



# Connecting | 2020

Delivering Experience In A New World.



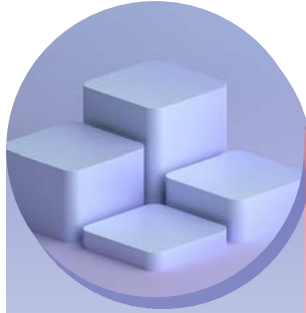
The background of the image features a complex network of blue, semi-transparent spheres of varying sizes. These spheres are interconnected by a web of thin, light-colored lines, creating a sense of a global or digital network. The lighting is soft and diffused, with a slight gradient from top to bottom, giving the scene a futuristic and ethereal feel. The overall composition is centered around the text, which is clearly legible against the busy background.

Inspiring New Ways  
To Connect.

**Here at SE, we have been busy learning new ways to engage and push the boundaries on experiential thinking so that we can continue to add value for our clients, their staff, suppliers and customers.**

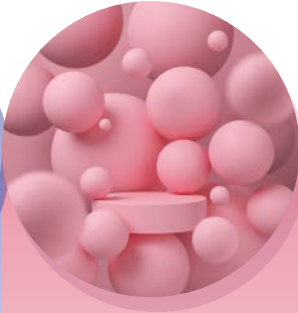
**The following information has been designed to showcase our range of virtual event platforms, cultural engagement initiatives, hybrid customer experiences, physical event offerings and insight into how we have been thinking differently as the world around us evolves.**

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Design & Styling



## Always On Offer.

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Ideation  
Entertainment  
Production  
Management



## COVID Protocol.

Covid Safe Action  
The Process



**Virtual Events.**

**Virtual Events are nothing new, however they have now become a more prevalent and important communication tool for businesses and events. Virtual Events enable teams to connect, communicate, collaborate and be rewarded from anywhere in the world.**

**If annual awards, conferences, business planning sessions or end of year celebrations have always been an integral part of your event calendar, it is important that it remains a priority.**

**SE have access to a myriad of Platforms to suit varying objectives and event needs which have been showcased below.**

# 3D Platform.

Playful  
Interactive  
& Fun!

1.



# 3D Platform.

Let us take you on a journey into our interactive event world. This 3D platform is the perfect environment to host your next event or conference. Where working from home and social distancing is the new way of life, we've come up with an interactive way to connect and engage with your guests. Guests can virtually meet, socialise and learn all about a product or service, just the way they used to. PRESS THE PLAY BUTTON for a sneak peek.

**GATHER  
SHARE  
DISCOVER  
LEARN**





# Overview.

## As 'Real Life' As It Gets.

The platform allows you to integrate features like live presentations with green screen feeds, avatars with teleportation, help desk support, social media engagements, group discussions, Q&A's, polls, fun games and activities, in-depth analytics and more! All in a single, seamless experience.

Here are some features -

- The ability for custom branding around the spaces
- An Enquiry Counter if you have any questions
- Guests ability to interact with different activations to keep entertained
- Expo Booths with concierge to chat to, video opportunities and pop up posters
- Capacity to chat privately with other avatars within the space
- Transform the expo hall into an activation zone, sponsor opportunity or department booths offering custom information

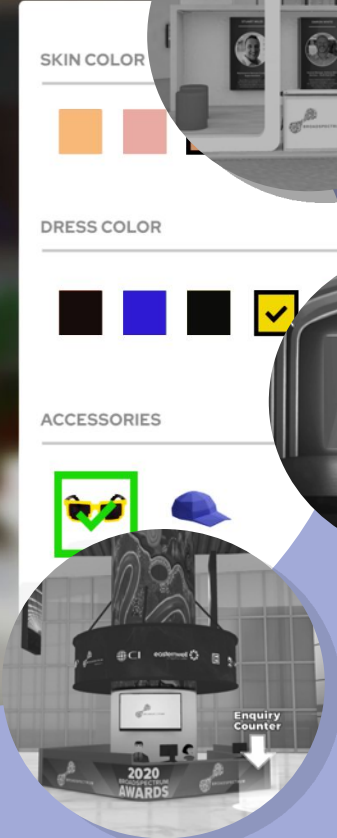


### Opportunities Are Endless!

It's a brand new way to educate guests, sell products, interact with others and socialise virtually! It is completely customisable and the options are almost endless: Product Launches, Awards Nights, Family Day, EOY Parties, you name it this platform has the ability to virtually bring your event to life!

# 3D Platform Features.

1. Foyer and activation space
2. Main plenary / auditorium
3. Breakout room with 2 way communication
4. Expo hall with individual information / branded booths
5. Custom designed interactive games and activations
6. Help desk
7. Data capture and reporting



# Delegate Connect.

Digital Events...  
Reinvented!

# 2.



# Delegate Connect.

## Events... Digitally Reinvented.

Delegate Connect delivers the entire event experience virtually. From panels and debates, to keynote lectures, attendees can engage with up to 30 simultaneous streams of conferencing, anywhere in the world. From the first meeting until the closing remarks, we blend live streaming and VoD webcasting with Q&A, polling, live chat, and integrated CPD tracking & analytics to create a seamless virtual experience.

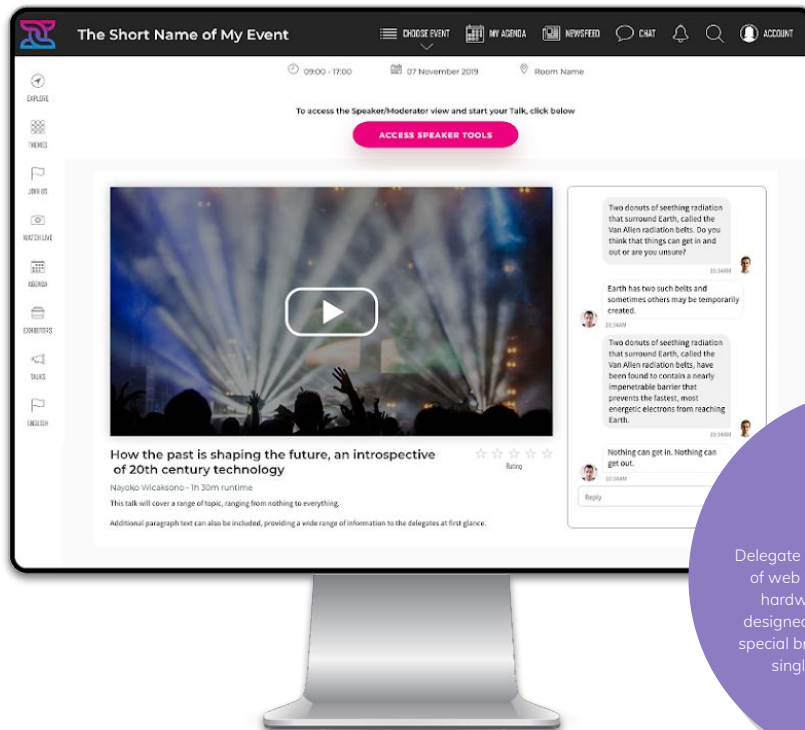


# Overview.

## Delegate Connect Solution.

A Live stream will be hosted on the Delegate Connect Platform to deliver the experience. The content can be a combination of pre-recorded video, live stream from a studio or live stream from a home/office. Solution Entertainment can facilitate any pre-recording or live streams by providing studios, equipment and staff. SE will also work closely with speakers to deliver their content seamlessly.

The platform can be completely customised to suit the event identity and brand.

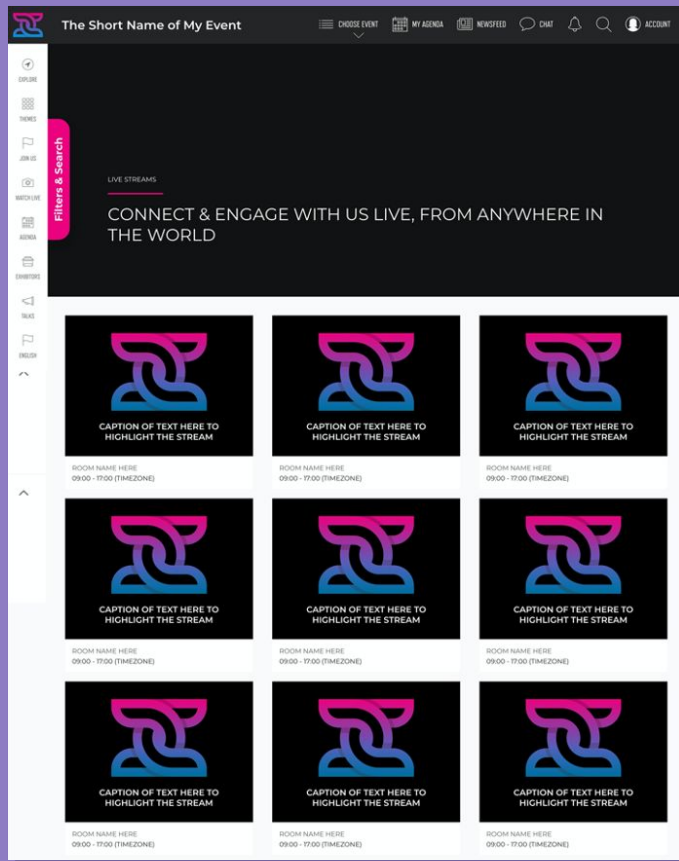


### How Can We Help!

Delegate Connect is a harmonious blend of web platform, mobile apps, onsite hardware and software, specially designed battle-tested processes. Our special brew is the world's only turnkey, single supplier, event technical production toolset.

# Digital Platform Features.

1. Ability for panel discussions (multiple speakers)
2. Live Q&A (posted on the Platform to each speaker)
3. Live Chat
4. Live Polling
5. Hosting of resources such as PDFs, forms, slide decks, other types of downloads to highlight featured partners
6. Platform branding and customisation
7. Auditorium / plenary presentations
8. Breakout rooms
9. Sponsor / Exhibitor pages
10. Agenda tracking
11. Data and Analytics



## Features.

<b>Inform</b> End to end information management toolset, managing programs, speakers, registrations, and other core event functions. Integrates into third party systems effectively.	<b>Present</b> Turn key on-site information and presentation management solution including integrated hardware, software, and in-room assistive technologies.
<b>Design</b> Technical consulting, pre-production, and pre-visualisation to provide stunning concepts and comprehensive management of your event technical production.	<b>Engage</b> Delegate focused engagement apps, providing real time personalised access to event information, critical alerts, hosted media, Social tools, and Guide mapping.
<b>ePosters</b> Design, submission, publishing, on-site display, and hosting of electronic posters, replacing expensive, limited use, and environmentally impactful printed posters.	<b>Social</b> Expand event exposure with on the day delegate engagement solution with Q&A and Polling with analytics data, along with social media integration and display.
<b>Collaborate</b> Bring attendees closer with chat. One to one or group messaging lets you make valuable connections. Private social network and news feed/profiles enhance engagement.	<b>Guide</b> Integrated digital signage and turn-by-turn navigation through Engage. Get your delegates and stakeholders to their destination quickly and efficiently.
<b>Analyse</b> Capture session attendance and accrue CPD points automatically via QR code or badge tracking. Capture actionable insights into your event; before, during, and after!	<b>Stream</b> Bring your event to the global stage with comprehensive live streaming and hosted webcasting of presentations. Presentations ready for viewing same day.
<b>Global</b> Unleash the power of multi-lingual events. Provide over 50 languages of content to attendees, with machine learning and human translated content, all at a button press.	<b>Promote</b> Increase event revenue and increase promotional value with sponsorship & advertising integrated into the program, speakers, digital signage, mobile apps.



# Jomablue Platform.

Virtual & Hybrid  
Event Platform!

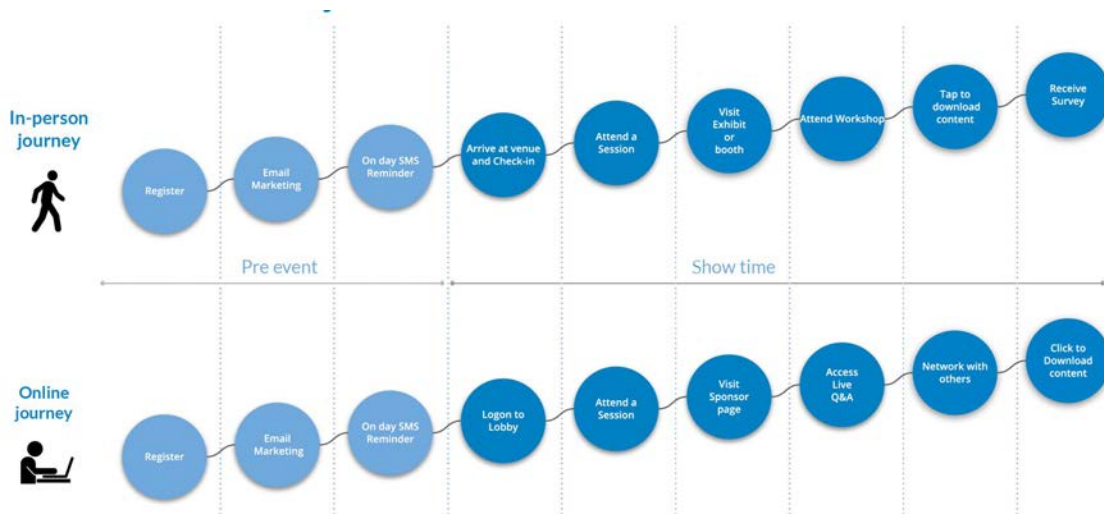
3.



# Jomablue Platform.

At SE, we believe innovative event technology has the power to transform events for organisers and attendees. The experience should be seamless, engage 100% of attendees, and capture data at every touchpoint.

Our industry-leading Event Experience Platform, Jomablue, is a comprehensive and fully-integrated solution that puts the power to create and execute extraordinary event experiences in your hands.



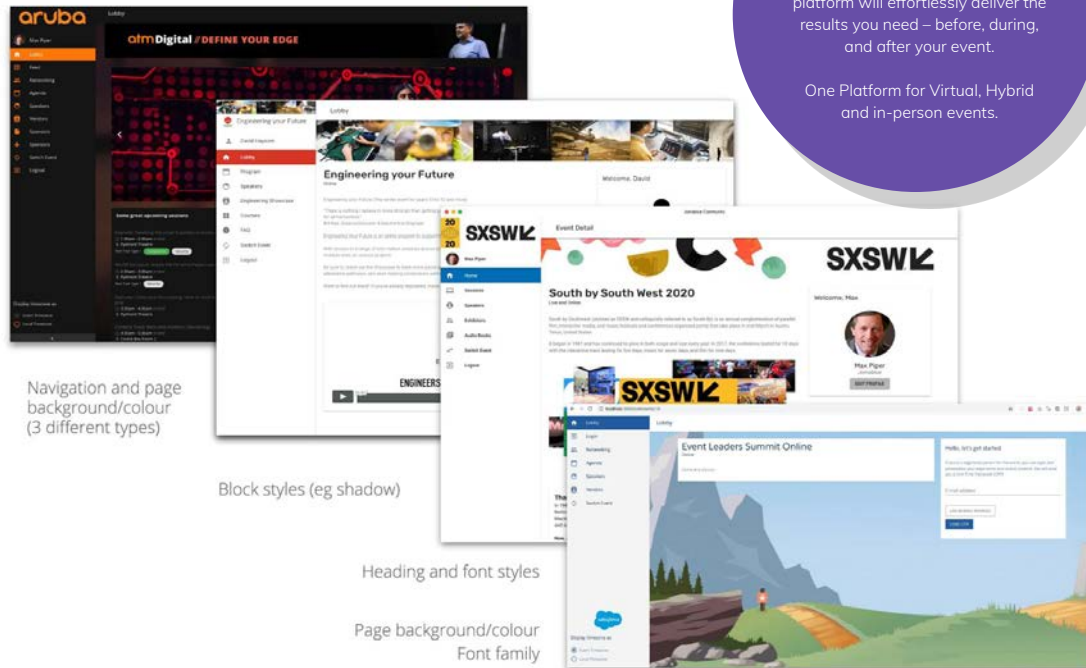


# Overview.

## Create Virtual & Hybrid Events.

Jomablue Community powers online event interactions for virtual and hybrid events. Creative features bring together multiple engagement tools that create a seamless, professional event experience. Session times, session details, speaker and sponsor pages focus virtual attendees on essential, interactive event information.

- Professional event experiences hosted online
- Multiple engagement tools on one page – video, networking, sponsor call outs and much more
- Retain Sponsor value with brand exposure and lead capture opportunities
- Engage customers with interactive experiences such as networking and live chat
- Insights features provide real-time data demonstrating engagement with sessions, sponsors and other content



### Discover!

Flexible, interactive, and packed with must-have features, this powerful platform will effortlessly deliver the results you need – before, during, and after your event.

One Platform for Virtual, Hybrid and in-person events.

# Jomablue Platform Features.

1. Live streaming
2. Video on demand
3. Live group chat
4. Featured Exhibitors
5. Feature Breakout session
6. Agenda viewer
7. Ad integration
8. Images
9. Q&A / Polling
10. Lead capture
11. Data capture
12. Platform customisation



# The Studio.

The home of live  
and pre-recorded  
content.

# 4.



# The Studio.

Through a hosted online experience, the event will be presented in engaging and varied ways, similar to a televised program. Located in a studio, this program will include onsite rehearsals and pre-recorded or live packages with graphic overlays to increase the effectiveness of the broadcast. Solution Entertainment recommends pre-recording content with the option to include live components to create a dynamic and interactive broadcast. The recorded content is then broadcasted through one of the above platforms (or another of your choice). Press play for a sneak peek.



# Overview.

## The Options.

Whether it be an Awards Night, Conference or EOY Celebration, the Studio Platform is a Digital Audience Experience that works with all types of events.

These could include...

- The ability for custom branding around the spaces
- Pre recorded or live event webcasting
- Event design & storyboarding
- 3D build of virtual venue and stage set
- Live or pre-recorded show
- Voice Overs, Video Editing and animated show build
- Entire show recorded, edited and made available post event within 24 hours, and delivered via download link and streamed via Zoom or a custom webpage

### Make your content dynamic!

Ensure your content is dynamic and engaging, no matter the platform or output. There are Zoom calls and then there are events. Be sure not to confuse the two.





# Studio Platform Features.

1. Script writing and storyboarded content
2. As many takes as needed to ensure the content is right
3. Branded LED backdrops for branding and content
4. Opportunity for the presenter to engage with the space and audience
5. Panel discussion opportunities
6. Green screen features and post production to enable a highly designed event backdrop
7. Multiple camera angles for engaging content.
8. Tech team onsite to manage output, internet quality etc



# 5.

## Virtual TV.

Custom  
Interactive  
& User Friendly!



# Virtual TV.

Virtual TV allows a completely custom design, experience and output for any event. Creating different virtual channels in the online HOUSE OF CHANNELS for guests to enjoy, room by room. Multiple breakouts, business divisions, topic talks, sponsor rooms are all available and custom designed through Virtual TV. End of Year celebrations more your style? Trivia in one room, activations in another and let's not forget the music room where the party really heats up are also options. The platform can be fully customised to suit the event theme and SE can design branded backdrops and graphic design elements for every room.



# Platform Interface.



WELCOME TO ATV  
PRESENTING...  
FAMILY DAY FUN!!!

## CHAT

RYAN JAMAAL SWAIN

👍👍👍👍👍👍👍👍

CORRIE HIROKAWA-ROOD

👍👍👍👍👍👍👍👍

RYAN JAMAAL SWAIN

WEEERRRRK

MAKENA COSCARELLI

so good!!!

LEO MCCARTHY

WOW!!!

LEO MCCARTHY

👍👍👍👍👍👍👍👍

TAYLOR JOHNSON

👍👍👍👍👍👍

Type your comment here...



SUBMIT

# Virtual TV Features.

## SWITCH ON!

As the audience switches they can be greeted by a main host welcoming them to the experience. The host will give an overview of the different channels before guests move to their allocated rooms or are free to explore on their own terms.

- Endless number of hosted channels,
- A curated TV guide for each channel
- A combination of pre-recorded and live content
- Interactive experiences
- Bespoke set designs in your event identity
- Two way voice and video communication



# Add On's.

Let's take  
virtual to  
another level!



# Add Any, Or All Of These To Your Virtual Event...

## 1. Celebrity Host.

Engage a broadcast host familiar with a TV environment to guide the presentation.

## 2. Live Entertainment.

Virtually delivered, live entertainment to keep your audience engaged and differentiate your event from the others!

## 3. On The Doorstep.

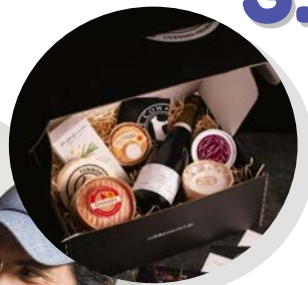
Add a little something extra to your virtual event - a beverage package, food hamper, party pack and more delivered to guests homes to enjoy during the event.



1.



2.



3.

# Interactive Activities.

## 1. Virtual Photo Booths

Bring the remote audience together with a fun cloud based virtual photo booth. Fully customisable.

## 2. Virtual Trivia

Utilising the latest technology and know how, we bring you an audio-visual feast that will redefine the way you think of trivia nights, it's more like a game show!

## 3. Party Packs

Send guests a branded delivery of goodies for those who opt-in to receive an at-home pack.

## 4. Games Zones

Create the ultimate action-packed experience in the Game Zone.



3.

2.

1.

# Entertainment.

1. Headliner music acts
2. Magician / Illusionist
3. Celebrity MC's
4. DJs
5. Trivia or Drag Bingo
6. And More...
  - Acoustic performances
  - Roving costumed entertainment
  - Comedians
  - AND EVEN MORE....





The background is a monochromatic pink space filled with numerous spheres of varying sizes. Some spheres are in sharp focus, while others are blurred, creating a sense of depth. In the lower center, there is a small, light pink cylindrical pedestal. The text "Cultural Engagement." is centered in the upper half of the image, rendered in a clean, white, sans-serif font.

# Cultural Engagement.

**For over a decade, SE has made connection our currency, bringing brands, businesses and people together through experiences that are exciting, rewarding and memorable. In this challenging time, we may need to do it a little differently but that's exactly what we intend to keep on doing. That's why we proudly launched All In.**

**An innovative cultural engagement platform that blends technology & experiences to connect, unite & engage a workforce, bringing them together, even when they are apart.**



# All In Platform.

The Innovative  
Cultural  
Engagement  
Platform!



# All In Platform.

Designed for businesses both big and small, All In is your shortcut to unlock a wide range of engaging and rewarding activities and experiences that add value to employees and the business alike.

Although the landscape we're now living and working in may be different, one thing remains constant – the best businesses know just how important it is to engage their people and make them feel connected, valued and part of something bigger. It was true before. It is even more relevant now. It will still be essential tomorrow. PRESS PLAY!



# The Platform.

## All In.

The innovative cultural engagement program that blends technology and select physical touch points to connect, unite and engage a workforce, bringing them together, even though they are apart.

At the click of your own mouse, these experiences are yours to book. Simply login, select and the concierge will be in contact to take it from there.

[www.allinculture.com.au](http://www.allinculture.com.au)

## Go All In!

All In Delivers hundreds of curated experiences around five key pillars. It is the new way to engage employees.



## 3 Easy Steps.

### Join

Join All In with your email address and a few details.

### Select

Browse the experiences then book or enquire through our Concierge.

### Enjoy

Login and enjoy the experience with colleagues, family and friends.

# What Is it?

**All In** is an online platform accessed by your organisation's people and culture managers and/or department leads. It unlocks a mix of rich, engaging and rewarding activities and experiences designed to add value to employees and the business alike.

The program brings together 5 key content 'pillars' into one collective offer:

- **Community**
- **Mental Wellbeing**
- **Physical Wellbeing**
- **Education**
- **Entertainment**

# What's In it?

Each pillar contains a mix of rich, engaging and rewarding content and activities designed to add value to the employee and business alike.

The content is a combination of live and pre-recorded content sourced from external brands and includes two-way engagement and dialogue opportunities.

Content and activities will incorporate a wide range of material - from informative to inspirational, from company wide to team specific and from work to play.

Supporting the pillars, an additional communications channel also enables relevant messages and information to be delivered company wide.

# How Does It Work?

Available via a free website, you'll have full access to a suite of engaging activities and experiences and can select those most suited to your organisation and people.

The experiences you choose are programmed and scheduled throughout the week and can be accessed by employees at specific times, or in many cases, at their leisure afterwards.

# All In Pillars.



## Community

Share the experience. Share the laughter. Share the fun. A whole host of activities designed to do in groups – even virtually.



## Mental Wellbeing

For many people, life can be challenging, both personally and professionally. Help manage stress and anxiety with these ways to stay mentally and emotionally stronger.



## Physical Wellbeing

Whether you prefer a good stretch or a good sweat, there are loads of fun and energetic ways to stay active and healthy.



## Education

It's not just our bodies that benefit from a workout. Our brains do too. So, whether you fancy learning new skills, new languages or new ideas, we've got you covered.



## Entertainment

All work and no play doesn't make a happy day. From live music to laugh-out loud comedy to mesmerising magic and more, check out these ways to have some fun.

# Gift it. Give it.

Birthday, work milestone, KPI achievement or a simple - well done, there is nothing more rewarding than the gift of giving.





# Gifting Ideas.



## Partner Up.

Melbourne's Best Restaurants Delivered Straight To Your Door! Sending a hamper to guests for your event at home just got a whole lot easier, with an array of Australia's best restaurants delivering to your door. From heat-and-serve meals to magnums of pre-mixed Negroni's, the choice is yours. These could include: Heat and Serve , Cook at home dinner boxes, Cocktail making kits, Iso trays and Cheese & wine hampers and more.



## Uber Eats.

We are so thrilled to welcome Uber Eats to the All In platform. This means that you can now gift Uber Eats vouchers to your team! We know (and we know that you know) how hard the work-from-home juggle has been for so many. What better way to show your appreciation and motivate your team than dinner or coffee on the boss!?



## Impactful & Playful.

- Custom Pinatas
- Personalise a Mix Tape
- Baking Kits
- Customised Bon Bons
- Surprise Crack Kits
- Surprise Balloons
- Unboring Hampers
- Complete Cocktail Kits
- Oversized Gingerbread Man



## Luxurious Gifting.

- Celebrity Signed Merchandise
- Fine Dining Food Boxes w/ Wine Pairings
- Artisan Cheese & Vintage Wine Boxes
- Create your own custom made Gin



## Celebration.

- Hampers
- Balloons
- Flowers
- Cocktail kits
- Festive favours



# Curated Customer Experiences.



# The Intimate Series.

Money can't buy  
experiences.



# Premium Experiences.

## Connecting In 2020.

It's never been harder to engage and connect with your customers. So we have designed a bespoke and highly curated intimate series to network and continue to drive and reward customer loyalty. Experiences are ready to purchase, end to end delivery has been taken care of. All you need to do is invite your guests.



# The Intimate Series.



## Taste.

Scott Pickett - Head Chef Estelle

Gary & Manu French Cuisine Experience

Darren Purchase - Dessert Chef

Ben Shewry - Attica At Home

Dan Hunter's - The Brae Open Garden session



## Sip.

Jackalope - Cheese and Wine pairing

The Everleigh - Cocktail making experience

Archie Rose - Gin Flight



## Enjoy.

Private Concert with the Melbourne Symphony Orchestra

NGV Private exhibition tour

Comedy with Arj Barker



## Aspire.

A Virtual Spin with Shane Warne

Eddie Maguire - The World of Football

Have a drink with Kevin Sheedy

Mark Bouris - Pick Mark's brains about business

Merrick Watts - Mixed Dozen with Merrick Watts



## Indulge.

Poker with record professional prize holder Joe Hachem



## La Femme.

Chanel Skincare Masterclass

# Our Partners.



*Estelle*



CHEF GARY & MANU



  
BURCH & PURCHASE  
sweet studio



*attica*



  
Brae



JACKALOPE



*THE*  
EVERLEIGH  
*RESTAURANT*



MARGAUX



*Vue de monde*



# Our Partners.



**mso** melbourne  
symphony  
orchestra



**TARRAWARRA**  
ESTATE



**ngv**  
National  
Gallery of  
Victoria



ARJ BARKER



**SUPERNORMAL**  
スーパー・ノーマル



**SW**  
SHANEWARNE



EDDIE MAGUIRE



MARK BOURIS



KEVIN SHEEDY



MERRICK  
WATTS



JOE HACHEM

Three yellow balloons are arranged horizontally across the upper half of the image. Each balloon has a white string attached to its bottom. The balloons are slightly inflated and have a soft shadow on the surface below them.

# Physical Events.



# Dare To Dream?

We have added many amazing strings to our SE bow, but let's not forget that we have 13 years of skin in the game delivering unforgettable live events and experiences. For some states, this dream can be a reality and we want to remind you that our expert team of designers, producers and entertainment guru's are ready and waiting to take your brief. Large or small, live events will always be our strong suit.

# Physical Events.

Small Or Large,  
Let's Gather Safely.





# Small Scale Events.

**The Same Celebration, just on an intimate scale.**

If a physical event is on the cards, let SE take care of the planning for you ensuring that the event is not only fun but safe for all guests.

- Executive meetings
- Intimate product launches
- One-on-one appointments / experiences
- Restaurant takeover
- Team building 'Picnic in the Park'
- Outdoor activities
- Individual team end of year celebrations
- And so much more...

# Large Gatherings.

With a highly skilled team filled with an eclectic mix of design and production professionals, SE can deliver across a diverse range of experiential marketing and event activity.

We specialise in understanding your brand and customer - delivering an authentic and memorable event experience.

- Conference / Awards
- Product launches
- Sponsorship activations
- End of year celebrations





# How Can We Help.



## End To End Production.

Throw your brief and budget our way and we will do the rest.



## Creative Ideation.

Just need an idea that your team can execute? We'd love to help.



## Venue Sourcing.

SE have strong relationships with the best venues across the country, let us manage the negotiations for you.



## Activations.

Games corner, party props, photo booths, we have plenty!



## Entertainment.

Live music, roaming entertainment, acoustic performance, SE have all the answers, for every state.



## Gifting.

No event? No problem! Maybe a celebratory gift would be money well spent.

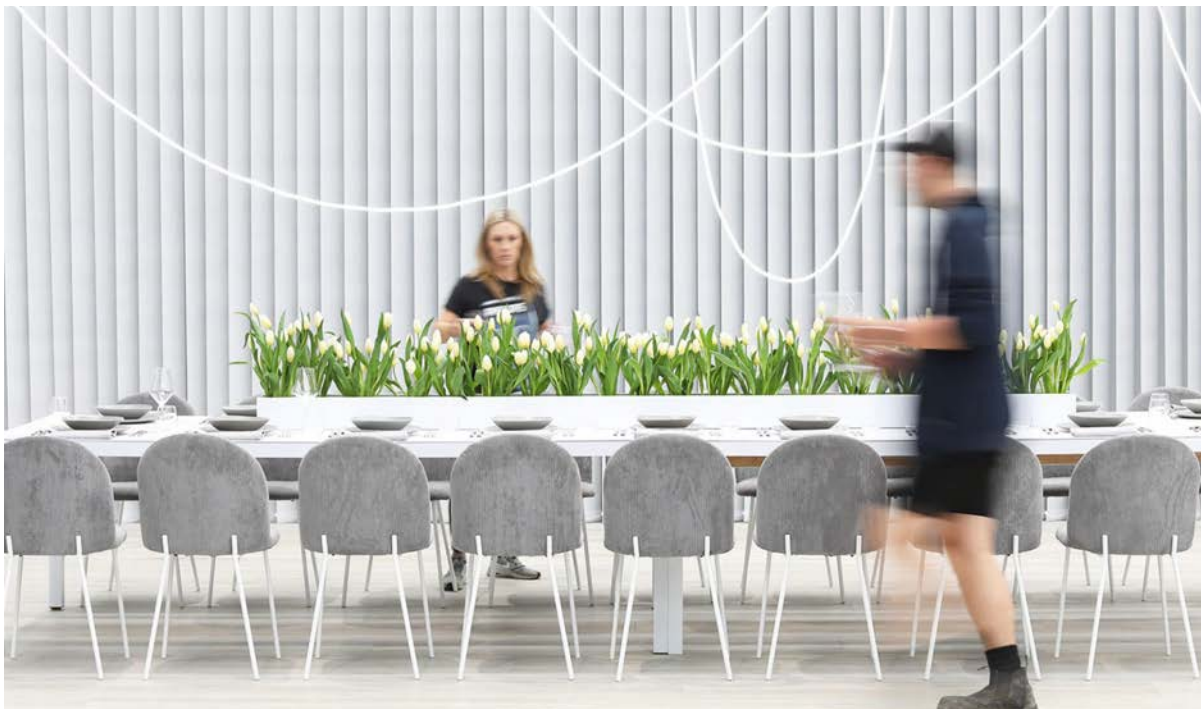


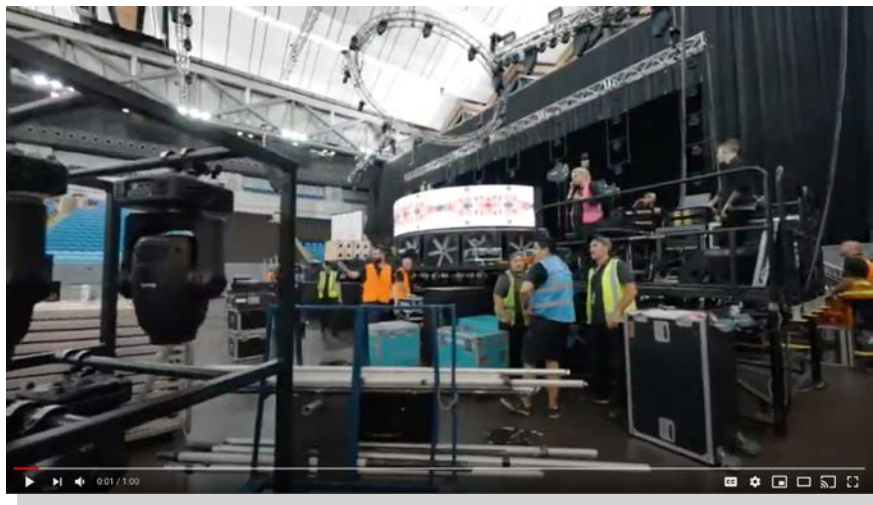
**Always  
On Offer.**



# Creative Design & Ideation.

The SE design team made up of Graphic Designers, VM specialists and Event Designers, can work with you to bring a creative concept to life on a small or large scale.





# Production Management.

Event logistics, safety, budgeting, supplier negotiations and meticulous planning are a snapshot of the skills that our in-house event producers hold. Trust us to deliver your event, physically or virtually delivering to your objectives each and every time.

# Entertainment.

With a highly skilled Entertainment team, SE can deliver across a diverse range of events with our entertainment offerings, talent management and technical production skills.

We specialise in understanding event objectives and deliver an authentic and memorable event experience every time.









# Covid-Safe Action.

## The Future Is Here, We Need To Be Prepared.

We know that life as we knew it has changed (for now). SE have listened, observed and gathered the tools to ensure that we are a part of the solution geared towards delivering events in a new era. As we step into this every-changing territory it is more important than ever to ensure the health and wellbeing of all those in attendance.

Hygiene practices, slowing the spread of all infectious diseases and protecting your staff, your customers and your event requires more strategy and planning than ever before.

Risk assessments and event protocols need to take into consideration many government regulations, some of which have been highlighted below.

- Sanitizing stations
- Contactless registration
- Clear signage informing social distancing requirements
- Custom built entry points to control traffic and communicate numbers onsite
- Temperature checks
- Detailed data reports of all who attend

Solution Entertainment remain educated and informed as information comes to light and will ensure that strict analysis and measures are in place and adhered to at any event under our watch. Our team are passionate about event safety at the best of times and are here to work with you to give your organisation and guests the peace of mind and protection that is expected.



# Our Process.

## **1. Assess Event Risks & Mitigation Potential.**

Identify an events unique risks and take action with a thorough and legally approved event risk-assessment.

## **2. Implement Safety Steps.**

Take the steps we have identified to manage risks at your event and ensure all parties are well briefed and KPIs are in place to deliver.

## **3. Communicate Policies & Procedures.**

Be explicit about the safety and security measures and the requirements of suppliers, staff and guests in a friendly manner.

## **4. Use the Safety Checklist.**

Put safety first and run through the pre-event checklist with all parties prior to each event.

# Thank you.

To discuss further, please contact.

**Brad Hampel**

Director

**P** 03 9826 3994

**M** 0411 598 856

**E** [brad@solutionentertainment.com.au](mailto:brad@solutionentertainment.com.au)

**Leah Oliveri**

Event Director

**P** 03 9826 3994

**M** 0413 233 825

**E** [leah@solutionentertainment.com.au](mailto:leah@solutionentertainment.com.au)

**Bella Gregory**

Entertainment Director

**P** 03 9826 3994

**M** 0424 380 859

**E** [bella@solutionentertainment.com.au](mailto:bella@solutionentertainment.com.au)



# We Are SE

## What We Look Like.



**Brad Hampel**  
Director



**Leah Oliveri**  
Event Director



**Bella Gregory**  
Entertainment Director



**Virginia Simon**  
Head Of Projects

## What We Breathe.

### OUR MISSION IS TO FULFIL YOUR VISION.

Our value is defined by the value we bring to our clients. Our role is to ensure relevant, meaningful and lasting impact for your business.

### WE'RE ALL IN, ALL THE TIME.

For us, there is no middle ground, no halfway point, no dress rehearsal. Our brand is built by amplifying the brands we work with. Give everything, expect nothing.

### INNOVATION IS OUR OXYGEN.

We dare to dream bigger. To step beyond convention, reach for the stars and make our mark. We succeed by pushing beyond what's possible (or practical).

### TIMING IS EVERYTHING, LOGISTICS ARE EVERYTHING ELSE.

We know that every magic moment requires hard work and meticulous planning. We live for the numbers, sleep with our spreadsheets and measure what matters. We plan for everything so that we can handle anything.

## Where We Live.

Sydney & Melbourne

## Where We Play.

We are agile and embrace every frontier.



# What We Do @ SE



**Branded Experiences  
+ Activations**



**Innovative  
Conferencing**



**Custom Builds**



**Internal  
Engagement**



**Major Events  
+ Sponsorship**



- Always on brief. Always on brand.
- Client timeframe is our timeframe - quick design turnaround is our speciality.
- We get global brands.
- We control the design process.
- A fully resourced team of designers, strategists and producers on hand.

**It's about long lasting results that leave an impact, long after the event has finished.**

# How We Do It

## Our Mindset.

### FROM INSCO TO IMPACT

We build every touch point of your event around your strategic intent. Placing your brand and business aspirations at the centre of every decision, ensuring relevant, meaningful and lasting impact.

### WE DESIGN FOR THE IN-BETWEEN

The pause in conversation, the walk back from the bar, the exhale before the encore. These are the moments that turn an exceptional event into a transformative experience. We design for the unexpected, the accidental, the unforgettable.

### EXPERIENCE IS ONLY THE BEGINNING

We use immersive experiences to affect meaningful change in the hearts and minds of your audience. Our role is to architect an atmosphere that transforms your message into a movement.

### CONNECTION IS OUR CURRENCY

The most successful brands are those who build meaningful relationships. Our work enables you to connect your brand to your people, and your people to each other. Everything we do is designed to open a dialogue between you and your target audience.

## Our Process.

- 01 | Partner**
  - Relationships
  - Brand
  - Culture
- 02 | Plan**
  - Research
  - Strategy
  - Goals & Objectives
- 03 | Create**
  - Design
  - Innovation
  - Customisation
- 04 | Deliver**
  - WIP Meetings
  - WHS & Risk Management
  - Event Production
- 05 | Improve**
  - Post-Event Reports
  - Feedback
  - Continuous Improvement

Regardless of the size and spend of an event, we live by the above process. The designers, producers and the core team will be all in, all the time. **We don't compromise.**

# Friends Of SE

## Our Clients.

For over a decade we've been trusted to create and curate moments of impact and exceptional brand experiences for the world's most loved brands.





