

## WHO WE ARE

With more than six decades of combined professional experience, our highly talented San Francisco-based team is passionate about creating successful events. We're fun too!

## WHAT WE DO

We transform your **information** into meaningful **content** that creates a memorable **experience** and **engages** your people.

We produce various types of events:

Brand Launches • Training Meetings • Incentive Conferences • Awards Productions • Fundraisers • Keynote Speaker and Panelist Presentations  
Company Meetings • Tradeshows and Conferences • Grand Openings • Product Launches • Merchandising Events • Board Retreats • Corporate Celebrations

## HOW WE DO IT

We marry strong content with flawless logistics and deliver events that aim to achieve “**wow.**” Here are the steps we take to get there:

PRE-EVENT	ON-SITE	POST-EVENT
<p><b>Content Architect</b></p> <ul style="list-style-type: none"> <li>• Understand the Business Goals of the Company</li> <li>• Understand the Audience(s) and how to Engage them</li> <li>• Content Strategy Development and Program Design</li> <li>• Partner with the Right Players for Content Development and Delivery</li> <li>• Theme Development</li> <li>• Create Measurable Content Objectives</li> <li>• Develop Content Measurement Tools &amp; Execute Testing</li> <li>• Develop Corporate Messaging</li> <li>• Speech Writing and Coaching</li> <li>• Script Writing</li> <li>• Video Production</li> <li>• Satellite Broadcasts</li> </ul> <p><b>Project Management and Logistics</b></p> <ul style="list-style-type: none"> <li>• Full Project Management from Content to Logistics</li> <li>• Budget Development and Management</li> <li>• Creative Services (i.e., logo development, communication, collateral design, promotional items)</li> <li>• Site Evaluation, Inspection and Selection</li> <li>• Contract(s) Negotiation</li> <li>• Vendor Management (i.e., A/V production, speakers, entertainment, sponsors, photography)</li> <li>• Stage and Lighting Design &amp; Production Services</li> <li>• Air and Ground Transportation Vendor Management</li> <li>• Food and Beverage Management</li> <li>• Event Website Development</li> <li>• Registration Website Development &amp; Database Management</li> <li>• Leisure Activities and Guest Programs</li> <li>• Customer Service</li> <li>• Gift Selection and Custom Packaging</li> <li>• Attendee Reporting</li> </ul>	<p><b>Content Architect</b></p> <ul style="list-style-type: none"> <li>• Execute and Deliver Content</li> <li>• Manage A/V Technical Rehearsals</li> <li>• Manage Speaker Rehearsals</li> <li>• Ensure Flawless Execution with Production Team</li> <li>• Ensure Audience Engagement</li> </ul> <p><b>Project Management and Logistics</b></p> <ul style="list-style-type: none"> <li>• Execute Logistics</li> <li>• Hotel/Venue Management</li> <li>• Food &amp; Beverage Management</li> <li>• Registration/Hospitality Desk coordination and staffing</li> <li>• Daily Monitoring of Room Block and "No Shows"</li> <li>• Quality Assurance of all Meeting Functions Set-up</li> <li>• Liaison to all Vendors and Property Staff</li> <li>• Ground Transportation Management</li> <li>• Air Travel Management</li> <li>• Onsite Travel Staff</li> <li>• Offsite Event Management</li> <li>• Leisure Activities and Guest Programs</li> <li>• On-site Working Office</li> <li>• Gift Distribution</li> </ul>	<p><b>Content Architect</b></p> <ul style="list-style-type: none"> <li>• Measure Content/Objectives</li> <li>• Evaluate Content Execution</li> <li>• Conduct Debrief Sessions</li> </ul> <p><b>Project Management and Logistics</b></p> <ul style="list-style-type: none"> <li>• Develop &amp; Communicate Post-Event Survey</li> <li>• Create Client Recap</li> <li>• Compile and Analyze Attendee Evaluations</li> <li>• Create Post-Event Budget Recap</li> <li>• Final Billing</li> <li>• Recommend Changes for Next Year</li> </ul>