

# “GETTING IT RIGHT IS EASY” “GETTING IT RIGHT IS EASY”

## EVENT ORGANISATION & COORDINATION SYMPOSIUM

Wednesday 28 November 2007 8.30am to 4.00pm

Miranda RSL 615 The Kingsway Miranda

opposite Miranda Fair

### How are your stress levels?

Christmas coming – Carols by Candlelight, New Year celebrations, Australia Day, a bunch of internal Council events large and small for your Councillors, Mayor and Executive plus everything else besides. Sometimes it can just get too much.

### Would you feel better if you knew where to go

and what to do about getting that band – sourcing those Christmas street decorations – finding those sponsors – building that stage – organising that promotion, and so on?

### The “Getting It Right Is Easy” Symposium

is designed to help and guide you. It is presented by experts who conduct this work six, sometimes seven days, a week. They will show you the resources they draw upon to deliver a great event. With long experience and impeccable reputations, this know-how is available to you.

### Bring your challenges to the Symposium

and one or more of the panel will almost certainly assist you. The Symposium is not a talkfest but about providing real solutions that you can use.

We know that many of the delegates will have a working knowledge of organising events and will be looking for ways to make such events better organised, more meaningful and less stressful.

### This Symposium will assist you to achieving the results you want

The program will be in two sectors: Corporate and Community/Public events.

It is a full working day and will consist of a plenary session with keynote speaker **Robert Gunn** one of Australia’s most successful and diverse event producers. Robert has over twenty years of experience in the production of public, community and corporate events.

## SPEAKERS

### David McNeil

Managing Director – Daylight International – Staging, Sound, Lights & Power

### Philippa Lowe

Managing Director – Just Go Write – Promotion, Public Relations, Media Management

### Luke Faccini

Principal and Creative Director – The Sponge

### Damien Johnson

Managing Director – Unified Security – Safety and Security

### Tim Berthet

Sales Manager – Pillingers Hire Marquees and Party Hire

### John Stephens

Traffic Manager – Leichhardt Council – Traffic management

## SUBJECTS

- ❖ What is the objective of the event?
- ❖ Selection of event type, e.g. seminar, conference, theatrical, community, public etc.
- ❖ Timing: time of day/week/month – breakfast, daytime, evening etc.
- ❖ The Audience
  - + How to get them there
- ❖ Communication
  - + Before event
  - + During
  - + After
- ❖ Treatment of guests on arrival
- ❖ Venue selection
- ❖ Accommodation (if applicable)
- ❖ Catering (if applicable)
- ❖ Entertainment (if applicable)
- ❖ Logistical Management
  - + At venue
  - + Travelling event
  - + Accommodation
- ❖ Budget Control
- ❖ Technical management

This is a hands-on practical program that is designed to enable you to create more and better events efficiently while delivering quality, creative and effective results.

## Registration fee

Full day           **\$290.00 + GST** includes coffee & tea on arrival, morning tea, a light lunch & afternoon tea.

**Session 1 & 2 only**

**\$155.00 + GST** includes morning tea

**Session 3 & 4 only**

**\$190.00 + GST** including light lunch and afternoon tea

## How to book

Simply call on (02) 9960 1733 or  
email on: [rlg@imcproductions.com.au](mailto:rlg@imcproductions.com.au) to book a session  
**DO IT NOW! DON'T HESITATE. THERE IS LIMITED SEATING.**

## Accommodation

For regional delegates who may wish accommodation for the evening before or after the Symposium, there is Rydges Hotel right on Cronulla Beach or the Quest Serviced Apartments.



# PROGRAM

- 8.30 am Delegate registration  
Coffee, Tea and Orange Juice
- 9.00 **SESSION 1 – THE BIG PICTURE**  
Robert Gunn
- 9.15 **SESSION 2 – COMMUNITY & PUBLIC EVENTS PRACTICAL MANAGEMENT**  
Session Chair: David McNeil  
Panel: Philippa Lowe, Luke Faccini, John Stephens & Robert Gunn
- 9.15 Promotion of the event –  
Get yourself noticed, hopefully not arrested! Philippa Lowe
- 9.30 Event Website – Luke Faccini
- 9.45 Traffic Management and Pedestrian safety – John Stephens
- 10.00 The Entertainment Program mixing the amateurs with the professionals
- 10.15 Technical Direction – David McNeil - Daylight International
- 10.30 MORNING TEA**  
Chair: Robert Gunn  
Panel: Tim Berthet, Damien Johnson, David McNeil
- 10.45 Sponsors and how to get them – Robert Gunn
- 11.30 Tents, marquees, party hire – Tim Berthet
- 11.45 Getting & managing vendors, stallholders, carnival operators etc.
- 12.00 pm Security and patron safety – Damien Johnson
- 12.15 General Q & A's
- 12.30 LUNCH**

**1.30           SESSION 3 - CORPORATE EVENTS - LIVE**  
Session Chair: Philippa Lowe –  
Panel: Robert Gunn, David McNeil, Luke Faccini

1.30           Promoting the Event  
Copywriting, media placement, direct delegate contact

1.50           Website

2.05           The Timing

2.15           Know your Target Market

2.30           Venue Selection

2.45           Inviting delegates  
                  +    Offline and online  
                  +    Follow up

**3.00           AFTERNOON TEA**

**3.15           SESSION FOUR - THE PRESENTATIONS**  
Session Chair: Robert Gunn  
Panel – Philippa Lowe, Luke Faccini

3.15           Selecting and managing Speakers

3.30           Speakers' On-screen Support

Front of house support

3.45           Event Panel Q & A Session

4.00           Close



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“GETTING IT RIGHT IS EASY”  
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**EVENT ORGANISATION & COORDINATION  
SYMPOSIUM**

Wednesday 29 November 2007 8.30 - 4.00pm  
Miranda RSL Club 615 The Kingsway Miranda

**Name of Person booking**

Your name \_\_\_\_\_

Your Title at Council \_\_\_\_\_

Name of Council \_\_\_\_\_

Address of Council \_\_\_\_\_

Postcode \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

**Names of people attending**

**Person One's name** \_\_\_\_\_

Their Title at Council \_\_\_\_\_

**Person Two's name** \_\_\_\_\_

Their Title at Council \_\_\_\_\_

**Person Three's name** \_\_\_\_\_

Their Title at Council \_\_\_\_\_

**Sessions**

Full Day  \$290 incl. Light Lunch, Morning and Afternoon Tea

Sessions 1 & 2  \$155 incl. Morning Tea

Sessions 3 & 4  \$190 incl. Light Lunch and Afternoon Tea

**Accommodation**

Yes  Please contact me to assist with arrangements

**Payment:**

I am making payment for  people and

**Please note that we will not  
confirm your registration  
until payment is received**

+ attach: Cheque  Money Order

+ have made a Direct Deposit  to:  
International Media Communications Pty Ltd  
St George Bank Account No. 105574220  
BSB No. 112 879

## Speaker Profiles

### **Principal speaker Robert Gunn - A Profile**

Robert's journey began in the early seventies with live theatre, concert, film and television production, producing the biggest, most prolific and successful concert series ever seen in Australia to that date. The productions starred some of the great performers of the world but also focused on the wonderful undiscovered Australian talent. A reputation he is still proud of.

Robert's company IMC enjoys a very successful track record producing high profile public events stretching back over three decades.

His production history is crammed with every conceivable type and genre of event production from musical spectaculars at Sydney Opera House to product launches for some of the world's leading companies. Awards events, festivals, online symposiums his company website – [www.imcproductions.com.au](http://www.imcproductions.com.au) – has testimonials from leading business, political and world leaders who have experienced his work.

He works with diverse cultures includes, **Korean, Japanese, Indian, Italian, Greek and Spanish**, Robert also speaks, reads and writes Japanese.

Constantly monitoring, researching, reviewing and improving Robert continues to develop the marriage between the technology of the web and the passion of the live event growing the experience and response for those who take part.

### **Philippa Lowe - Just Go Write**

Philippa has a Masters in Communication and over fifteen years radio, TV, and print media experience in Europe, Australia, New Zealand and Singapore. A former ABC journalist, she has an unerring sense of 'what is newsworthy'. Providing clients with a valuable media perspective on the PR.

Combined with her extensive planning and management experience – head of a PR agency, award-winning documentary maker and magazine editor – she understands the power of integrated communications within a business.

Philippa devised a handpicked remote working approach when Just Go Write began in the late nineties. It allowed clients such as Fuji Xerox and Adobe to receive proactive, customised PR service from a wealth of professionals. The flexibility that Just Go Write offers its team also means longevity and low staff-turnover – another benefit to the successful PR agency's clients.

### **David McNeil - Daylight International**

David McNeil is the principal and technical producer for Daylight International. David is highly respected in his field. The enormous variety of productions that his company has undertaken over the past decade in Australia and other parts of the world has developed a highly unique suite of skills setting them apart from others in their field.

Daylight is now considered one of Australia's leading event engineering companies providing a range of services covering technical direction, audio, lighting and power.

The level of design and planning that Daylight's team undertakes prior to any event is without peer.

### **Luke Faccini - The Sponge**

Luke Faccini is Managing Director of The Sponge P/L, one of Australia's leading corporate design and marketing agencies.

The Sponge works with industry leading organisations globally as well as within Australasia

Luke with his vibrant and creative team is setting very high benchmarks in design and capability in web, multimedia and print based initiatives.

A senior creative director Luke has not only kept up with trends but created his own. A solid foundation in all aspects of creative design and production it is not surprisingly that he was recently invited to teach at TAFE to aspiring young new designers. The Sponge is one of the few creative houses that is actively engaged and understands the unique disciplines of live events so we are very pleased he has agreed to speak at this seminar.

### **Tim Berthet - Sales Manager - Pillingers Hiring Service**

Tim has an impressive background in sales primary in the hospitality sector. He is a qualified chef and has spent 25 years working in catering, functions and events and the live music scene

Pillingers is one of the oldest event equipment hire companies in Sydney. The current owners have owned and operated the company for over twenty years.

They specialise in the provision of equipment to the event industry and have the expertise and support to ensure that every job that we do is a success.

It is fitting that Pillingers brings its impressive track record and experience to this Symposium.