



TYCOON EVENT PLANNING & PROMOTIONS

Let Us Introduce Ourselves

Tycoon Event Planning & Promotion

Whether planning a corporate function or launching your next big initiative, Tycoon Events is an award winning, full service event planning company. Our event planning services focus on corporate events (public and private sectors), special events, and conference management event services.

**As the Leaders/the Dreamers/the Thinkers, our clients have a Mission.
As the Storyteller, Tycoon Events has a Purpose and our Purpose is simple:**

Curate an immersive, customized opportunity (an event) that pioneer our client's mission (their dream, their vision, their strategy, their brand story) into connections, commitments, and actions that move, inspire, and provoke thought.

Don't get us wrong! We also love to throw a good 'ol fashion party as well, and do a darn good job at it!

MEET THE FOUNDER

Founder and lead planner of Tycoon Events, Eryne Sarabin, has been in Edmonton's events and marketing industry for over a decade. She has experience working with local and international organizations. She also spent a year in London, England working in the events and culinary industry alongside Gordon Ramsay. Eryne takes great pride in her work and strives to provide dedicated attention to every project. Her experience, passion, and fun attitude helps create and execute flawless projects, while creating lasting memories. Her flair for creativity brings new and innovative ideas to each project while managing her client's goals, budget and timelines. Her passion for community and her city also keep her in tune with local events and trends. Eryne belongs to, and participates in, numerous community and industry organizations.

TYCOON'S EXPERIENCE

Recent awards and accolades include:

- 2017 - Winner, Event Planner of the Year (Edmonton Event Awards)
- 2017 - Finalist, Emerging Leader Award (Canadian Event Industry Awards)
- 2017 - Finalist, Best Live Event (Edmonton Event Awards)
- 2017 - Feature, NextGen Column (Meetings Canada Magazine)
- 2016 - Winner, Best Live Event (Edmonton Event Awards)
- 2016 - Finalist, Rising Star Award (Meetings Canada)

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We work with our clients to not only ensure that events align with their organization's annual strategy and goals, but also to maximize engagement, create value, elevate the experience for attendees, focus on the story being told, and ensure that all event decisions align with the event's purpose.

We have experience working on events that have required us to collaborate with internal teams and committee groups, or on events where the expectation is to reinvigorate and elevate.

Some of our clients include:

- Alliance française of Edmonton's 'Make Music Edmonton' festival
- ATB Financial
- Autism Speaks Canada
- Boston Pizza
- Office of the Auditor General of Alberta
- Servus Credit Union
- Syngenta Canada
- TEC Edmonton
- The Alberta Podcast Network
- The Little Potato Company
- University of Alberta Libraries
- University of Alberta School of Business
- United Way
- 124th Street Business Association's 'All is Bright' Winter Festival, and more!

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Tycoon's Team is made up of diligent, creative, and hard-working event professionals. They excel in the areas of communications, marketing, event design, set up and tear down, travel coordination, graphic design, project management, vendor coordination, sponsorships, volunteer management, onsite coordination, and other event specialties.

We are proud to belong to such professional organizations as:

- Edmonton Chamber of Commerce (ECC)
- International Live Events Association (ILEA)
- Meeting Professionals International (MPI)

WHY HIRE A THIRD PARTY PLANNER?

It is quite common that organizations will turn the responsibility of planning and orchestrating a conference, seminar, meeting or other corporate event over to a member of its team — often a member of the marketing department or from the administrative team. These professionals may not have the proper tools and abilities — or time — to handle the boundless tasks that make up everyday life for today's event managers. By bestowing the responsibilities of event coordination onto internal professionals, their time, concentration and energy are pulled away from performing their own set of important tasks and they perform in an unfocused, scattered, and inefficient manner. In addition, a level of expectation and responsibility is created that does not align with the scope of their job description. The result can be stressed out, burned out and resentful employees struggling to accomplish their regular duties in addition to feeling overwhelmed in hopes of pulling off a flawless and successful event.

Hiring a third party planner allows internal staff and teams to prioritize their tasks and stay focused on the things they need to accomplish. A contracted planner will also likely be far more efficient and diligent when planning the event as the skillsets needed to accomplish the job are within their wheelhouse and they will efficiently be able to enlist support services from their many partnerships in the industry.

A third party planner is adaptable and flexible, meaning they can work with internal teams to ensure that there is alignment with the best practices, standards, and branding of your organization. An event planner can also call on internal staff when in need of onsite staffing at the event and volunteers. This is a great way to include your team without worrying about staff being stressed out about the planning process itself.

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HOW DOES A THIRD PARTY PLANNER ADD VALUE?

In hiring a third party event planner, some points to consider that they provide:

- Save time and money for organizations
- Can tap into nationwide or worldwide networks
- Ability to leverage buying power to secure better hotel and venue rates
- Assurance of continuity even if someone leaves the company
- Better technology to help with housing and registration
- Team collaboration to resolve client issues
- Preferred partners for such things as AV services, transportation, catering, etc.
- Broader experience resulting in a higher level of customer service
- Thinking outside the box

THE ROLES OF TYCOON'S EVENT PLANNERS

At Tycoon we get asked a lot of questions about all the different roles event planners are responsible for; from what roles we fill in the lead up to the event, to the roles we're taking on at the event. The life of an event planner is busy, and exciting! Everyday there's an opportunity to take on a different task and wear a different hat. You'll find an event planner demonstrating a different skill and being adaptive every day, from attention to detail, to creativity, to organization and to much more! It's not hard to say that no two days are the same. Below we'll talk about some of the different event planning roles, what makes each unique, and what services you'll want to hire as part of your next event.

ONSITE EVENT MANAGER:

An onsite event manager is responsible for managing logistics on the day of the event, onsite at the event venue. Their role, prior to the event start, can include such things as: overseeing event flow, managing timelines, managing event staff and volunteers and running through any required rehearsals, presentations or performances. Once the event has started their role includes: overseeing stage management, overseeing the event flow and timings, acting as a direct point of contact between the client, venue, entertainment, AV, event staff and volunteers, and managing event logistics. The value of hiring an onsite event manager is so that the client, who is typically hosting the event, can focus on being front and center and available to guests rather than occupied and busy with details and vendors throughout the program.

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EVENT STYLIST:

An event stylist is the creative force of an event team who focuses on the aesthetics of an event, the “feel” of the event if you will. They help to create the mood and atmosphere of the event. The event stylist is the person who works specifically on arrangements, decor and the overall aesthetic feel of the event. If a stylist has been hired on to a project, in addition to the event planner, the event stylist will work with the event planner to ensure that the decor plan is aligned with the overall plan of the event. The event stylist, though responsible for all of the logistics associated with the decor plan, will need to ensure that the event planner is aware of all logistical needs and ensure that they are feasible

.VOLUNTEER AND EVENT STAFFING MANAGEMENT:

Managing volunteer and event staff includes identifying and defining the various roles and areas where staffing support is needed, coming up with a staffing schedule, drafting a volunteer call out, managing volunteer recruitment and registration, managing communications, hosting volunteer orientations, ensuring that all volunteers and event staff are equipped with all of the information that they require, to being a point person on the day of the event.

SPONSORSHIP AND FUNDRAISING:

Event sponsorship and fundraising is an opportunity for event planners to get creative when coming up with sponsorship packages while demonstrating specialized event planning skills. Take the time to understand your client. Who are the sponsors that align with their organization and their values? Who should you be reaching out to so that their support of the event aligns with their company’s mission? Approaching companies and organizations for financial support is never an easy task. The more thought, value-added thinking, customization, and attention to detail that goes into the package and approach will lead to more successful results in the end. Like most pitches, think of how many asks go out every day. How are you making yours stand out from the rest?

PROMOTIONS:

Event promotions and outreach before your event create targeted awareness. Event promotions and outreach during your event: capture key moments and take the event conversation online. Each promotions strategy is tailored to meet the goals and demands of each event. We create a greater awareness of the event, increase registrations, elevate engagement and the conversation. A well thought out event promotions strategy becomes part of the storytelling process that aligns with the purpose of the event, which, on a much larger and more holistic scale, is part of the overarching vision of our clients. With purpose, detail, and clarity in our event promotions, we never lose sight of our client’s main goals and large-scale strategies.

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FULL EVENT MANAGEMENT:

Full event management is the composition of all areas of managing an event. Responsible for consulting, project management, onsite event management, decor plans and styling, event volunteers and staffing, sponsorship, registration, marketing, promotions, communications, stage and production management, vendor and venue coordination. Whether sub-contracting various services or fulfilling them directly, full event management relies on one main point of contact for all coordination and management. Their job, as the main point of contact for the event, is to ensure that there is cohesion, clarity, collaboration, communication, timeliness, organization, and order to the planning process.

CONSULTANT:

Working with individuals or an internal team/team members to provide insight and feedback on various event elements. This role is well-suited when an organization or company want a third party perspective and skillful recommendations. Bringing a new set of eyes and information to the table can be extremely valuable to the client, the project, and the end users.

PROJECT MANAGEMENT:

The role of the event project manager is to manage the timelines and deliverables of the event, establishing a thoughtful and in depth critical path, assigning all action items and establishing critical deadlines. The event project manager will routinely check in on the individuals responsible for working on, and delivering, all action items to ensure that progress on the event planning is proceeding in a timely and efficient manner.

The event project manager role creates value-add when working with a client who may want to be mindful of the expense of hiring on a third party event planner, but needs to rely on them for the effective and efficient time management expertise, in addition to being aware of all deliverables that need to be flagged that are associated to the event. The event project manager also alleviates stress from any internal teams/team members whose attention is better focused on their full-time role or tackling the 'to do' items. And those are just some of the many, many roles an event planner can fill for your event. Organizing an event is a large task, but with an event planner who has strong organizational and communication skills, years of experience and a passion for detail, hosting your perfect event is easy. At Tycoon, we'll work with you to capture your vision for an event and help you achieve your desired outcome.

"Plans are nothing; planning is everything."

-Dwight D. Eisenhower

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To us, it really is all in the details!