



Connected Experiences.

EVENT TRAVEL MANAGEMENT

1300 040 934

info@eventscrm.com | www.eventscrm.com

AUSTRALIA | NEW ZEALAND | NORTH AMERICA | ASIA | EUROPE

Welcome to Event Travel Management

ABOUT US

Event Travel Management (ETM) provides professional event management services which deliver value through creative and meticulously planned events. We employ the best people, supported by the latest technology to connect your delegates with the ultimate brand experience.

Producing inspirational travel incentives and corporate events to match your business objectives, we work tirelessly to reflect your brand identity and image, weaving your business ethos into all your meetings and events.

We are experts in connecting companies and brands with their chosen audience whilst adding value at every stage of the experience, from the initial negotiation of rates to the detailed planning required to deliver every event successfully.

WHY ETM?

We believe in the power of experience. The power of being immersed in a space that engages, excites, inspires and empowers people to perform. A well-crafted experience is memorable, and when it's delivered efficiently, it's sustainable. We call this **connected experiences**, your full-service event management from the team that understands your business, your brand, your people and your aspirations – big or small.

From conferences to road shows, to incentive travel programs, ETM's expert knowledge, global buying power and superior technology products mean we're the difference when it comes to creating events that not only meet your wider business objectives, but are remembered and shared for years to come.

As part of the Corporate Travel Management (CTM) Group, we can manage all aspects of our clients' travel and events programs globally, giving us the advantage of consolidation. We are a full service solution, enabling us to look at 'the big picture', provide strategic meetings management, leverage suppliers on room rates and airfares and create cost efficiencies for our clients, resulting in a greater return on investment overall.

Our Services

1 EVENT MANAGEMENT

Our team of specialists deliver a diverse range of events, strategic meetings management, incentive travel and corporate hospitality. And, as part of CTM, we can consolidate and manage every aspect of your travel and events program to generate even greater savings. In this way our clients enjoy specialist MICE expertise combined with global buying power.

KEY FEATURES:

- Domestic and international venue finding
- End to end event logistics
- Event production
- Onsite event management
- Brand experience activations
- Pharmaceutical compliant event management
- Inbound destination management offering
- Budget and financial control
- Accommodation booking and management
- Catering management
- Pre and post-event evaluation
- Follow-up meetings

2 DELEGATE MANAGEMENT

Our integrated travel and event technology connects every moment of your delegates' journey. ETM manage the delegate experience from the moment they register to touch-down on their return, and everything in between.

KEY FEATURES:

- Bespoke branded website and registration technology
- Seamless integration with CTM travel technology
- End to end delegate experience
- Online delegate registration
- Secure online payment collection
- Speaker support and abstract management
- Travel management before, during and after the event
- Accommodation booking and management
- Sponsorship and exhibition management
- Meeting matching
- Delegate onsite app
- Live session polling, session scoring and survey management

**WE WORK HAND IN HAND WITH
A GLOBAL NETWORK OF WHOLLY
OWNED OFFICES AND TRUSTED
LOCAL PARTNERS, ENSURING WE
ARE CAPABLE OF PROVIDING
ON-THE-GROUND SERVICE DELIVERY
NO MATTER WHERE IN THE WORLD
YOUR EVENT MAY TAKE PLACE.**

3 GROUP TRAVEL MANAGEMENT

ETM's group and conference travel team can assist where 10 or more travellers are required to attend a specific event.

We provide a specialist service for the logistical support of major events, meetings and conferences through specially discounted airfares with flexible conditions, as well as group services such as group check-in facilities. The ETM group travel team have global travel experience and have managed programs both inbound and outbound.

Be it international or domestic, corporate or leisure group travel, ETM's group travel team can guarantee an event that is memorable, enjoyable and hassle-free, while ensuring your budget requirements and operational needs are met.

BENEFITS

- Discount group airfares with flexible conditions* – including changes, payment schedules, return of unused seats without penalty
- Group registration services tailored to your needs
- Capped costs – control your budget with set fares
- Volume discounts – competitively priced fares for your travellers when booking large numbers
- Secure availability – have the exact number of airline seats you need held in advance
- Seamless and convenient transfer coordination, allowing you to reduce costs
- Detailed flight studies according to policies and route deals
- Onsite travel desk
- 24 hour support for all programs

* subject to conditions.

4 STRATEGIC MEETINGS MANAGEMENT

Strategic meetings management is the last aspect of unmanaged travel, particularly if your company has already globalised transient spend.

ETM knows that strategically managing M&E spend will help leverage suppliers and mitigate risk, something that is a crucial component of any SMMP.

ETM have extensive experience in strategic meetings management, both in the events space and in the area of travel and meetings consolidation.

Our intelligent sourcing and reporting technology allows businesses to drive significant savings and policy compliance.

Our SMMP is provided as a consultancy service and can be designed around your corporate needs.

KEY FEATURES

- Development of an overall event strategy
- Venue sourcing and negotiation
- Spend reporting and consolidation
- Tracked return on investment
- Creation of event theme inline with brand positioning and strategy
- Design and production
- Speaker support
- Advice on message delivery
- Audience response systems
- Interactive debates



CONNECTED EXPERIENCES

5

PRODUCTION MANAGEMENT

ETM have the technology and the know-how to manage both live and virtual production experiences. Drawing on our digital and creative expertise we optimise your brand through meticulous planning and delivery of a complete event concept.

We ensure delegates have a deeper brand experience through a wide variety of services and collateral, as well as make sure any messaging is clearly and tightly integrated into the experience.

We deliver not only connected brand experiences but build staging and conference sets for pharmaceutical symposiums, congresses, financial conferences, product launches and everything in between.

KEY FEATURES:

- Concept design
- Content design and consultancy
- Website design creation and content management
- Graphic design
- Print collateral production
- 2 dimension design and visualisation
- On-screen media
- Sourcing of guest speakers and entertainment
- Video and film production
- Staging and lighting design
- Provision of translation services and multi-lingual staff

WE BELIEVE IN THE POWER OF EXPERIENCE. THE POWER OF BEING IMMERSSED IN A SPACE THAT ENGAGES, EXCITES, INSPIRES AND EMPOWERS PEOPLE TO PERFORM.

Technology

To design technology that moulds itself to your internal systems and processes, we believe it's essential to understand your objectives, challenges and culture. Our dedicated in-house technology team develop proprietary software which we then combine with the best technology the events and travel industries have to offer.

We always involve our clients in developing, improving and extending our innovations, including a bespoke platform for event and group flight programs. We use automated email communications, secure online registration and payment collection, sophisticated contact management and professional event website templates to take client projects to a new level.

EVENT WEBSITES

We build mobile-friendly websites to engage delegates and drive registrations. We work with you to design the appropriate look and feel and to develop relevant content. We also help boost engagement by making it easy for attendees to post your event to social media sites.

Our event management system has been designed to save you time whilst increasing attendance by:

- Accepting registrations via the web, smart device, fax or mail
- Pre-populating customer registration forms with invitee data
- Allowing attendees to choose tracks and sessions
- Approving or denying registrations submitted
- Managing event programs with task lists and calendars
- Designing and printing customised itineraries, certificates, mailing labels, tickets and name badges
- Creating the event in multiple languages

EVENT APPS

Our clients can meet all of their event needs by utilising our customised ETM event app, or by an API integration between our clients' tailor-made event app and the ETM technology management system. Our behind-the-scenes data integration ensures that activities and updates happening in the event system are consistently pushed to the mobile app.

ON-SITE

Thanks to ETM's technology, any computer or tablet can easily be converted into a kiosk. Delegates can be registered and confirmations, agendas, tickets and name badges can be printed with delegate-specific barcodes or QR codes, quickly and easily.

REPORTING

ETM's comprehensive reporting suite provides custom reports that meet budget, traveller tracking and duty of care requirements.

You can:

- Access over 100 standard reports plus unlimited live custom reports, 24 hours a day
- Measure campaign success using cross event reports
- Share real-time reports by placing them on a secure web page
- Export data to a variety of common formats, including Excel, Word, PDF and more

SURVEYS

For delegate feedback, our events toolkit can build and distribute powerful surveys that can be branded, personalised and distributed via ETM's technology management system. Alternatively, we can configure technology to get live feedback during sessions.

Our Tools



DELEGATE TRACKING

Our delegate tracking tools provide your attendees with one seamless online experience. ETM's technology connects their journey from the second they register through to the final moment they provide feedback, all managed through our delegate tracking tools.



MEETINGS MANAGEMENT

ETM's technology manages your venue find, meetings calendars, project management tools and strategic reporting all in one connected online hub.



TRAVEL INTEGRATION

Consolidated technologies ensure that travel and events are integrated in one place. Register for your hotel at the same time as searching live flight availability.



ONSITE TECHNOLOGY

Event technology should continue to connect experiences once your delegates have arrived onsite. Our technology creates bespoke apps, promotes onsite engagement and even takes feedback during sessions.



REPORTING

With over 150 standard reports ETM knows what you need for comprehensive reporting. If for any reason one of our 150 reports doesn't meet your requirements, no problem, we will create one just for you.



Delegate Journey

ETM understand the importance of the delegate experience. Through our range of services and bespoke technology we create a customised journey for your event attendees that connects them from the minute they receive their invitation, to the minute they receive their feedback survey.



CASE STUDIES

ETM work across a range of industries, and we have specialist teams for different events. Whether you need a Senior Event Manager with pharmaceutical compliance

training, an Account Director with financial institutions experience, or a Delegate Manager running global brand activations, ETM have the team for you.

CONFERENCE & EXHIBITION MANAGEMENT	INCENTIVE MANAGEMENT	ACCOUNT MANAGEMENT
<p>ETM have managed three consecutive conference and exhibition events for their client in the brewing sector, each delivering a different theme/message to more than 350 delegates.</p> <ul style="list-style-type: none">Multi-faceted six day event - technical sessions, social functions, gala dinner, trade exhibition for 50 sponsors, local site visitsManagement of a \$1 million event budget, including sponsor revenueProduction and stage management within main conference, break out sessions, gala dinner and welcome receptionExhibition management, including catering and hospitalityNegotiation with venues for the client to provide own alcohol at events, management of external liquor licences and negotiation of corkage feesDevelopment and delivery of a delegate app to replace paper programs, reduce printing costs and encourage delegates' digital interaction	<p>A seven day incentive trip to India for the client's top 35 sales achievers. ETM have delivered the incentive trip for five years, each year striving to find new, unique destinations to inspire and incentivise staff year on year, within budget.</p> <ul style="list-style-type: none">Motivate sales team by launching next year's incentive destination on the last night of the current eventConduct full site inspectionEnhance brand experience with digital and print touch pointsBuilding a customised program - e.g. a day trip to Taj Mahal, staying in a traditional Indian palace, group dinner in the jungle, camel transfers, local shopping experiences etc.ETM personally escorted the group, ensuring security and safety of the group at all times, access to clean water and snacks, management of gratuitiesManagement of all group travel: flights, four hotels, four modes of transfers, visasRisk management plan in place at all times	<p>ETM successfully manage a major automotive company's events calendar, with defined KPIs.</p> <ul style="list-style-type: none">Production of a consolidated events calendar across all operating departments, a total of 50+ events and groups per yearServices range from venue finding through to full event management for domestic and international events. The client can select the level of support required, keeping costs proportionate to the size of the eventSourcing lead times have improved by 23%, contributing to workflow planning and increased ROIMitigating risk by vetting all supplier contractsETM's global buying power utilised to negotiate rates across airlines and hotel suppliers, with reports demonstrating savings per event and by quarterETM provides full reconciled event budgets and detailed quarterly and annual reporting of total spend, total savings, spend per supplier, and spend against preferred partners

"It was absolutely fantastic to be working with the ETM team and we are so grateful to you for all your support and guidance.

The success of this program was largely due to your attention to detail in every aspect of the program - making our job much easier!

I do hope that this will be the first of many more incentives we work on together as it has been both a privilege and great pleasure working with you. I cannot thank you enough."