

FREE REPORT 1

HOW TO MAKE YOUR NEXT CLIENT FUNCTION STAND OUT

Melbourne plays host to literally thousands of fabulous events each year, for every reason under the sun – from sports events to comedy and film festivals, concerts, art gallery openings even flowers blooming! Rain, hail or shine, there is always a reason to celebrate in style.

Without doubt, it is the event with a difference that is the ultimate aim.

**Giving your guests the WOW factor
that they will go away with and talk about.**

All in the Plan

Any kind of event can work well - as long as planning is in place. Whether it be a product launch, staff Christmas party, new location opening or a corporate suite at the races, visualizing, co-ordinating and following through, are vital ingredients to make your event a success.



Write a plan for the event. This should cover at least 10 pages. Have a budget and stick to it. If you have to downsize, do so: **quality is always better than quantity!** Keep a record of RSVPs so you have a clear idea of how many you are catering for. Once you know numbers and your budget, you can decide where to spend it. Set clear priorities – candles or cocktails? Ask advice from those who've done it before and **don't be afraid to seek experts** to stretch your budget further.

The Venue

Melbourne's venues are so diverse. Finding the right venue to suit your event will impact greatly on the night. There is a great mix of old and new style venues in the city. Both contemporary and conventional. Whether it is starting with a blank canvas or an exquisite ballroom adding some flair in the forms of catering and entertainment need to be considered upon venue selection.



The fundamental, yet tremendously important tip for any event is – keep it practical! Don't over complicate an event in an effort to impress. Put yourself in your guests' shoes. **They want a memorable experience!** They want to enjoy themselves. The last thing you want is for people to feel uncomfortable or to be cringing because of an overworked theme and under-funded production elements.

The Atmosphere

Most of all your party has to have soul. It's all about having a good venue, good food and good people. Look for a point of difference. Do some research of what people have done in the past, or what guests have experienced at similar events. Look for something that will make your party unique, and they'll be

banging your door down for an invitation!

Top Tips on Planning a Melbourne Event

* *Wonderful venues.* Look for something that is unique and 'very' Melbourne

* *Perfect timing.* There's always a major event on somewhere in town, so check what is happening before committing to a date

* *Experienced team.* Seek out suppliers that really know Melbourne. And remember, the cheapest does not always equal the best!

* *Class.* That's what Melbourne events are all about. If you are going to do it, do it properly - or don't do it at all!

The Event

It is one thing to simply supply your clients with corporate tickets to one of Melbourne's many great events, but how many of you go the extra mile and really try to impress your guests and stand out from your competitors? Give a thought to the following similar ideas next time you participate in an event.

Formula 1 Grand Prix

***Chequered Flag Dinner**

Host a black & white themed dinner at a Venue near Albert Park circuit. Think racy memorabilia, props and décor. Hire a jazz or swing band to add to the ambience. Provide official merchandise to VIPs & as door prizes.

***Pre-Race Breakfast**

Organise a breakfast or brunch on race day before escorting your VIP guests to their pre-booked corporate area. Provide each guest with a cap as an Australian GP memento or have your company logo printed onto stubby holders.

***Company Grid Girls**

Want maximum company exposure whilst entertaining your guests in the corporate marquee? Get a couple of the office girls or employ the use of a modeling / promotional agency, print your company logo onto groovy T-Shirts and send the girls on their way with brochures in hand to wander around the track. Once back in the marquee, the girls might help host, mingle with guests, collecting cards for the business card draw and take happy snaps with your clients.



Corporate Box at the Footy or Racing

***Decorate the suite**

More than likely your corporate suite will consist of three plain walls, table and chairs and a bar. Not very appealing to the eye or impressive for your guests. Whether the competing teams set your colour theme, balloons and floral arrangements add some flair or hire event specific memorabilia, it is important to go to the extra effort and add to your space ultimately making the day special.



***Maximum company recognition**

When investing a large sum of money on corporate hospitality, you want your guest to remember the day for all the right reasons, including who invited them. There are numerous opportunities to display your logo – creatively designed invites, entrance to suite, menu covers, event specific Merchandise, naming / sponsor a race, brochure inserts into footy records, the list goes on!

***Getting everyone involved**

A guaranteed way of ensuring that your guests will enjoy themselves, is to get them involved. Whether they know each other or not will also impact on their experience. Make sure that you have a host on hand to introduce individuals and groups and create a welcome feeling in the suite. Organising tipping comps at the footy (who kicks first goal, crowd attendance, half time lead etc) or table syndications at the races encourages your guests to talk with each other and build relationships.



Too much trouble? Too time poor?

By reading this report you should now be aware of the actions to take and the steps involved in staging a fantastic event. There are many considerations and you will need to contribute your valued time. We understand however, that you may not have the resources. So **why not let CS&E manage your event for you?**



Our dedicated team at CS&E has the experience needed to ensure that your next client event is a success and that your organisation will stand out from your competitors. We will take care of all aspects of the event from the pre-planning, on the day organisation and after the event feedback. Invitations, unique catering, name badges, sponsoring a race, you name it and we can do it! So give one of our friendly staff a call today.