

EVENT PLANET CASE STUDY



WHO	Hay Group
WHAT	Hay Group Annual Client Events
WHERE	Various Sydney and Melbourne Venues
WHEN	2003 - 2006
HOW MANY	100 Guests

EVENT BRIEF

To entertain valuable clients and staff at an annual cocktail event in cool, chic Sydney and Melbourne venues.

Providing the client with an overall creative solution, Event Planet changed the event timeframe from December to July, setting the event apart from the routine line up of corporate Christmas events.

Guest attendance increased by over 40% and the sophisticated evenings provided the client with a unique, professional and one of kind networking opportunity, achieving the client's objectives and exciting guests to attend.

SCOPE OF SERVICES

Event Planet's scope of services for the event included: Site Inspections, Supplier Briefings, Venue Liaison, Catering, Running Schedules, Progress Updates & Meetings, Creative Input & Delivery, Theming & Design, AV & Staging, Hire Equipment, Entertainment & Performers, Invitation Design & Printing, Photography, Security.

RESULT

"Hay Group have worked with Event Planet for three years. During this time the relationship has grown to be a strong business partnership. I trust them."

Event Planet manage our client events and related activities in both Sydney and Melbourne, managing a seamless process between these locations.

Event Planet make our events the great success they are. Their creativity, enthusiasm, attention to detail and absolute professionalism is inspiring. The expertise Event Planet bring to the table makes my job easier, my life easier and my days brighter! Event Planet take a genuine interest in my business and this shows in everything they do. I regularly recommended Event Planet to others. Once you work with them you will never look back."



event planet

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