway and driveway

Examples: Apple



6. Media Training

- On camera interview techniques
- Vetting of their social media
- Ideas to boost their social media
- Onstage interview experience and presentation assistance
- Help to create a rider for when they are confirmed to speak (lav training, the event prep, during and post tweeting, retaining the video and photo clips after the event etc)

7. Onsite Media Logistics

- Liaise with media before, during and after the event
- Secure interviews for clients and partners

8. Experiential and Activation Design

- Facilitate innovative event experiences and activations that captivate the audience's attention
- Propose and create cutting-edge experiences

9. Sponsorship and brand placements

- Visualize strategic branding opportunities for each event space
- Work with design team to produce branded materials (gobos, step and repeats, pop-up banners, stage set, decals, pillows, credentials, etc)

10. Program Content Collaboration

- Work with client to develop engaging program for their event
- Secure relevant speakers for event

11. Advance

Visit relevant event locations to identify all necessary items (including but not limited to the following):

- Venue
- Hotels
- Catering
- Vendors
- Principal's routes to/from venue
- Local restaurants