



**PROM**<sup>™</sup>  
NIGHT EVENTS

Prestige School  
Prom Packages  
**2012**

Prom Night Events has maintained a 100% success record for 18 years.

# PROM

NIGHT EVENTS

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*Look out for this star—it refers you to some of our 2011 testimonials!*





# How does Prom Night Events work?(P3)



The whole event and the planning process was faultless. The boys and all those attending had a terrific time. The Principal had only words of praise for the whole evening. I will pass on the details to the 2011 Year 12 Year Adviser. It has been a pleasure organising the Year 12 Formal through you.

Will Troncoso - Randwick Boys High Year 12 Adviser, 2010.

## Step 1 - The meeting with Prom Night Events :-)

You and your committee come to our specially-equipped suites in the city where there are comfortable lounges, cold soft drinks in the fridge, air-conditioning and a huge video projection theatre!

Your own Personal Event Manager (who might also MC your event) will lead you through the whole process of planning the Prom! They will take you on a **virtual tour of all of the venues** on the Prom Night Events programme and show you our inclusions list so you can create the perfect package (with our help)!

When you leave our office, you will have a complete formal folder with Venue Fact sheets and estimate on each venue and package you created!

The meetings are completely free (we can also send you e-mail confirmation of this) and there is absolutely no obligation to book one of our packages. We are happy to help and give you advice if you are booking direct with the market!



*Prom Night Events has a wicked office in the CBD, you can even draw on the walls. They have a cool lounge, massive screen (to show you all the options) and a drinks fridge stocked with all your soda favourites. Visit them to find out about Luna Park! Lisa Handley—Business Development Manager, Luna Park Sydney*

## Step 2 - The Booking Process.

Once you've decided on the package and venue you want, simply contact us and we'll send you a web link with a simple form for your contract signatory to fill in. We then use that data to send out the paperwork for signing. Once we get that paperwork back, your booking is confirmed and we get to work setting up your Prom.

## Step 3 - The Formal Planning Software (MDP—Master Data Portal).

We'll set up a secure (password protected) environment in our web server that you can access from any computer. This includes guest lists, seating plans, menu selections, music requests and event running orders. It will also include all links specific to your Individual package :-) You'll have complete control over that but we'll help you if you need it.

## Step 4 - The Venues, Logistics and Supplier Bookings.

While you're having fun with your online formal planning software, we'll be hard at work behind the scenes taking care of all the things you don't want to know about. This will involve event orders with the venues, staffing, caterers, security, decorators, insurances, transport, occupational health & safety, licenses & permits and making sure everything's done professionally and legally so that nothing goes wrong on the night. We also take care of paying all the deposits and disbursements to everyone involved in your Prom. All you need to do is make sure your tickets are sold and that the money is paid on time.

## Step 5 - The Tickets and confirmation

Once we reach the deadline for all your data we'll then process all of your selections, print your tickets and send it out in an overnight express parcel! From now, there is nothing more for you to do, other than show up on the night with your friends!

## Step 6 - The Prom Night.

We'll send our professional crew down to the venue and set up everything and make sure it's exactly how we promised! We will also stay and run it for you so that everything's perfect. Your only job will be to show up looking amazing, and we've got the rest covered.

Just remember that there's only one opportunity to get this right. That's why our motto is *One Dream, One Formal, One Chance*™.



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# Prom Night Events Package 2012 (P4)

*Please turn to next page for Base Package cont...*

## Australia's most famous Prestige 5-Star Venues

All of our venues are internationally known brands associated with quality, luxury and elegance. All tables will be set with White Linen, Silverware, Glassware, and Dinnerware, all arranged in a beautiful "Banquet" style. All venues are fully air-conditioned and have all necessary licenses and permits to host formals.

Prom Night Events guarantees complete exclusivity to all facilities including banquet staff, ballrooms, balconies or courtyards (where applicable), toilets, pre formal meeting areas, etc. *\*Tip—When comparing us to other packages or venues, ask about this and you'll be surprised how many won't guarantee exclusive use of facilities.*

## Multi-Course Dinner and Unlimited Soft Drinks

All Prom Night Events menus are custom created for the teenage pallet and the formal committee decides what will be served on the formal night. All meals are 5 star dinner items that are sumptuous and delicious. Of course all food intolerances are catered for on an individual basis with no additional cost. All menus are prepared Nut-Free. A continuous flow of soft drinks is included for the whole duration. No limits and all popular flavours.

## Top-Level Club DJ with Semi-Intelligent Lighting

The Prom Night Events DJ's are all hand picked by us and have been specially trained for our events! We have the very exclusive list of DJ's that only operate at the prestige end of the market! They will also have a request sheet on the night and will also be given any requests you make via our formal planning software prior to the event!



Thanks for organising a great night on Friday, the music was awesome. Is there any way that we could get a copy of the set the DJ played that night? Thanks again" Matthew Scott – Student – Marist College Year 10

## Dedicated & Exclusive On-Site Event Manager & Qualified MC

After the work carried out by your organising committee for the night, you will be able to relax and enjoy yourself without having to worry about what's happening at the venue. Your personal Prom Night Event Manager and MC will run the whole evening for you, manage all the team members and the order of events. If you would like to welcome guests and do speeches or awards, this is no trouble at all!



Thank you so much for organising and MCing last night, everyone had an amazing time :)  
We really appreciate it!  
Lots of love from the Year 10 Formal Committee - St George Girls High School, 2011

## Fully Equipped Security Team

The Prom Night Events Security Manual was introduced by the Commission for Youth and Young People to State Parliament at the Alcohol Summit in 2003 as the best model yet written for the running of these types of events.

All of the Prom Night Security Teams are all fully licensed, fully trained and well-dressed professionals with a set of state-of-the-art digital equipment.

The number of guards we dispatch is never based on cost, and never based on minimum legal requirements. We assess every venue, every school and every guest list and dispatch the correct number of guards to properly secure each formal on it's own individual needs. No event ever has less than 3 guards, and depending upon the venue, may have as many as 12.

Guards are hospitality trained as well as security trained, and also carry senior first aid and RSA certification. We guarantee to have at least one female in every security team to deal with sensitive issues.

## Full Photography Package with Web Gallery and on-line ordering.

Our Professional Photographers are there to capture everything and everyone. They stay long enough to take artistic shots of every guest, and the important features during the formal.

All of the Prom Night Events photo galleries are put on Facebook the next day so you can tag/comment and share the photo's with your friends.

Everyone that purchases a Prom Night Events ticket can also purchase a watermark-free photos of their choosing at specially reduced rates. They are also available via the Prom Night Events website.



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# Prom Package 2012 (cont'd...)

## Full Comprehensive Insurance Cover

Every Prom Night Events package covers you with up to \$60 million worth of Insurance policies! The cover we provide means that liability for organisers and schools is a thing of the past.

There is insurance on the venue, separately on the security team, separately again on us and separately on our staff and suppliers. This covers things like Public Liability, Property Damage, Personal Injury and Workcover. Our events are the most highly insured in the industry.

## Deposit Payments and Security Bonds (there is a real difference)

All of our events come with a special periodic payment structure that matches the movements of each school term during the year. This gives you realistic deadlines and targets.

**Because of our comprehensive security procedures and vast insurance coverage, there is no security bond to pay on any Prom Night Event package – EVER!**

## Custom Tickets with guest names & seating allocations

Each ticket has venue details, times and dates, plus each guest's full name and seating allocation. The tickets are scanned and validated on entry. No one will be allowed to attend if they don't have a valid Prom Night Events ticket. They will also become a great keepsake after the event.

## Personal Event Manager on call 7 days during planning

From the moment you book until the end of your big night, your designated event manager is on call 7 days a week to help with advice and information. Your Event Manager might even be your MCI!



*On behalf of my entire year, I just want to express the biggest thank you possible for co-ordinating our year 12 formal! After hearing the responses from everyone at Graduation yesterday, everybody had an amazing and memorable night!. Emma Nelson—Georges River College Year 12 Formal, 2011.*

## Allocated Seating Plan

Prom Night Events will create the Floor Plan for you so you know exactly where the tables will be positioned on the night. In your formal planning software, you have complete control of where each student sits within your ballroom! It's so easy to use! Your dance floor will be the biggest possible size!

## Secure Custom On-Line Prom Planning Software (MDP)

Your formal planning software is our on-line system for planning your prom. It's in a secure environment within our web servers and you can log on from anywhere with an Internet connection, any time you like.

All choices are made with simple mouse-clicks and there are other resources there to assist with the formation of guest lists, seating plans, ticket sales, running orders, menu items, food intolerances and music requests. It tracks your numbers and keeps a tally of how much money you should have collected and how far you are from your targets as you go.

It takes all of the hard work out of planning the event and it gives you total control over the things that will directly affect how you and your guests! It's simple and fun to use and is totally secure.

## 100% Legal Compliance with all State Laws

Prom Night Events is at the forefront of assessing ever-changing legislation and applying changes to procedures to ensure 100% compliance. No other company does this for the school formal market.

Prom Night Events' harm minimisation and liability minimisation standards are as close to perfect as you could ever get on a formal, and our compliance and success records are by far the highest standard ever achieved.

## National Market Leading Experience

We are the only company dedicated exclusively to organising High School formals. We choose to raise all of our clientele to the Prestige end of the market, but achieve this at affordable prices through massive buying power.

Our packages are the only ones that we've ever found advertised as "all inclusive" that actually are "all inclusive".

**We've placed more guests into more proms than any other single company in Australian prom history.**

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# Optional Inclusions 2012 (P6)

In addition to the already fully-loaded packages we offer, you can also add any (or all) of these fantastic optional inclusions to your Formal Package. The prices of the options range from \$1 up to \$12 per ticket but most are around the \$3 or \$4

1. **Celebration Slab Cake as Dessert (your choice of Flavour & Colours)**
2. Individual Cup-Cakes for everyone (your choice of Flavour & Colours)
3. **Photo Booth with unlimited snapshots printed out on the spot**
4. **Chair Covers with Sash in your choice of colours**
5. Tablecloths, Overlays, Runners & Napkins in your choice of colours
6. Selection of Stylish Candelabra with candles for your tables
7. Auto Video Kiosk to record your own video messages for everyone to enjoy
8. Helium Balloons Floating on the ceiling with long ribbons (Some Venues Only)
9. **Helium Balloon Clusters as Table Centrepieces (You choose 3 or 6 balloons)**
10. Helium Balloon Floor Clusters for entrance and stage
11. Mini Balloon Reverse Topiaries for All Tables
12. Mini Balloon Topiary Trees for All Tables
13. Video Crew recording & producing DVD's of Formal Event Highlights
14. **Frozen Slushy Bar with Barman (non alcoholic with 4 flavours)**
15. **Big Screen Projection Package (single or twin screens) (You supply photos)**
16. Close-Hand Magician / Comedian for entertainment during drinks & Dinner
17. **Choice of Floral Table Centrepieces**
18. Circular table decoration made of Ivy Vines
19. **Long Stemmed Rose for Every Girl**
20. Glow Sticks for all guests to party with
21. Lanyard Tickets - Your ticket laminated with a lanyard in your colour choice
22. Formal Etiquette Training Module - Conducted at your own school



\*\*\*\*\* THE MOST POPULAR OPTIONAL INCLUSIONS IN 2008 / 2009/ 2010 and 2011!!!

## Quality & Value of Prom Night Inclusions

Every inclusion we offer is provided either by Prom Night Events, or by one of our exclusive team of strategic alliance companies. All Inclusions are supplied by the very best suppliers within their own industries. Prom Night Events guarantees the absolute premium quality for all of our Inclusions. Prom Night Events also passes all savings directly onto you so you will find that we are \$30-\$40 cheaper (per ticket) than anything else offered in the market.

Considering how much extra work is involved in doing it all yourself, and that you would also therefore have to manage all those features on the night as well, it's just not worth the trouble or the money. By building all your wishes and dreams for the Prom into one package and letting us run it all for you, you'll get a better result, cheaper and hassle-free.



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# Prom Night Venues 2012 (P7)

The following is a list of just some of the prestige 5-Star venues in which you could hold your Prom with Prom Night Events.

They all offer the same packages, standards of excellence and value for money but each has significantly different features, locations and capacities.



Each year we receive applications from venues all over the city seeking to become a Prom Night Venue.

Very few of them meet the strict criteria we set for quality and excellence.

Many of them go into the market and try to sell Prom packages of their own. These packages do not contain the same inclusions as Prom Night packages.

If you have a venue in mind for your Prom, and you don't see it on the list of Prom Night approved venues, there's a good chance that it was an unsuccessful applicant and therefore is not comparable to any of the venues you see here.

Only a Prom Night Venue, with a Prom Night Package, can be considered "Prestige".



I just wanted to thank you again on behalf of the whole committee for being amazing this year :). The formal was INCREDIBLE. I'll definitely be recommending all of my friends to Prom Events!  
Alicia Easaw - Mamutil - North Sydney Girls High Year 12


Prestige  
Without  
Compromise

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# Testimonials (P8)

*See what others thought.*

Thank you so much for helping us with everything! The night was a huge success and everyone had a really good time!

*Lots of love, The Kambala Formal Committee.—(Georgie, Georgia, Georgia, Daniella, Edwina, Claudia, Evie and Liz).*

Just wanted to give you a massive thank you on behalf of everyone that came on Monday night. It was so much fun and ran smoother than anything our grade has ever been involved in haha Thanks again and best of luck for the future.

*Dana—Rose Bay Secondary College (Year 12) 2011*

I would just like to extend a massive thank you to everyone at Prom Night Events, and especially your efforts, Helen, which culminated in a very memorable formal last Thursday night! All the feedback that I have heard suggests that everyone enjoyed the evening, with some girls even noting they had more fun at our formal than their own one! The Shangri-La was truly a magnificent venue, and everyone loved the food, with the rib eye being noted most often!

Everything that was present at the venue was of top notch quality, and personally I think the rose for each girl is a very lovely touch.

Once again, I'd like to thank you for your patience and commitment to our formal, made our lives much easier, and eliminated many potential problems!

*Warm Regards—Scott - North Sydney Boys High School, 2011*

*Hi Helen!*

On behalf of my entire year, just wanted to express the biggest thankyou possible for coordinating our year 12 formal! After hearing the responses from everyone at graduation yesterday, everybody had an amazing and memorable night .

I was so happy with how everything turned out on the night. The ferris wheel, great food, incredible venue and dancefloor will be awesome memories for years to come. It was also great having you there on the night, sorry I didn't come and say goodbye! I'll definitely be recommending prom night events to the year 11's for next years formal.

It's been such a pleasure working with you over the past few months, and I wish you all the best in all future formal endeavours!! Thanks again on behalf of the Steph, Fei Ni and I,

*Kind Regards, Emma xx (Georges River College Oatley Campus 2011)*

*Hi Helen,*

Sorry for writing this so late, but I and everyone on the Formal Committee would just like to say thank you so much for helping us achieve the formal that we wanted. Everyone had a great time, the night was a huge success. Everything went really well, the room looked beautiful and the DJ did a great job.

*Thanks so much for everything, Amelia . Pittwater High Year 12 Formal, 2011*

*Dear Helen,*

Please pass on our sincere thanks to your staff for ensuring the Year 10 Social was a successful event. Your staff were very professional and our MC was most impressive, extremely well-organised and took charge of every aspect. The venue was superb and everyone appeared to have a great night It has been a pleasure working with you and I will definitely be recommending your company to our 2012 Year 10 Co-ordinator. Many thanks once again,

*Vicki Spaulding—St Scholastica's College*

Just wanted to say thank you so much for everything you've done for us and our formal. We all had an incredible night and we could not have done it without you!

*Mina Kitsos – Sefton High Year 10*



# Testimonials *cont...*

*See what others thought.*

The night was realllyyy good! The venue was nice, the staff were extremely helpful and everything else like the food and the DJ were great! Thank you for helping organise such a great formal and thank you even more for doing everything last moment for us! All went to plan, everything ran smoothly and on time which was good, and everyone seemed to be on good behaviour too which was good LOL.

**Julhas Rahim - Randwick Boys High Year 12.**

Thank You so much for everything! Everyone said it was a good night, so thanks for all your help and organisation. Could not have been done any better! :)

**Emerson Bloom - Newington College Year 12**

I, personally, was very impressed with the way you and your team helped our committee every step of the way and would not hesitate to recommend your company to others.

**Tracey, Teacher – Hurlstone Agricultural College**

Our experience in working with **Prom Night** has been entirely satisfactory from every possible point of view. I would be happy to share details of our experience with you – personally if you would like to speak to me about it.

**Roderic Kefford - Headmaster, Barker College Hornsby (02) 9847 8399**



Hey Helen,

Thankyou very much for all your hard work and support in organising the St Spyridon Formal.

It wouldn't of been as good without all your help.

The DJ was great, and my principals were very pleased with his choice in music as well. The night turned out awesome and everyone had an amazing time.

**Much Appreciated, Patrice—Year 12, 2010**

Hi Helen,

Everyone I have had contact with today from work has said what a wonderful night it was and I agree with your comments about how well the students were! I will enjoy looking at the Photographs.

Once again, thank you for all your help in organising last night. Will be in touch. Many thanks.

**Liz Allcott. Killara High School Year 12 Advisor.**

Hayy Helen, it was awesome and you were amazing thank you for everything :) and all the best in the future :)

**Stefani Lekovska - Moorefield Girls High Year 12**

I hope others can have the joy of experiencing what we did. (I know, cheesy, but so true!) All the best. :)

**Mina Kitsos – Sefton High Year 10**

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# Prom Planning Meetings (P10)

10 reasons why a professional Prom Planning meeting is CRITICAL to the night's success...

**1/ A professional prom planner has hundreds of proms and years of experience behind them.**

They've seen it all and are the best qualified to give you advice on everything that can go right (and wrong) with a prom. Because we do nothing but proms, we can lead you through the planning stages and give you lists of things to consider that you'd never think of on your own.

**2/ It takes countless hours LESS work.**

The average 6-person student committee working without professional help will spend literally dozens of hours each during the year just trying to see venues and compare prices, all with no guarantee of a booking or a successful night.



*Our plush Prom Meeting Room*

**3/ You can see all of the perfect venues in one place at one time.**

Instead of walking around the city to each venue trying to view the ballroom (when they're not set up and probably not available) is a huge task, and one that yields few results. In our office, we can take you on virtual tours of the venues in the city! It's all done in air-conditioned comfort while you sit on a soft sofa and select free soft drinks from the fridge.

**4/ You'll get exactly the prom you want and need - No mistakes!**

Everyone's different and a prom package really needs to be tailor made to suit your dreams and budget. This is the only chance you'll get to get it right.

**5/ Guaranteed lowest prices.**

Most people think that custom-designing an individual prom package automatically means that it costs more. That's simply not true. Our custom packages cost an average of \$35 to \$40 per ticket LESS than if you put together the same event by yourself. Nobody can beat our prices.

**6/ Access to the most exclusive venues on offer.**

Of the top 30 most desired venues in Sydney, 28 of them won't take your booking unless Prom Night Events is planning the night for you. That means by letting us do it for you, not only can you get a golden ticket into venues nobody else can get but at lower prices too.

**7/ No Security Bonds - EVER!**

If you book with us, no matter which venue and package you choose, you'll never have to pay a security bond, EVER!

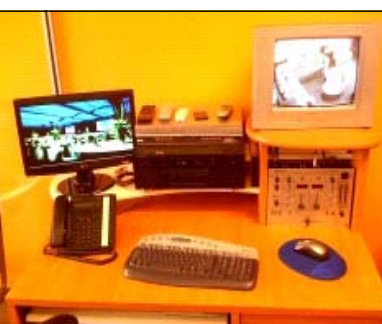
**8/ Statistically better chance of securing the date and location you want.**

As soon as term 1 commenced, more than 740 formal committees scrambled to secure the 30 most desired venues on the same 15 nights after November exams end.

Prom Night Events already has prime dates on hold with all 30 most desired venues in Sydney before the season commences every year. By booking with us, you have a 95% chance of getting the perfect venue and night.



*Virtual Tours on a 3 Metre Screen*



*Our State-of-the-art Media Centre*

**9/ 7 Day per week assistance at call.**

Once you plan your prom with us, your designated Event Manager is available to help you every day, right up to the night of your prom. Usually the person you meet with is the same person that looks after you all the way throughout the year.

**10/ Online software to help make the planning process easier.**

The Master Data Portal (MDP) is a custom-designed software that operates through our web site. It's fully secure and accessible from anywhere. You'll have your own account and special environment within our servers where you can see all your files, access resources, enter data and make selections relating to things like guest lists, seating allocations, menus, run-sheets, colours, flavours, music and everything to do with your prom.

THE BEST THING ABOUT THESE MEETINGS - THEY'RE TOTALLY FREE AND THERE IS NO OBLIGATION TO BOOK ONE OF OUR PACKAGES

# Selecting the right Venue (P1 1)

*"wow—I was just looking at e-mails from the start and I can't believe I thought that with 150 girls that we would have 300 guests :s I can't imagine the invoice my parents would have received now :if I hadn't have come into meet u. Thank you for last night—it was really awesome!*

Julie - Riverside Girls High Year 12, 2005

Choosing the right venue isn't a matter of just looking at one and deciding if it's pretty enough. There are many factors that need to be considered carefully...

- Guest Capacity (both minimum and maximum)
- Location
- Features & Amenities
- Service Standards & Catering Quality
- Reputation & Branding
- Price & Value
- Permits, Licenses & Insurances
- Availability & Exclusivity

Of all the venues in Sydney, only a few pass the tough criteria to be eligible for the Prom Night Programme. It's no wonder that they're also the most desired Prom venues in the city. Almost all of them are only available through Prom Night Events, which means you can't book them any other way.

Once your Prom is booked at a Prom Night registered venue, all of the items on the list above can be ticked straight away.

Some "Non-Prom Night" venues make promises they don't put in writing, just to get your booking. Then unpleasant surprises take place on the night when it's too late to do anything about it.. Unlike such other venues, here's a list of the things that we work very hard to ensure at every Prom Night venue...



- That you won't have to share any function space or service staff with any other event taking place at the same time
- That you will receive precisely the menu items that you requested
- That your Prom will be placed in the original function room you booked
- That your Prom will run for the precise times you agreed to
- That every inclusion that was promised is delivered as it was promised
- That your agreed guest minimums and ticket price will never change
- That you will never have to pay a bond or a damage security payment
- That every worker at your Prom is checked by Police to be fit & proper
- That your Prom will be covered by Millions worth of Insurances
- That your venue has all the proper licenses & permits in place
- That a member of the Management Team that helped to plan and structure your whole Prom experience is actually there to make sure it goes to plan

When you arrive on site at a Prom Night Venue on the night of your Prom, it's our job to work with the venue to make sure that you have nothing more to do except sit back and enjoy the evening with your friends.

Only the most desired venues in the city are capable of delivering the uncompromising standards we demand.  
That's why they're our venues.

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# What are the “real” costs of a Budget Formal? (P12)

When browsing the Sydney market for a school formal package, it's important that you're aware of what the market prices are in order that you compare fairly and objectively before making your choice. It's also fair to say that you need to be fully aware of what's included for the prices being quoted.

*Firstly - around 80% of the marketing material you'll see will come from the “Budget” end of the market and will always include phrases such as “Complete Package”, “All Inclusive Price” and “Unbeatable Value”. Remember that in Australia, it's not legal to state that without providing proof. If they're not putting it in writing, it can't be considered true.*

Always ask for the final, full, all-inclusive price, complete with GST, the cost of entertainment, security, decorations, booking fees, staffing - basically EVERYTHING, broken down into one final “per guest” price for precisely the features and guest numbers you're asking for. Once all of those figures are calculated, you'll generally find that many of your \$85 prices start to look more like \$125 or higher.

Secondly, don't rely much on what previous year groups in your school have paid for their formals. They may have had vastly different venues, guest numbers and inclusions than the ones you seek. All of these will affect the price. There is also inflation to think about. CPI increases have run about 3.5% average over the last 5 years or so.

Peak Formal Sales season statistics have shown an interesting pattern you should be aware of.

Those seeking to keep their school formal budget between **\$85** and **\$95** per guest are denying themselves the greater part of the choices available because the annual average price hasn't been in this low range for over 6 years.

These are real statistics sourced from over 400 Sydney Secondary School Formal Committees over a 6 year period.

*“I got all these quotes from venues and they all looked the same. All around \$85. Then when I got the paperwork and read the fine print, there were so many extra costs added in that they ended up ranging from \$125 to \$160.”*

*The only one that included everything up front was Prom Night Events, and it ended up being one of the cheapest.”*

David - Randwick Boys High Year 10

The following are the market averages for the last 6 years...

- 2006 - Market Average Price - \$105
- 2007 - Market Average Price - \$115
- 2008 - Market Average Price - \$124
- 2009 - Market Average Price - \$124 (no increase due to GFC)
- 2010 - Market Average Price - \$136
- 2011 - Market Average Price - \$142

At Prom Night Events, we have special simulation software to instantly calculate precisely what the final truly “All-Inclusive” price will be on the spot. When you receive a price from us, that's it, the real price, with everything. There will be no additional fees or charges, nothing hidden, nothing extra and nothing to worry about.

The best part is that we give you a periodic payment structure that fits the school terms of the year and we take care of all disbursements to all venues and suppliers on your behalf. Once you pay us, we pay absolutely everyone else for you.

*When I saw packages from Prom Night Events, you guys looked really expensive ha ha however I've looked at so many packages and you are definitely the best value for money. It was the best night ever and definitely worth it! Thank you!*

Shani - Rose Bay Secondary College Year 12



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# Explaining Venue Relationships (P13)

During our tenure, we've seen many "copy-cat" companies come and go that have tried (and failed) reproducing what they think is the formula that makes Prom Night Events the national market leader.

Some think that copying the inclusions in our packages will work but they don't understand how we manage to make it all work so inexpensively without sacrificing quality control. Others think that having catchy names and flashy web sites will do the trick but they don't know enough about this industry to provide credible and useful information, which is what people really need. The worst of them think that cyber-bullying, false and misleading advertising and uncompetitive behaviour will sour our taste for what we do and make us quit the industry we love. Nothing could be further from the truth.

What none of them understand, and they probably never will, is that the strength of any company will always be built on the quality of the people and the human relationships that exist between them. Clientele, suppliers, staff, contractors, coordinators and agents. The school formal industry, like any other, runs like a machine with many moving parts and the human relationships are like the oil that keeps it all running smoothly and efficiently. Without it, things just seize and nobody wins.

Of course people will only place that level of faith and trust in companies of good repute with products and services of high quality that deliver on all promises and expectations.

One of the most important strengths of the Prom Night Events position in the marketplace is the very special relationship that we have with each of the venues that participate in our programme.

In the 17 year history of our programme, we've never approached a venue to join our ranks. Every currently participating property has voluntarily asked us to include them. Each one has been through a relationship-building process, a set of carefully negotiated criteria on both sides, and a period of trial and assessment before finally launching into commerce. Some venues have taken up to 2 years to navigate this careful process and once completed, some venues have been with us as long as the full 17 years we've been around.



The school formal market is a difficult and tricky niche. In order to succeed without error or problem and survive, you need to be an expert in logistics, legal compliance, harm minimisation, risk assessment, marketing, sales, supply coordination, accounting, crowd management, occupational health & safety and above all, be able to make this all work within a teen-culture environment. Most major prestige venue brands will be the first to admit that they can't manage it alone.

Major Branded Venues are faced with 2 different decisions to make when thinking about formals...

- 1/ Are we ready and willing to accept formal bookings at all? ... and...
- 2/ If we are, then are we ready and willing to handle them ourselves?

Around 90% of those venues answer "Yes" to question 1 and "No" to question 2.

To date, Prom Night Events is the only company that has been able to make it possible for them to answer "Yes" to both.

That's why when faced with the choice of whom they'd accept school formal bookings from, they choose to go exclusively with Prom Night Events. That means they won't accept school formal bookings from anyone else, not schools, not committees, not parents and certainly not "copy-cat" agencies pretending to be like us.

Prom Night Events has maintained a 100% success record for 17 years. That's been achieved purely due to the very special relationships we've forged with our venues, our client schools, our suppliers and our teams.

If you see anyone else claiming or boasting that they have the same access to book your formal into our venues, and you want to know for sure, just ask the venue who their preferred formal company is, then give us a call to book you in.

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## Explaining Venue Licenses & Permits for Formals (P14)

Although we deal with a fun, glamorous and exciting industry, behind the scenes is a very dark and serious “engine-room” where issues are being dealt with that you may never see. You should know about them, if for no reason other than being comfortable that qualified minds are working on keeping you safe.

Venues may advertise that they’re ready and willing to host your prom, but are they legally allowed to do that? In most cases, they don’t even know the answer to that question themselves. If they don’t even know, how are you going to know?

So the question arises “What happens if the venue doesn’t have the right licenses or permits? Does the place explode?” Well - No, probably not however, if anything goes wrong and there’s an incident of any kind. Perhaps someone gets hurt or there’s a reason for the Police, Fire Brigade or Ambulance to attend, even for a false alarm, there’s likely to be a legal problem. Culpability and liability will have to land on someone, and you don’t want that to be you. Insurers run for cover when procedures aren’t perfect so “no permit, no coverage”.

At best, the event could be shut down. At worst, it may end up in court. There are no winners in either case. So how do you protect yourself? The very best way to start will be making sure that the venue has all of the necessary licenses and permits in place, then seeing that right through to all the workers and suppliers, then checking procedures are documented and finally covering the whole package with a variety of different insurance policies. This is the less glamorous side of formals, however, it’s no less important.

### Venue Licenses:

In NSW (at this time) many commonly licensed venues offering themselves as available to host high school formals fall under one of the following types...

- Hotels (Hotelier’s License)
- Nightclubs (On-Premises License Public Entertainment Venue)

Under these Licenses, before a school formal can be booked, they have to apply for, and be granted, a special permit known as a “Minor’s Functions Authorisation”. Put quite simply, if they don’t have one, they can’t host your prom, and if they do have one, they can’t sell any alcohol to anyone at that prom (regardless of age).

Most remaining common license types are...

- On-Premises License (Restaurant) (Vessels) (Governors) (Caterers)
- Registered Club License

Under these types of licenses, special permits aren’t required but strict controls are highly recommended.

The permits and controls are only the first step. Once the venue has that part sorted out, every person working at the prom, even volunteers, has to have a special Police clearance called the “Working with Children Check”.

Every electrical appliance that’s plugged into power at the venue on the night has to be checked and tagged according to occupational health & safety standards by a licensed electrical testing contractor and every set of goods and services supplied to the event has to have “Risk Assessments” carried out and be certified with a “Safety Compliance” or “Hazard Identification” sheet.

Finally, there has to be insurances for Public Liability and a range of other things before the event is properly covered.

Compliance is a huge task, but at Prom Night Events, we have it all covered for you. We stay on top of legislative changes.

Just remember that there’s only one opportunity to get this right. That’s why our motto is *“One Dream, One Formal, One Chance”*.

Disclaimer: Prom Night Events is not giving legal advice. We’re merely reporting what we understand of legislative restrictions as we understand them to apply to our industry at the time of creation of this fact sheet. We advise all readers to independently check the validity of these issues with the relevant government authorities directly.

