



# **INTRODUCTION TO OBIS 360: TOTAL EVENT MANAGEMENT**

## **CURRENT PORTFOLIO**

## Obis 360 - Specialists in providing tailored event management

### Why use us?

**Experience** – The Obis 360 team has an average 10 years experience organising and managing all manner of events from large conferences and exhibitions through to small meetings and company parties.

**Specifications** – Obis 360 recognises that every event is different and we pride ourselves in understanding the unique rationale behind each event. Whether your event requires sensitivity, high security, tight budget management, exclusivity, legislation compliancy...Obis 360 can assist in any way. We work in accordance with your internal processes and send you information in your preferred format.

**Turnaround** – Sometimes events need to be organised at a moments notice. With this in mind Obis 360 responds to your enquiry within an hour and provides you with an initial proposal within 12 working hours (24 for overseas events). For our clients on even tighter deadlines we can send a proposal within 4 hours, just let us know how urgently you need a response.

**Cost** – Many of the services Obis 360 offer are FREE of charge. We save you a significant amount of time which enables you to dedicate your resources elsewhere. Our collective buying power and relationships with industry contacts enable us to deliver substantially discounted rates. All the proposals we send have transparent costings and details of the savings we have negotiated on your behalf.

*To date in 2008 we have delivered an average of 23% saving to our clients.*

**Location** – Obis 360's geographical limits are endless. We can find venues or manage your event anywhere in the world. More recently we have worked on events in London, Dublin, Prague, Frankfurt, Singapore, Las Vegas...and other places in between.

**Quantity** – Obis 360 work on approximately 190 events a year. This involvement ranges from initial venue finding through to delegate acquisition, on-site management as well as full event management.

**Clients** – Obis 360 help any organisation in both public and private sector. From single managed consultancies with no events experience right through to FTSE 100 companies with event management departments, we can lend a helping hand. For more details please see testimonials page.

**Finally** – We take pride in every event we work on to ensure that you get the best service which is why we invest time learning and understanding more about you, your organisation and your event objectives.

# Portfolio

Whatever the location, size, style and purpose of your event (conference, seminar, business meeting, congress, exhibition, product launch, user group, award dinners) we have, and always will, endeavour to deliver above and beyond our clients' expectations.

Our team at Obis 360 has an extensive skill set and can produce the programme, acquire your speakers and delegates, find the venue, market and sell your event, and cover as much of the event management and logistics as you require.

## **Our areas of expertise include:**

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### **VENUE FINDING** *(this is a free service – the venues will carry a cost)*

Search anywhere in the world for a venue that best fits your event. This a FREE service.

- For any style of event and any specifications you have we will ensure we find the most appropriate venue for your company and budget
  - From hotels right through to the most quirky and unique venues we can find a space that will ensure your events works or simply wow your guests
  - We will negotiate the best rates and quality from the venue and suppliers
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### **ACCOMMODATION MANAGEMENT** *(this is a free service – the venues will carry a cost)*

Whether you are looking for accommodation for one person or a group we can help.

- We will find suitable hotels for your needs and within your geographical specifications
  - We will obtain preferential rates for your attendees and manage the bookings on your behalf
  - Reporting of attendees who have booked accommodation can be sent to you if you require
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### **EVENT MANAGEMENT**

Manage as much or little of your event as your situation dictates.

- Develop and manage the event schedule detailing individual tasks, ownership and deadlines
  - Liaise with the venue, event support suppliers (e.g. AV) speakers and delegates
  - Liaise with the Client on an ongoing basis (at specific times where required) to update on all aspects of the event
  - Design and prepare all the event documentation and equipment prior to the event including delegate attendance lists, delegate packs, delegate badges, delegate evaluation feedback forms etc with input and agreement from the Client if and when necessary
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### **PRODUCTION / PROGRAMME DEVELOPMENT & SPEAKER ACQUISITION**

Research and produce an event programme that aligns to your message and target audience and is enhanced by the most suitable speakers.

- For conferences we can research and devise an event programme that will be appealing to potential delegates
  - We can source key industry experts and leading figures to speak at your event
  - We can take an existing event programme from a client and obtain feedback to assess the validity and quality
  - For other types of event we can find you the most entertaining after dinner speakers or comedians to enhance your events. We will work with your needs and take into consideration your company ethos to ensure we give you the right match
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## **EVENT CONSULTANCY & UNIQUE IDEAS**

Help you organise an event “with a difference”.

- We can consult with you on the best format and timing for maximum effectiveness for an event
  - We can provide you with unique ideas to maximise audience participation at your events
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## **HOSPITALITY EVENTS AND PARTIES** *(this is a free service – the activity will carry a cost)*

Ability to provide unique hospitality opportunities and parties for all scenarios.

- We can create and deliver bespoke hospitality for all your requirements
  - We can also arrange corporate hospitality at major sporting and social events
  - We will also deliver your perfect party, from Christmas Parties, Summer Parties to private dinners and all other company events
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## **LOGISTICS** *(this is a free service – the suppliers will carry a cost)*

Provide you with individual support services for your events.

- We can provide you with individual support elements such as AV, catering, bespoke stand build, music, entertainment, teambuilding and many more, as required
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## **DELEGATE MANAGEMENT**

Manage all your delegates’ needs.

- From the moment they book on until the time they leave the event we will ensure delegates have everything they need to get the most out of your event
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## **MARKETING AND PROMOTION**

Increase marketing and promotional activity to a wider audience on your behalf.

- Create a marketing campaign that fits your event and organisation and your target audience
  - Create marketing promotion and send to identified audience (post, web, email etc)
  - Work with an existing campaign to gain feedback or to increase the audience number
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## **DELEGATE ACQUISITION**

Attract delegates to your event.

- Contact potential delegates from either a clients contact list, a preferred wish-list, or a list we have identified or sourced.
  - Contact potential delegates from an existing marketing campaign
  - Ensure interested and confirmed delegates actual attend
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## **RESPONSE MANAGEMENT**

Gain detailed insight into potential or existing customers.

- Obtain accurate feedback from recipients of a recent Direct Marketing campaign
  - Target specific people and conduct a survey with clients’ questions
  - Data cleansing and information verification of an internal contact list
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## **REGISTRATION WEBSITES**

Design an online registration website.

- We can create a website that incorporates the branding of either the event itself or the company as a whole
  - Your registration site can be used as a marketing tool to find out information pre-event about attendees enabling you to tailor the event to their specific needs
  - Delegate payments can be managed through the site
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## **BADGE PRODUCTION AND ELECTRONIC ON-SITE TRACKING**

Produce bar-coded badges for your events to make tracking and registration easier.

- Tailor-make delegate badges to include all the information required and specific design for your event. These can be either sent out pre-event or distributed as required.
  - Uniquely Bar coded badges allowing for easy scanning of attendees into the event, breakout sessions or seminars
  - We can provide wireless bar code scanners for your registration and any sponsors or visitors that may benefit.
  - We can collate the data received during the event in whatever manner and format is required
  - On site support will provide real time reports and ability to reproduce lost / forgotten badges on site
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## **ON-SITE HOSTING**

Minimise permanent staffing costs while having highly experienced staff on hand during your event.

- Provide professional staff to manage the event on the day where required
  - Manage the registration and be the main point of contact for all parties at the event including the venue and the suppliers where applicable
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## Testimonials

"Obis 360 make venue selection very easy. They provide a clear brief containing all you need to know about the shortlist of venues that, combined with their personal expertise and advice, makes sure you make the right choice for your event."

**Marketing Manager, Oracle**

"The Christmas Party went really well. The staff were fantastic. They made it feel as though they were as determined to make the Party a success as much as I was, which was fantastic. The food was outstanding. And service was good.

Everyone had a great time. The venue was a good size for us, and having the drinks in a separate area definitely worked well.

Thanks for finding the venue. Look forward to working together again in the New Year."

**Event Manager, Avail Consulting**

"Obis 360 were super. They managed to help us source, secure and book the venue within days. Obis 360 are a great company to use, I would be lost without them and their brilliant organisation of things!"

**Events & Creative Marketing Manager, Computer Business Review**

"Thanks you to Obis 360 for all your support with the Graduation Ceremony – it was highly appreciated and a massive contribution towards the overall success of the event."

**Marketing Executive, Ealing, Hammersmith & West London College**

"Obis 360 managed our registration and badging with the utmost professionalism. They are an effective and efficient outfit that can handle everything that is thrown at them, including a postal strike! We will definitely work with Obis 360 again."

**Managing Director, Conquest Business Media**

"Obis 360 make venue selection very easy. They provide a clear brief containing all you need to know about the shortlist of venues, that combined with their personal expertise and advice makes sure you make the right choice for your event."

**Senior Marketing Specialist, Oracle**

"The event was great! Venue, staff and food were all superb and it hit exactly the right note. The events manager couldn't have been more helpful.

Thanks again for sourcing this and all the organising it went without a hitch."

**Director, Interim Performers**

"Outstanding venue, on-site staff management was exceptional, a complete 360 degree success from the start through to completion."

**Marketing Manager, Channel/Commercial, EMC**

"Yet again Obis 360 worked seamlessly with us to find the perfect venue for our event. Liaising with the venue Obis played an instrumental role in making the event a logistical success in great surroundings. Always at the end of the phone and always happy to support. Thanks again"

**Global Key Account Manager, Barclaycard / MasterCard Europe**

"The event went very well, thank you - your organisation of it was 'spot on'!  
The hotel is in a lovely location and the public areas are very nice - the food was also good!"

**Marketing Director, Axis-Shield UK**

"The event was a huge success. We were spot on with the numbers and the venue is, of course, stunning which nearly all the delegates commented on.

Thanks for all your help again."

**CMA Marketing Manager, EMC**

"Thank you very much for a superb evening, all our guests thoroughly enjoyed the evening and felt that it was one of the best reception's they had been to. Many thanks for helping us find this wonderful venue, so many commented that it was completely unlike anything they had been to before and would never have thought it possible to hold an event there."

**Event Manager, Avail Consulting**

"An extremely professional and well managed event with great attention paid to detail. Customer feedback has been fantastic, we would not hesitate about using Obis 360 again. Obis 360 removed the stress factor from pre-event management and made the organisation a pain free experience. Thanks again, our Customer's really enjoyed the evening and everyone was very impressed about how smoothly it ran. Looking forward to working with you again."

**Premier Support Account Manager, EMC**

"I wanted to thank you for all your help with our event. Everything was great and organised perfectly. The event went really well and your help in the lead up to it made a big difference and certainly took some of the weight off my shoulders."

**Event Manager, Autonomy**

"The conference was a success and the venue was lovely. The staff were easily accessible and helpful, food was fantastic and was generally a very good and professional experience. Thanks you very much. Again, you help and determination is greatly appreciated."

**Event Manager, JSB**

"Thanks very much for all the assistance. The event went off brilliantly. The game idea really worked and got the guys involved. Given the short notice and a slight change to the running order it was a real success. Thank you for clearly marking all the prizes- it made it so simple for me."

**Programmes and Events Manager, OKI Printing Solutions**

"Profile is the new Gay and Lesbian bar in Soho created by Vince Powers and Gaydar. When we needed a star to make our event a success, Obis 360 pulled out all the stops to find us the right face to work for our niche market and all within less than 24 hours. They ensured that the celebrity guest, Claire King, was fully briefed and escorted her to the venue.

Claire mingled with the guests throughout the evening and was more than happy to have photographs taken for publicity purposes. The Obis 360 representative liaised with the event organisers throughout the night and ensured the event was not only enjoyable for Claire but a memorable one for our guests.

A thoroughly professional performance throughout. Thank you."

**Programme Controller, GaydarRadio**

"All went very well indeed! The lunch was first class – our VP from the US was impressed with the hotel for sure and the event on Thursday was a huge success. We had 91 people in the end. What a fantastic hotel – the service was truly excellent and of course the actual rooms lovely. Thanks for all your help. "

**Commercial Marketing Director, EMC**

"Obis 360 recently organised our 2007 event. The event was very well attended and feedback has been great. Obis 360 were responsible for the event management of this seminar and the networking dinner. I wanted a partner to advise, recommend and get the job done. Obis 360 did just that - I found the team to be extremely professional and delivered above and beyond all expectations I had. I would definitely recommend Obis 360 to anyone who organises events. Thanks once again to all the Obis 360 team who helped make our event such a success. I look forward to continuing to work together."

**Marketing Director, Content Management, EMEA, Oracle**

"I would just like to say (again) that we all think you did an amazing job helping us find a venue for our Annual Conference and you persevered and found us probably the best of the bunch anyway. All your hard work really has been appreciated and I just wanted to thank you again."

**Event Manager, JSB Online**