

# Kaleidoscope's Special Event Planning Services

*We begin the planning of each event by learning as much as we can about the client and their attendees.*

*We then can offer a variety of planning services based on your needs and budget.*

## **Basic Event Services include:**

### **Site Selection**

Identify locations to meet your event needs and desires.

### **Contract Negotiations**

Work with venues and vendors to get the most beneficial contract in place that supports your event objectives.

### **Budgeting**

Establish a budget for your event either from scratch or based on your approved number. – record actual versus budgeted costs to remain within budget.

### **Invitation / Registration Services**

Create registration process for all guests / attendees. –

Manage database and create reports for pre and on-site planning needs.

### **Hotel Block**

Manage rooming list and/or room block. – Make hotel arrangements for guests, employees, customers, and vendors.

### **Travel**

Depending on the size of the group, manage in-house or contract with a travel agency or for all travel needs.

This includes local shuttle services, airport service, or air travel.

### **Catering**

Work with catering department or secure outside catering vendor. – Plan all snacks, breaks, & meal functions. Coordinate Bar Service Vendors as needed. Food Trucks and Concessions also available.

### **Room Setup**

Coordinate all room setup needs including tables, linens, risers, head-tables, stages, lighting, decorations, etc.

### **Audio Visual**

Coordinate projectors, screens, microphones, flip charts, sound systems etc.

### **Activities**

Identify appropriate vendors to work with and activities to offer to attendees. – Entertainers of all kinds, Team Building, Keynotes, Interactive Games, Carnival Activities, Novelty Performers Sporting Activities etc. We can also coordinate Spouse activities / tours, or attendee children and family activities etc.

### **Entertainment**

Music, DJ's, Interactive games, Entertainers (all types and regional and national entertainers-Magicians, Bands, Comedians, Theatre shows, Dancers, Aerialist, Roving Entertainers, Carnival Style Rides and Games, Theme Activities, Casino Theme Parties, Family & Children Entertainers- All to meet the needs and budget of your event.

## **Speakers Selection**

Industry experts – Motivational speakers – Company executives – Presenters for show audience.

## **Trade Show Logistics:**

### **Show Floor Presence**

Help to identify the best booth spaces on the show floor and/or sponsorship opportunities.

### **Booth Design and Construction**

Help determine the size and composition of your trade show booths and signage.

### **Booth Logistics**

Coordinate all exhibit hall / booth logistics (shipping, drayage, carpeting, electrical, internet, etc.) and work with vendors to secure appropriate needs.

## **Marketing Communications**

Create Promotional giveaways – Direct mail/email campaigns – Presentations – Media relations materials – Brochures – Product slicks – Internal sales-support materials, and other communications.

## **Post-Event Services**

### **Accounting Wrap-Up**

Provide a detailed summary of all expenditures to help you plan for future events. Pay invoices, follow up with vendors, and subcontractors.

### **Business Reporting**

We can provide or support lead generation and distribution and tally the number of qualified leads from show. We can also help you establish a system to track sales from leads generated.

### **Quality Assessment-Surveys**

We also offer event survey coordination so you and your team members can assess the event– what went well, what needs to be improved, along with how well you did at meeting the defined objectives or target goals.

**REMEMBER: All Proposals Are Personalized, According To Your Needs And Budget!**

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