
Marketing ePortfolio

Your Guide to Evaluating Our Services

Make your event special...

Special Events Management

We have event management experience which includes: trade shows, cruises, parties (luncheons, cocktails, dinners), meetings, conferences and recreational activities for groups ranging in size from a few guests to many thousands.

Our services involve the following activities:

- Event Planning
- Targeting your audience
- Managing registration
- Coordinating your suppliers
- Design & Layout of marketing materials
- Post-event follow-up and reporting



How we work with you on special events management

We provide complete project management services throughout every stage of your event from preliminary planning to tracking outcomes and controlling costs.

Planning your event. Development of your promotional plan including objectives, timeline, budget, and reports. We also provide regular communication and status reports throughout the event cycle.

Targeting your audience. Combining in-house and outside lists and ensuring contact information is complete and accurate for personalized and targeted marketing. Event promotion including: event web pages, advertising and sponsorship, contests, direct mail programs, scheduled reminders.

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Managing your project ...

Special Events Management ... continued

Managing registration. Using web-based software to manage all aspects of your event from emailing of invitations, tracking responses, booking venues and accommodations, responding to inquiries, collection of fees, printing of badges. We use software tools that are designed to streamline processes and provide real-time secure access to multiple collaborators.



Coordinating your suppliers. Writing requests for proposal (RFP) and managing relationships with caterers, florists, rental agencies, promotional products suppliers, printers, on-site service providers, multimedia presentations, arranging speakers, hospitality (hotel rooms, spousal programs, activities.)

Design & Layout of print and electronic materials. We develop: announcements, ads, presentations, agendas, show guides, surveys, speaker bio's, tickets, certificates, invitations, thank-you cards and more.

Post-event follow-up and reporting. We conduct surveys and compile data for analysis which is used to develop customized reports on all aspects of your event.

work samples...

604.637.2424



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WORK SAMPLE




moenconsulting.ca

bringing business
into balance