



TYCOON
EVENTS

LET US INTRODUCE OURSELVES



WHO IS TYCOON EVENTS?

Tycoon Events (part of The Event Estate Inc.) is an award-winning, full service event planning company. We specialize in live, hybrid, and virtual events. Our focus is corporate event planning, community/non-profit events, conference management services, event styling and event consultations.

As the Leaders/the Dreamers/the Thinkers, our clients have a Mission.

As the Storytellers, 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!

WHY TYCOON EVENTS?

At Tycoon Events, we pride ourselves on:

PLANNING WITH PURPOSE.

Our role as a curator of immersive experiences tailored to a unique purpose.

ADDING VALUE.

Our commitment to adding value for the client, including complete transparency throughout the planning process.

EXCEEDING EXPECTATIONS.

Our people exceed expectations to make the service and experience memorable.

We are committed to providing our clients with the highest quality of service and we pride ourselves on providing distinctive value. We maintain the position that our service is consistently delivered above and beyond the expectations and criteria required for each event or project.

We are committed to working within our clients' timelines, budget, and scope of their needs and requirements. Any changes to quotes, proposals, and costs of services will be communicated in writing and with adequate and fair notice. We understand and adhere to codes of protocol and confidentiality with regards to our clients and their projects. We realize that the event or project is a reflection of our clients and are representative of their brand and we are therefore committed to ensuring that our client is always positioned in a highly professional and authentic manner.

We are committed to directing and assisting our clients in the most cost-effective manner to ensure the successful completion of their event or project. We regard the importance of informing and educating our clients about the industry and best practices to assist them in the successful planning and completion of their projects.

We believe that all transactions should be mutually beneficial and that the relationship with our clients and colleagues are based on good faith, trust, and respect.

WHO DOES TYCOON REPRESENT?

We work with our clients to not only ensure that events align with their organization's 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, committee groups, or on events where the expectation is to reinvigorate and elevate.

Some of our clients include:

- * AdaptAbilities
- * Alberta Blue Cross
- * The Alberta Podcast Network
- * Alliance française of Edmonton's 'Make Music Edmonton' Festival
- * ATB Financial
- * Autism Speaks Canada
- * BioWare
- * Boston Pizza
- * Capital Power
- * Covenant Health
- * Global News Woman of Vision
- * The Little Potato Company
- * The Office of the Auditor General of Alberta
- * Servus Corporate Centre
- * Solar Alberta
- * Stollery Children's Hospital Foundation
- * Syngenta Canada
- * TEC Edmonton
- * United Way
- * University of Alberta Libraries
- * University of Alberta School of Business
- * 124th Street Business Association's 'All is Bright' Winter Festival

Recent awards and accolades include:

- 2020** 2020 Winner, ILEA Esprit Award for Best Meeting/Conference Program (ILEA International)
- 2020** Finalist, Best Single Day Event Produced for a Corporation by a Third Party Planner (Canadian Event Awards)
- 2020** Finalist, Best Event Design/Decor Concept \$50,000 – \$150,000 (Canadian Event Awards)
- 2020** Finalist, Most Outstanding \$250,000 – \$500,000 (Canadian Event Awards)
- 2019** Winner, Best Supplier – Creativity and Design (Edmonton Event Awards)
- 2019** Finalist, Best New Event Product or Idea (Edmonton Event Awards)
- 2019** Finalist, Best Live Event (Edmonton Event Awards)
- 2019** Finalist, Outstanding Community/Non-Profit Event (Edmonton Event Awards)

HOW DOES A THIRD PARTY PLANNER ADD VALUE?

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. 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. 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.

This new world of virtual events can be a bit overwhelming, we get it! That's why we've spent the last nine months exploring all of the virtual event tools, platforms, and applications that exist out there and continue to pop-up on the daily. We've done (and continue to do) our research, we know what questions to ask and have lots of insight to share on the platform that's best suited for your event. Feel free to take a peek at our library of the 60+ tools and resources that are listed in our [Virtual Event Resource](#).

Overall, third party event planners can provide many benefits to the clients they serve:

- * 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

Our team is proud to belong to such professional organizations as:

- * Edmonton Chamber of Commerce (ECC)
- * International Live Events Association (ILEA)
- * Meeting Professionals International (MPI)
- * Professional Convention Management Association (PCMA)

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WHAT ROLE DOES TYCOON PLAY?

At Tycoon Events we get asked a lot of questions about 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. 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, on site coordination, and other event specialties. Below we'll list some of the different event planning roles, 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.

EVENT AND 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.

EVENT DESIGNER:

An event designer 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 designer is the person who works specifically on arrangements, decor and the overall aesthetic feel of the event. The event designer, 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.

EVENT STAFF AND VOLUNTEER 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.

EVENT SPONSORSHIP AND FUNDRAISING MANAGEMENT:

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. 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.

DIGITAL EVENT STRATEGIST:

The digital event specialist can take your in-person only event and transform it into a purely virtual event, or a hybrid of the two. This planner is very valuable, as they need to facilitate and understand how to bring essential event elements like sponsorship to the digital world and make it just as effective as in-person events. The digital strategist works very closely with the event manager to make sure all plans align together.

WHAT SERVICES DOES TYCOON PROVIDE?

Tycoon Events focuses on five specific areas of planning, which we call our five pillars. The five pillars are: Corporate Event Planning, Conference Management Services, Community & Non-Profit Events, Event Styling, and Event Consulting. By focusing on these five areas our clients can rest assured we are committed to fulfilling our specialties and have a common focal point. Here's how we summarize all five service types:

CORPORATE EVENT PLANNING – LIVE, HYBRID, OR VIRTUAL:

Corporate planning usually involves full event management, as our corporate clients tend to take advantage of all of the specialties our third-party planners bring. These events are a mix of internal and external events and work best for companies that want the event planners to take the lead on all elements.

CONFERENCE MANAGEMENT SERVICES – LIVE, HYBRID, OR VIRTUAL:

Conference planning is specific to expertise specialized in the planning and delivering a conference. Conferences require a special set of skills and leadership to make sure they run according to plan. Tycoon Events typically works with committees and boards in a large capacity to make sure all deliverables are created and every person is held accountable to their area of focus.

COMMUNITY & NON-PROFIT EVENTS – LIVE, HYBRID, OR VIRTUAL:

Tycoon Events recognizes that a lot of smaller organizations require help for their fundraising and community initiatives. Community planning can encompass anything from full event management to simple consultation. Our community clients ask us to be involved with donor appreciations, awareness events, and of course, large fundraisers.

EVENT STYLING – LIVE, HYBRID, OR VIRTUAL:

Styling usually encompasses Tycoon Events being brought in at just the decor level. All decor is planned for and is also set up and taken down by our team as needed. This option is great for clients that just want to bring an additional design element to their events without requiring full event management.

EVENT CONSULTING – LIVE, HYBRID, OR VIRTUAL:

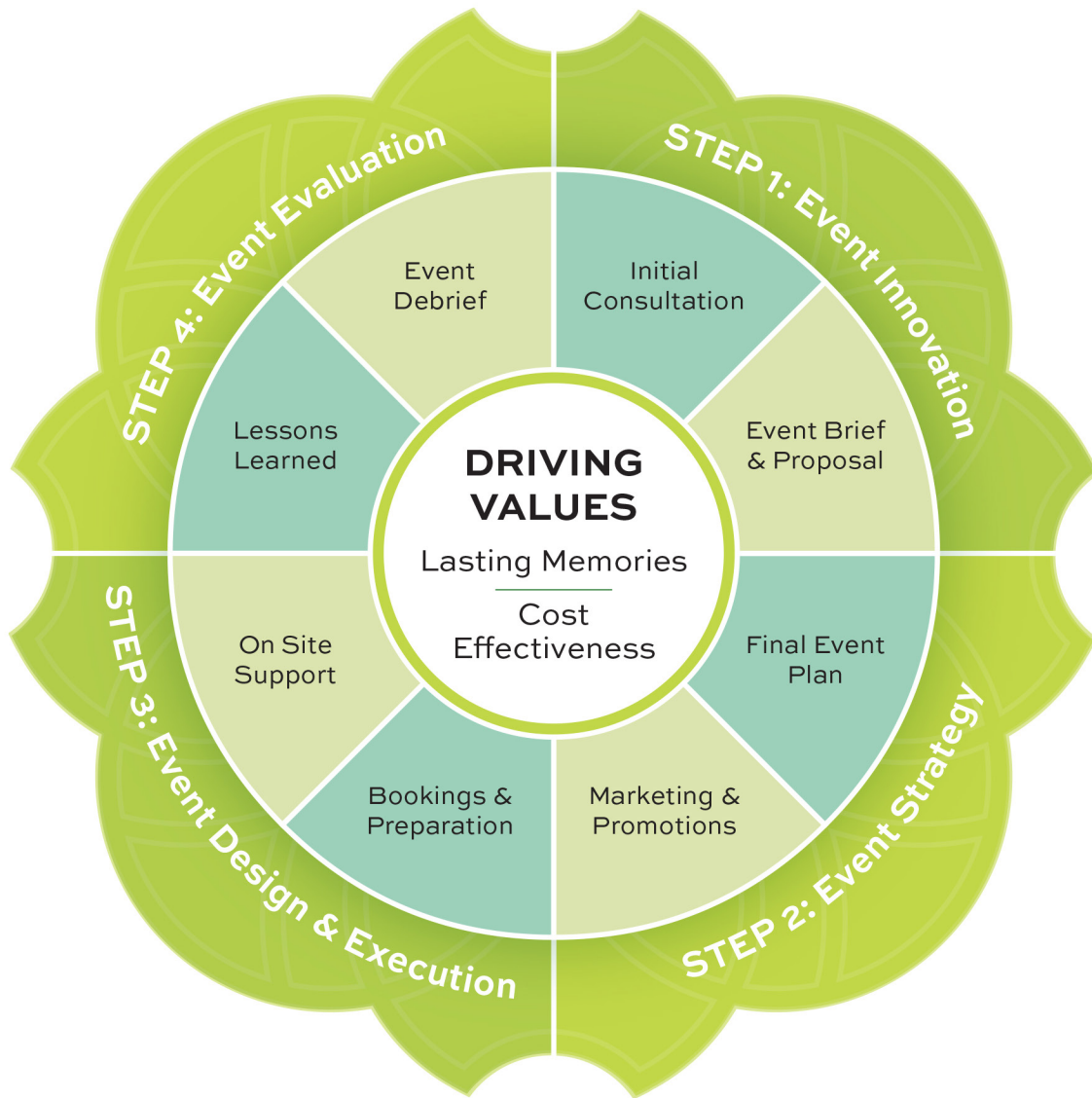
Consulting typically involves working with individuals or an internal team/team members to provide insight and feedback on various event elements. This role is well-suited when an organization or company only want a third party perspective and skillful recommendations. Bringing a new set of eyes and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

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 Events, 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

TYCOON'S EVENT PLANNING PROCESS



STEP 1: EVENT CONSULTATION AND INNOVATION

- A. The event questionnaire is provided to the client and is to be completed.
- B. An initial consultation is had with the client (30 minutes to 1 hour) to review the event questionnaire and discuss in further detail.
- C. Based on the initial consultation, a quote is drafted and provided to the client. The quote will include high level details based on services required, event needs, and the event planning fee.
- D. If required, a follow up meeting takes place to review the quote. If all is in order, the client approves the quote.
- E. Once the quote is approved, a contract and retainer invoice is issued to secure our services.
- F. Before we can begin work, we must receive the signed contract and retainer payment.

STEP 2: EVENT STRATEGY

- A. From the proposal and any follow up meeting(s) with the client, a final event plan is created. This document will provide the framework and strategy from which Tycoon Events and the client will work from moving forward. The event plan will also be used as a reflection piece when doing the post-event debrief.
- B. Development of the event strategy.
- C. Determine any additional services that may be required such as marketing, promotions, etc. If these services are not part of Tycoon's contract, we will determine who will be responsible for them.

STEP 3: EVENT LEAD UP, EVENT DESIGN AND EXECUTION

- A. Development of the critical path.
- B. All event design work, budgets, bookings, coordination of vendors, and prep for the event.
- C. Update client and team meetings as required.
- D. Onsite staffing support plan created.
- E. Production schedule and minute x minute created.
- F. Event day.

STEP 4: EVENT WRAP UP AND EVALUATION

- A. Project closure.
- B. Expenses finalized. All invoices closed off and paid in full, including any remaining event planning fees to be paid.
- C. Follow up with all vendors, performers, entertainers, venue, event staff, etc. to get feedback on the event and what, if any, improvements could be made.
- D. Final meeting with the client to do an event debrief based on the client's feedback, to pass along all other feedback gathered, and to review the initial event plan that was created at the onset of the project.
- E. Lessons learned to be applied or considered for the next time the event takes place, should it be re-occurring.
- F. Touch point with the client two to three weeks post-event to see if any further feedback was collected.

1. BASELINE:

a. Has the event been done before or is this the first time?

b. If the first event, is it expected that this event will take place again?

c. If the event has taken place before, did you work with an event planner, and if so, who was it?

d. If not, have you worked with an event planner before?

e. What is the name of the event?

f. What is the purpose of the event?

2. DATE:

a. What is/are the date/s of the event?

b. Are you flexible with the date(s)?

3. TIMINGS:

a. Do you have a tentative start and end time for the event?

b. Are there scheduled timings to be aware of such as a formal program, presentations, etc.?

4. EVENT TYPE:

a. Is the event live, hybrid, or virtual?

b. If virtual, has a virtual platform been chosen?

YES – if so: Which one? _____

What were the driving factors/reasons for choosing this virtual platform?

NO – if not: What are the most important factors to you (i.e. price-point, guest engagement feature, ability to network, simplicity, creating a realistic VR environment, etc.)?

c. If the event has taken place before, was it done live, hybrid, or virtual?

d. Does your team have experience with virtual or hybrid events? If so, what was that experience like?
Any feedback we should be aware of (whether from your team or your guests)?

5. FORMAT:

a. If live or hybrid, where will the in-person event component take place? Has the venue been booked?

b. If live or hybrid, what components of the program will take place at the venue?

c. Has an AV company been contacted and/or contracted? If so, who?

6. BUDGET:

a. What is the budget for the whole event?

b. What is the budget for the event planner? Is this included as part of the event budget or as a separate fee?

c. Will food and beverage be factored into the budget?

7. ATTENDEES AND STAKEHOLDERS:

a. How many people are expected to attend the event? (If hybrid, please specify how many people are expected to attend for the in-person component and how many are expected to attend virtually.)

b. Who is your target audience/demographic for the event?

c. Who are the stakeholders involved with the event?

d. What would you like participants to remember about their experience?
(i.e. What are the takeaways/ lasting impressions you hope to leave with your guests?)

e. Is this a free event to attend or will guests be paying a fee?

8. ROLES:

- a. What services do you need Tycoon to provide? Where can Tycoon add the most value?

- b. Who is managing services such as marketing and promotions, graphic design, content design, etc.?

- c. What services will be done in-house/internally?

- d. Who is responsible for setting up and managing registration?

- e. Have any vendors already been contacted and confirmed? If so, please let us know who they are.

- f. How hands-on and involved would you like to be in the process?

- g. Who is our main contact and go to?

- h. Who is the key decision maker? Is a committee involved? What is the approval process?

- i. How often would you like to be updated?

- j. When is the planning process and project expected to start?

9. BRANDING:

- a. Are there particular colors and/or branding elements we should be aware of to include as part of the event design, visuals, décor, or features?

10. RESULTS:

- a. What would you like to achieve with this event? How will success be measured specific to the event as a whole and separately with respect to Tycoon's role?

- b. If the event has been done before, what worked well and what didn't?

- c. How will this event align with your larger goals and benchmarks?

- d. What are some known challenges or time constraints to be aware of?



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To us, it really is all in the details!