

How can you improve the success and impact of your next event?

Events and event marketing is a specialist area of expertise that needs to be approached strategically to optimise the outcomes. There is a lot more to producing a successful event than a long 'to-do' list.

Your events program is a key part of your marketing strategy and often an important source of revenue for your organisation and a critical channel to market for communicating key messages and generating new leads.

Drawing on our experience as event professionals, Nectar Creative Communications have expert consultants that can offer you independent advice and transform your events. Whatever your challenge, our event consultants will work with you to find better ways for your events to run more efficiently, more cost-effectively and be more results driven.

The consultants at Nectar, led by Managing Director Peta Moore, will partner with you, supporting you and your team to ensure your event program works for your organisation and is the powerful, measurable part of your marketing mix that it can be.

We can bring a fresh perspective and proven approaches to a number of areas of your event program including:

Strategic event review – shift your business towards running a strategically based, measurable events program across all areas and business units that is integrated with the overall company marketing and business plan.

Event planning review and advice for one-off or annual events – capitalise on our event experience and get us in to do an event plan audit of your next big event to make sure you are on the right track!

Event department audit – we will evaluate your event program and work with you to fully understand the potential of your events to deliver real returns for your organisation.

Market research, data and audience analysis – we have a proven research process to help you understand your audience and identify new opportunities for your event or organisation.



Content and program design – we use our collective experience in events logistics, communications and learning to make sure maximum value is delivered to your attendees. We can assist with topic generation and speaker sourcing. We also take into account the environment and layout of the room and timings and structuring of the messages throughout the program.

Feasibility studies including cost analysis – investing in an event can be a huge decision, let us work with you to evaluate your idea and provide you with an independent analysis including potential costs, to allow you to make an objective decision on how to proceed.

Venue sourcing and negotiation – we have worked in hundreds of different venues across Australia and the world. Allow us to research and recommend suitable venues that meet your brief and budget.

We will be your trusted event partner, providing knowledge and advice to your team. Contact us today for further information.

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