



## PARTNERSHIP OPPORTUNITY – CORPORATE EVENT PLANNERS ROADSHOW

*Partner with us and have your brand placed in-front of **corporate event planners**. Promote your business and increase brand awareness in a fun and cost effective way.*

### Event Background

Venues 2 Events is planning an exciting event for PA's, EA's, marketing teams and internal Event Managers within corporate companies and associations who are responsible for planning events.

Coming off the success of our sold out 'Best Event Ever' at the Melbourne Convention and Exhibition Centre and the Plaza Ballroom this event is positioned to attract corporate event planners from a range of companies, associations and organisations.

We have identified you as an industry leader who we would love to partner with on this event.

### The Audience:

Who will be in the room?

Venues 2 Events will be inviting corporate event planners from a range of industry databases. The below industry brands have supported us on past events by sending our event invitation to their database, we will be partnering with these companies once again as well as many others with a national focus for this roadshow:

- ICMI Speakers & Entertainers
- Eventbrite Australia
- EziTag Systems Australia
- Solution RED
- Eureka 89
- Red Rock Leisure Group
- Showtime Events Centre
- Stamford Hotels and Resorts
- State Library of Victoria
- Maple Event Group
- Training Choice
- Minuteman Press
- Accor and The Oaks Group to name a few...

The types of companies that have attended our events in the past are:

- Pharmaceutical (Bayer, Bayer CropScience, Novartis Pharmaceuticals, Pfizer etc.)
- Corporate (L'Oreal, Nestle, Shell, Tabcorp, Toll Express, MYOB Australia, Coca-Cola Amatil etc.)
- Banking & Finance (CGU, GE Finance, IAG, NAB, UBS, AMP, Commonwealth Bank, ANZ etc.)
- Building & Construction (BlueScope Steel, BP Australia, Citipower, ESSO etc.)
- Telecommunications (Telstra, Siemens, Optus etc.)
- Automotive (GUD Automotive, Holden, Lexus, BMW (etc.)
- Legal (KPMG, Middletons, Slater & Gordon, Ernst & Young, Mallesons Stephen Jaques etc.)
- Government Departments (Primary Industries, Sustainability and Environment, Transport)
- Spatial Industries (Spatial Vision, ESRI Australia, Intergraph, NAVTEQ, Sinclair Knight Merz etc.)
- Event Managers and PCO's
- Various Industry Associations

### Event dates and locations:

- The Old Woolstore Hobart Monday 3<sup>rd</sup> July
- Adelaide Convention Centre Tuesday 4<sup>th</sup> July
- Event Cinemas Gold Cost Wednesday 12<sup>th</sup> July
- Rydges Southbank Brisbane Thursday 13<sup>th</sup> July
- Event Cinemas George Street Sydney Tuesday 18<sup>th</sup> July
- Esplanade Hotel Fremantle Thursday 20<sup>th</sup> July
- Rydges Melbourne Tuesday 25<sup>th</sup> July

Event Timing:	7.30am	Guest Arrival / Registration
	8.00am	Event Commences – Session 1
	9.30am	Morning Tea
	10.00am	Session 2
	12.00pm	Event Concludes

Guests: We are estimating 100 - 300 guests in each location

Guest Speakers: Kim Hesse and highly sought after guest speakers from ICMI Speakers and Entertainers will provide short relevant presentations. The presentations will be event related and cover topics that will engage and entice corporate event planners.

Cost: Tickets to this event will be \$25 each (your database receives a discount on each ticket)

Purpose Driven: A percentage of funds from ticket sales will be used towards our purpose-driven initiative of using events to change lives and make sure our business is an unstoppable force for good.

For this roadshow we will be supporting [Kiva](#)

Kiva is an international non-profit, founded in 2005 with a mission to connect people through lending to alleviate poverty. They celebrate and support people looking to create a better future for themselves, their families and their communities.

### What are we seeking your help with?

We are looking to form a partnership with you to help promote our event. Ideally we would be looking for you to:

- Send our event invitation via email to your database
  - \* *Either as a stand-alone email or as part of your regular newsletter*
- Promote our event on your social media networks.
  - \* *If you are not currently doing any social media marketing you can ignore this point*

### Some evidence from our past events:

Photos from our Best Event Ever at the [Melbourne Convention and Exhibition Centre](#)

Photos from our Best Event Ever #2 at the [Plaza Ballroom](#)

## What do you get in return?

- Exposure on a national level, this event will be promoted to over 50 corporate event planning databases Australia-wide, which have a combined total of over 50,000 event planning contacts.
- Here at Venues 2 Events we don't do things in halves, we go all the way! We approach each of our events with care, attention and detail to ensure our exceptionally high standards are met. What does this mean for you? Your brand will be represented to the highest level.
- 2 x complimentary tickets to the event for you and a team member
- Listed as an Event Partner on event stationary including but not limited to:
  - Event webpage
  - Event booking site
  - Your logo, website link and contact details on a post-event email to all guests
- PowerPoint slide at the event including:
  - Your company name
  - A list services you supply for event
  - Your Logo or a Photo
  - Your website address

This PowerPoint slide will be scrolling and showed on the screen as guests arrive, during breaks and at the conclusion of the event

- Option to donate a prize for our prize draw, benefit from additional brand exposure in the form of a 'brand advertisement' on stage

## Venues 2 Events will provide you with the following tools to make it nice and easy:

- A professionally designed invitation and email, ready for you to send to your database
- Wording, images and registration link
- Venues 2 Events manage all the rsvp's and event planning
- You benefit from promotion and exposure in the lead up to, during and after the event

## Optional Bonus Promotion for \$150 + GST Your brand in-front of 1,500 event planners

Feature your business in our exclusive Event Supporters Booklet. This handy A6 sized booklet will be given as a gift to event planners who attend our events in each city across Australia.

For \$150 + GST:

- 1 x full page advertisement
- You can promote your business, offer a discount or promote a special
- You supply the design so it reflects your brand
- Full colour print
- We make sure it gets into the hands of all event planners who attend our event.

\* We will supply design specifications for your design team  
\* This offer is only available if you send our event invitation  
\* Placement of your full page advertisement works off a first in best dressed policy



## Our Previous Event Partnerships - At Venues 2 Events we deliver what we promise:

### **Melbourne Convention and Exhibition Centre (MCEC):**

Melbourne Convention and Exhibition Centre (MCEC) were proud to partner with Venues 2 Events in hosting 6 Steps to Running Successful Business Events and That Was The Best Event Ever. The event was a huge success, from the initial planning stages right through to delivery. Venues 2 Events organised a superb range of guest speakers, including our own Director of Sales and Marketing Anne Jamieson.

Guests enjoyed an engaging and informative event, MCEC's delicious food and beverage, private tour of the venue and goodie bags to take home. We would highly recommend Venues 2 Events to anyone wishing to engage an event manager. They are experts in the industry and provide a professional and personal approach. Kim Hesse and her team are an outstanding group of ladies and the success of their event is testament to this.

***Stephanie Hopton, Senior Sales Manager, MCEC***

## **Leonda By The Yarra:**

We recently partnered with Venues 2 Events for their breakfast seminar. This was the first time we'd partnered with Kim and the team and I have no hesitation in saying we'd do so again. They were a pleasure to work with from the start; they took care of absolutely everything in the lead up to the event - we just set the room and cooked the breakfast, it couldn't have been easier!

We go into these partnerships to help us reach an audience we wouldn't normally be able to reach ourselves and I am confident we achieved that through this event. Through their marketing and networks of contacts, Venues 2 Events produced a guest list beyond our expectations (we even had to move the event into our large Ballroom to accommodate the final numbers!). They also made sure we had the chance to showcase our whole venue with their organised venue tours. The event was a great success and we've received such positive feedback from those that attended. I look forward to working with Kim and the Venues 2 Events team on future events.

***Ruth Langley, Marketing Manager – Leonda By The Yarra***

## **Solution RED:**

Solution RED recently partnered with Venue 2 Events on a new initiative, '6 Steps to Creating Successful Business Events'. Through the release of an EDM promoting their seminar to our database and the provision of stage design Solution RED were endorsed as a partner. This partnership was a great opportunity for Solution RED to be aligned with the industries elite event suppliers and gain brand exposure to a target market of corporate event planners.

From inception, the Venues 2 Events team were clear in their objective and were completely transparent with partnership requirements. Prior to the event, Solution RED were provided with all relevant documentation to aid in the development of the EDM, even having components updated to abide by our strict brand guidelines. The organisation of the Venues 2 Events team made the concept to delivery transition a seamless process and ensured that Solution RED were looked after commercially and personally throughout.

Solution RED would have no hesitation in supporting Venues 2 Events with their future endeavours.

***Rhona Walker, Managing Director - Solution RED***

## A closer look at how we promote you:

Example of how your logo and hyperlink back to your website would appear on our event webpage and booking page.

### EVENT PARTNERS



Example of your PowerPoint slide that would be rolling as corporate event planners enter the room, during the breaks and at the conclusion of the event.

### EUREKA 89 EVENTS & DINING



- ▶ Cocktail Events
- ▶ Gala Dinners
- ▶ Awards Evenings
- ▶ Christmas Parties

[WWW.EUREKA89.COM.AU](http://WWW.EUREKA89.COM.AU)



Example of how you would be promoted in our post event email. This feature includes your logo, contact details and hyperlink to your website.

## EVENT PARTNERS

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Example of how your prize would be promoted from stage. We would create a PowerPoint slide including your logo and prize offer.

## PRIZE PARTNER

The logo for Plaza Ballroom features the words 'PLAZA BALLROOM' in a serif font, with a decorative flourish below it and 'A Mariner Group Venue' in a smaller font at the bottom.The logo for Forum Melbourne features a stylized graphic of a person with wings above the word 'FORUM' in a bold, orange, sans-serif font, with 'MELBOURNE' in a smaller font below it and 'A Mariner Group Venue' at the bottom.

Two premium tickets to see Grease at the Regent Theatre



Your prize drawn from stage with your PowerPoint slide in the background, including a brief overview (1 sentence) about your company read out by our MC.



### Thank You:

We are excited about the opportunity of partnering with you on what we believe will be a mutually beneficial venture.

Our aim is to form a lasting partnership and if at any time we can further assist you please let us know!

Please don't hesitate to contact me should you have any further queries.

With lots of event love,

A handwritten signature in black ink, appearing to read 'Kim Hesse'.

Kim Hesse  
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