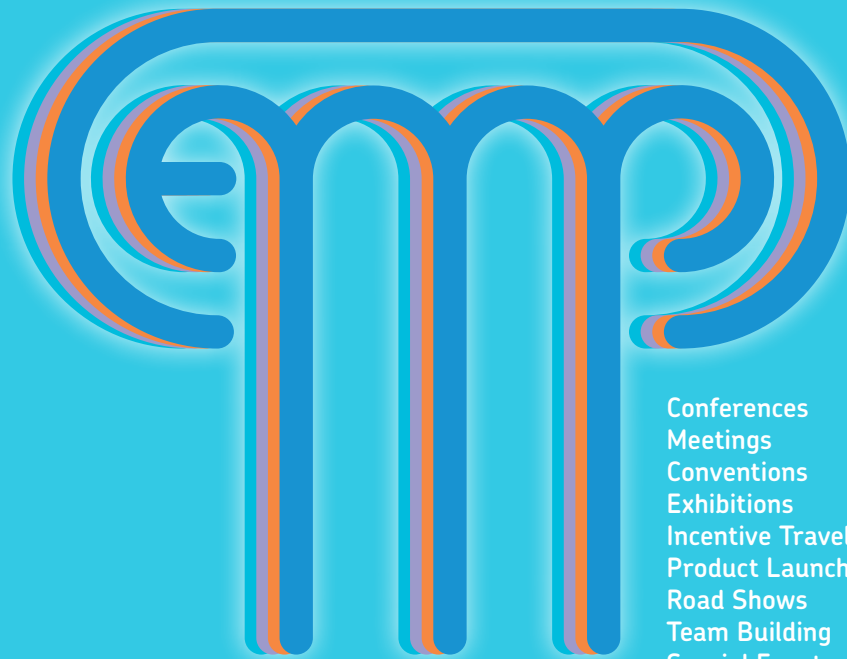


# Event Management Professionals



Conferences  
Meetings  
Conventions  
Exhibitions  
Incentive Travel  
Product Launches  
Road Shows  
Team Building  
Special Events  
Corporate Hospitality  
Destination Management  
High-End Touring



## about us

Since 1996 Event Management Professionals Pty Ltd (EMP) has provided broad spectrum MICE management globally across various industries for conferences, meetings, conventions and exhibitions, incentive travel, product launches and roadshows, team building, special events and corporate hospitality, destination management and high-end luxury touring, with a proven record of organising these events successfully.

 MEAMEMBER



We are a proud member of the



**site** Incentive travel. Business results.

**site** ANZ

*Image: Tram outside entrance of the Barrio Alto Hotel, Lisbon Portugal.*





## why use EMP?

When it comes to planning and executing a successful event, the role of the professional event manager cannot be overstated. Here are several key reasons why hiring such a professional is essential...

*Image: Helicopter drop off on Coronet Peak, Queenstown New Zealand*







*Image: Arabian Nights at The Quarry, Alice Springs Australia*

## expertise & experience

Professional event managers bring a wealth of expertise and experience to the table. They have a deep understanding of the intricacies involved in event planning and execution. From selecting the right venue to coordinating logistics, managing vendors, and ensuring smooth operations, event managers have the knowledge and skills necessary to handle every aspect of the event. Their experience allows them to navigate potential challenges and anticipate issues, ensuring that the event runs seamlessly.

EMP's event managers draw expertise from across 55+ years of event management, travel, touring and airline experience, facilitating events worldwide for 10 to 10,000+ persons.



# time & resource management

Planning an event requires considerable time and resources. By hiring a professional event manager, you can free up time within an organisation which can then be focussed on other important tasks.

Event managers excel in time management, creating detailed timelines and schedules to ensure that every aspect of the event is executed efficiently. They also have established relationships with vendors, allowing them to negotiate contracts and secure the best services and pricing. With their expertise in resource management, event managers can help you optimise an assigned budget and allocate resources effectively, maximizing the impact of an event.



Image: Stealth Arrival on Hamilton Island, Australia







## creativity & innovation

Professional event managers are skilled at thinking freely and producing creative ideas that can make your event stand out. They stay up to date with the latest industry trends and innovations, ensuring that an event incorporates fresh and engaging elements.

Whether it is using interactive technology, designing unique event layouts, or implementing innovative marketing strategies, event managers can infuse creativity into every aspect of an event.

*Image: Unique Citroen transport in Paris, France*





# risk management

Events can be unpredictable, and unexpected challenges or emergencies may arise. Professional event managers are adept at overseeing risk and mitigating potential issues. They have contingency plans in place and can quickly adapt to changing circumstances.

From managing security and safety protocols to handling unforeseen logistical issues, event managers can navigate through challenges seamlessly, ensuring the smooth operation of your event.

*Image: Desert Vikings arrival in Central Australia*







*By entrusting an event to a professional, you can ensure a seamless and exceptional event experience for both you and your attendees.*

## networking opportunities

Professional event managers have extensive networks within the event industry. They have connections with various vendors, suppliers, and other professionals, which can be beneficial for an event.

EMP event managers recommend trusted vendors who abide by our company's 'code of conduct', negotiate better deals, and connect organisations with industry experts and influencers. These networking opportunities can enhance the overall success and impact of an event, opening the doors to potential partnerships and additional collaborations.

In summary, hiring a professional event manager offers numerous advantages. They bring expertise, experience, time and resource management skills, creativity, risk management, and networking opportunities to the table.

*Image: Petit Palais Gala – Paris, France*





# scope of services

We offer a wide range of management services, tailored to meet the unique requirements of each event. Our standard services can include:

- 1 Destination Research and Recommendations
- 2 Detailed Destination and Event Proposal
- 3 Event Planning and Conceptualization
- 4 Activities and Excursions Recommendations
- 5 Event Timeline and Schedule
- 6 Venue and Accommodation Selection and Management
- 7 Competitive Vendor Cost Negotiation
- 8 Supporting Vendor Management
- 9 Transportation and Logistics Coordination
- 10 Design and Production of Event Collateral
- 11 Vendor Contracts and Agreements
- 12 Budgeting and Financial Planning
- 13 Event Marketing and Promotion
- 14 Registration and Ticketing
- 15 On-Site Event Coordination and Management
- 16 Risk Assessment and Mitigation
- 17 Post-Event Evaluation and Analysis



Image: Welcome Event - Skating Show, Australia





## pricing & agreement

Event Management Professionals Pty Ltd charges an overall percentage management fee for its services on top of final costs, and charges additionally for onsite event co-ordination and support staff as required. Our current percentage management fee is 16.5%.

**EMP does NOT accept third-party commissions and negotiates competitive costs and value-added outcomes from vendors for its clients. EMP is a COUPA verified company. Terms and conditions for event projects are tailored in line with specific vendor requirements and provided with detailed agreements.**



*Image: Teambuilding: A Henley on Todd competition, NT Australia*





Image: Highflyers Amazing Race, Vanuatu

## code of conduct sustainability & corruption protocols

Event Management Professionals Pty Ltd is committed to maintaining a high standard of integrity in the delivery of quality event management by its diverse team - through confidential and solid customer service, strong negotiation skills, efficient coordination, sound communication & marketing, up to date technology, secure transparent finances, and an excellent choice of professionally managed suppliers.

These protocols are critical to EMP's obligations in the provision of products & services, and the management of gifts and benefits, which protects the reputation of customers, the EMP brand, its staff including contractors and volunteers, and minimises negative consequences for these parties.

### Under our protocols

- Products and services delivered through EMP must be ethically sourced in terms of the provision environment (e.g., safe workplace), the well-being of workers involved (e.g., fair wage, human rights) and the impact on communities (e.g., carbon offset, waste/recycling management, energy use).
- Supplier representatives and EMP Staff (including any contractors) cannot personally gain from any 'quid pro quo' gift or benefit that will compromise their integrity, the integrity of EMP and objectivity in the delivery of products and services provided.

### Managing our protocols

- Evaluation interviews with suppliers and staff including contractors and volunteers,
- Protocol training and collaborative instruction,
- Monitoring suppliers' etiquette and relevant certification as applicable to code of conduct, sustainability, and corruption protocols,
- Customer reviews of products & services (e.g., surveys, debrief meetings),
- Inspections, rehearsals, and testing of supplier product & services to ensure quality control and safe workplaces.

**CODE OF CONDUCT** Sustainability and Corruption protocols are essential components of EMP's risk management process for events.



# EMP's glossary of event terms & services

**MICE** is an acronym that stands for Meetings, Incentives, Conferences, and Exhibitions. It refers to types of business events and event planning that involves the organisation and management of diverse types of gatherings, meetings, and experiences.

Meetings of varying sizes play a crucial role in facilitating effective communication, decision-making, collaboration and education within a company or organisation. They provide structured interactive forums for discussing, addressing, and relaying important matters, contributing to the overall success and progress of the business and the individual participant. Exhibitions are an immersive showcase or collection of products, services or other items that engages and educates audiences. They can vary in size and scope, either aligning with a meeting or as standalone events.

**Incentive Travel** refers to a type of travel experience that is given as a reward or motivation for achieving goals or targets. Companies often use it to motivate and incentivise groups of their employees and business partners. Incentive travel can include meetings, various activities, and unique encounters normally out of each of an individual. The purpose of incentive travel is to recognise and reward individuals and teams for their exceptional performance or achievements.

A **Product Launch** is the process of introducing a new product or service into the market. It involves various activities such as planning, marketing, and executing

strategies to create awareness, generate interest, and drive sales. The staging of associated events or presentations is an intricate part of the launch delivery. The Product Launch Roadshow is a series of these productions that aim to introduce and promote a new product or service to various stakeholders, such as investors, partners, potential customers, and the media. It typically involves traveling to distinct locations and highlighting features, benefits, and market potential. The Road Show allows the company to generate enhanced interest, gather feedback, and build relationships with key participants.

**Team building** refers to the practice of enhancing the relationships, communication, and collaboration within a team or amongst several teams within an organisation or company. It involves various activities and exercises designed to improve teamwork, boost morale, and foster a positive work environment. The goal of team building is to encourage trust, cooperation, and constructive interaction among team members, leading to increased productivity and overall team success. Team building can be organised as individual events or more standardly as part of a conference and incentive travel programs.

A business **Special Event** is a planned gathering or occasion organised by an organisation for its employees, clients, or stakeholders. It is typically held to celebrate achievements, foster networking, or showcase company milestones. These events can range from formal dinners and award ceremonies to

themed parties etc. The purpose of special events is to create a memorable experience and strengthen relationships within a business community. Corporate Hospitality refers to the practice of hosting and entertaining clients, business partners, or employees at various events or activities. It is a way for companies to build and strengthen relationships, enhance their reputation, and create opportunities for business development. Corporate hospitality can include activities such as VIP attendance at sports events and concerts, exclusive functions, sponsored trips, and other outings.

**Destination Management** is a comprehensive approach to the strategic planning and coordination of various inbound MICE activities and services i.e., within Australia and specifically Sydney.

**Luxury Touring** - a form of travel, where guests encounter high-end and premium services during their journey. Tailored group programs involve luxurious accommodations, exclusive transportation, personalised handling, and access to upscale amenities and experiences. Luxury touring aims to provide travellers with lavish and refined travel requirements, ensuring comfort, convenience, and exceptional service throughout their trip. "Luxury Touring by Revelry, a division of EMP," launching in 2024, designs escorted special interest touring programs to global destinations each led by a high-profile Host.





## what our clients say...

“

Your performance was superb and our customers appreciated your attention to detail and caring approach...

- **Boehringer Ingelheim**

“

The feedback from all staff and attendees was that this was by far one of the most successful events in our market. I'm sure the only problem we will have in the future is living up to the high standards this event has set.

- **Aon Re**

“

Thank you most sincerely for all the efforts that you have channelled towards the success of our event over the past years. Congratulations on the best teamwork I have ever experienced at any conference or function that I have attended around the globe.

- **MBR**

“

Our incentive attendees are full of praise as to the quality of the organisation of all the events. They were amazed at the amount of time and effort that your team put into making sure that everything went as planned to even the minor details. Nothing seemed to much trouble to ensure that the group maximised their experience and for this we must give you a hearty 'THANK YOU'.

- **Westpac**

*Image: High-end  
Incentive Destination,  
Four Seasons Bora Bora*







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