

# EVENTS THAT RESONATE

(((echo)))  
corporate events



# FROM STRATEGY TO EXECUTION

Echo Corporate Events is the newly formed events business of Australia's leading B2B marketing agency, I.M.A. For 25 years, we have been providing specialty events, trade shows and product launches for leading B2B organisations. Through rapid growth, we have separated this service to ensure our clients have a team of experts that are purely focused on events.

Echo is the combination of marketing strategy consultancy, agency creativity and vastly experienced event management. This enables our clients to ensure that every event is aligned to marketing and brand strategy, and then executed by event industry experts.

# WE CAN TAKE CARE OF...

Sales and Leadership Conferences

Product Launches

Trade Shows

Team Building

Dealer and Staff Incentive Trips

Customer Experiences

Sponsorship Leveraging Activities

Community Program Leveraging Activities

Gala Dinners

# EVENT STRATEGY

**WE WILL  
ADD VALUE  
RIGHT AT  
THE START**

Any event should be on-brand and consistent with all other external marketing and/or internal communications strategies and style. With our vast experience in corporate communications, branding strategy and HR programs, we will ensure any audience will feel a consistent brand experience.

We will work with you to understand the event audience, develop the event strategy and goals, KPIs, messaging and outcomes.

# EVENT MANAGEMENT

WE CAN TAKE CARE OF THE LOT...  
OR BECOME PART OF YOUR TEAM

- ✔ Budget Setting and Management
- ✔ Sourcing and Managing Venues
- ✔ Event Websites
- ✔ Invites, Registrations, RSVPs
- ✔ Travel and Accommodation
- ✔ Theming and Styling
- ✔ PR
- ✔ Talent Sourcing and Management
- ✔ Audio Visual
- ✔ Development of Presentations
- ✔ Signage and Collateral
- ✔ Merchandise and Gifts
- ✔ Videography and Photography
- ✔ Catering
- ✔ On-site Co-ordination



# VIRTUAL EVENTS

## NOW A CHOICE, NOT A NECESSITY

Numerous national and international events are increasingly adopting virtual formats, driven not only by the logistical, financial, and environmental advantages, but also by the myriad of innovative ways delegates can connect and participate.

Organising a virtual event demands the same level of meticulous planning and consideration as an in-person gathering. In both scenarios, successful execution hinges on adeptly promoting the event, fostering attendee engagement, crafting memorable experiences, and demonstrating overall event success.

# TRADE AND ROAD SHOWS

WE'LL ENSURE IT'S  
BUDGET WELL SPENT

Budget Development and Management

Strategy and Outcomes

Stand Design and Theming

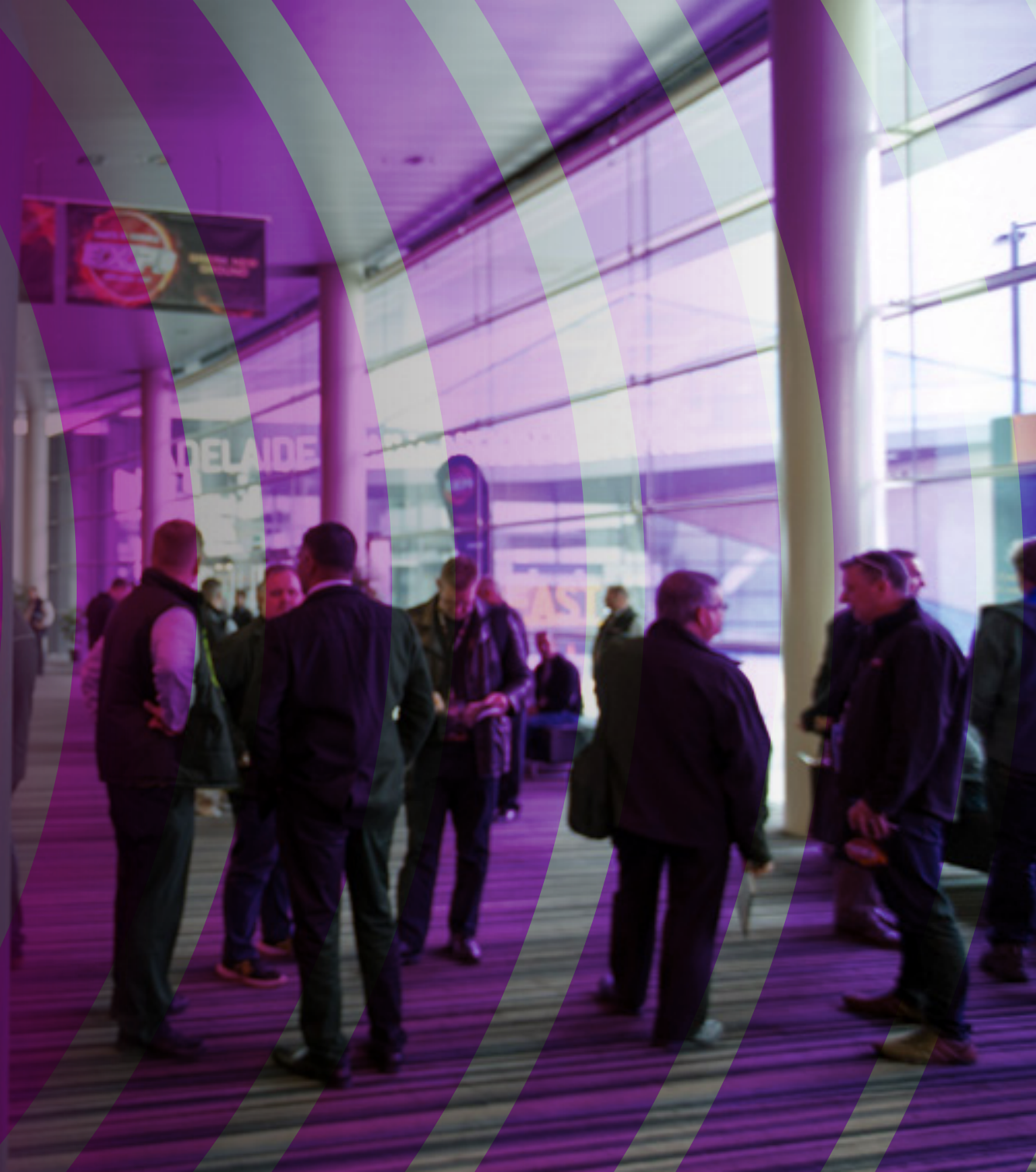
Stand Builds

Stand Activities

On-site Management

Merchandise

Pre-event and Post-event Comms



# EVENT AND SHOWROOM DISPLAYS

## MAKING IT EASY FOR SIMPLE EXECUTIONS

Customised or off-the-shelf solutions for those companies that require a simple solution for representation at multiple events and sponsorships. We have vast experience designing and producing display material, from customised structures, like mini houses to showroom layouts and activations.







# CASE STUDIES



# IVECO

((e))

## PRODUCT LAUNCH

The launch of this new model was a major milestone in the history of IVECO in Australia, as this new imported truck was replacing an iconic Australian made model. We were tasked with creating the strategy and narrative that would ensure this new model was seen as a positive evolution. Supported with a strong PR program we developed, the model launch was one of the most visible in the industry.

### Event services provided:

- ✔ Gala event theming and truck reveal activities
- ✔ Key messaging
- ✔ Event run sheet
- ✔ Teasers and invites
- ✔ Drive day for customers and media





# TRADE SHOWS

JLG is the market leader, both globally and locally, for the manufacture and supply of access equipment. As part of their commitment to the hire and rental industry, each year JLG showcase the best of their equipment capabilities at the Hire and Rental Industry Association Trade Show. We are responsible for coordinating JLG's stand at this annual event, with services provided including:

- ✔ Stand conceptualisation
- ✔ Stand design
- ✔ All graphics and point of sale
- ✔ EDM invitation
- ✔ On-site coordination





# CUSTOMER EVENT “BATTLE OF THE LEGENDS”

We created a bespoke event theme titled “Battle of the Legends” for this JLG customer event. The night saw five high level Australian sports stars – Mat Rogers, Ky Hurst, Mark Occhilupo, Jonathan Brown and Robbie McKeown - going head-to-head in a series of obstacle courses. The event was a fast paced, immersive event for JLG customers, with individuals selected to participate alongside the ‘legends’. All proceeds from the event, including the talent fees, were donated to the charity, 4 ASD Kids.

## We were responsible for every aspect of the event, including:

- ✔ Event concept, including pitching to 4 ASD Kids founders Mat and Chloe Rogers
- ✔ Talent engagement and management
- ✔ Custom event theming for individual obstacle course stations
- ✔ All event collateral from invitations and event teasers to point of sale
- ✔ Extensive production scheduling and run sheets
- ✔ All audio-visual, staging and lighting requirements
- ✔ On-site management and coordination





# CUSTOMER EVENT “WILD WEST POKER”

Complementing the annual trade show, JLG customers were invited to a themed evening event. We were responsible for all aspects, including:

- ✔ Conceptualising event Wild West theme
- ✔ Event room mock-ups showcasing zoned areas e.g. mechanical bulls, poker tables
- ✔ Keynote speaker – Wally Lewis
- ✔ Entertainment
- ✔ Charity auction
- ✔ Coordination and management of all suppliers
- ✔ Event collateral including custom invitation boxes
- ✔ Merchandise and JLG uniforms
- ✔ Event run sheet and logistics
- ✔ On-site management





# MULTI BRAND EXPO IVECO, CASEIH & NEW HOLLAND

We were tasked by CNH Industrial with organising and delivering an event on a scale it had never before contemplated. The 'Break New Ground' Parts & Service Expo was held over six days across three venues in Adelaide. The expo included three separate gala dinners at the Adelaide Oval and National Wine Centre, and saw three major exhibitions with each showcasing up to 50 exhibitors for CNH's five national dealer networks. The expo also incorporated first-class entertainment from the likes of one-time INXS lead singer Cieran Gribbin, and on-the-couch interviews with media personality Tony Squires and former Australian cricketer Mitchell Johnson. We handled all aspects of the event from design through to event management.

## We were responsible for every aspect of the event including:

- ✔ Event theming and design
- ✔ Exhibitor packages and liaison
- ✔ Entertainment
- ✔ Speech writing
- ✔ Travel and accommodation for over 1000 attendees
- ✔ Personalised mobile event app for Apple and Android
- ✔ Event websites
- ✔ Online registration and payment facilities
- ✔ 3x event handbooks plus staff and exhibitor handbooks
- ✔ All event signage including presentation templates, entrance features, directional signs, pullup banners, rigged banners and wind flags
- ✔ Gala dinner themes, venues, programs, centrepieces, table design, place cards and signage
- ✔ Staging and lighting design including custom gobos per brand
- ✔ Merchandise including staff uniforms, tote bags, lanyards, and a cricket bat giveaway





# GLOBAL TRUCK LAUNCH AT ULURU

The arrival of the CAT truck had been one of the most anticipated truck launches in road transport history - not just here, but around the world. As the winners of a global pitch to launch this new CAT business, we were briefed to ensure the launch got the attention of the global trucking and transport community. We worked closely with CAT's head office in the USA to develop all launch goals and budgets.

## Event services provided:

- ✔ Theme to suit global audience
- ✔ All design work
- ✔ Venue options and selection
- ✔ Sourcing all local suppliers, entertainment





# LAUNCH EVENT

Allied Express is one of Australia's largest transport and logistics companies. To enhance their productivity and service to clients, they designed a world-first technology in sortation systems. Coinciding with the launch of this system was the announcement of parent company, Freightways, listing on the Australian Stock Exchange. We were responsible for this dual purpose event, held in Allied's national warehouse.

## Event services provided:

- ✔ Theming
- ✔ Runsheet
- ✔ Invites
- ✔ Signage
- ✔ Guest speaker - Benji Marshall
- ✔ Media coverage - Channel 7 News
- ✔ Catering





# Linde

((e))

## EVENTS AND TRADE SHOWS

Linde Industrial partnered with us to deliver a series of dynamic events for their brands, BOC Gas and ELGAS. These events included multiple trade shows throughout the year, as well as their South Pacific leadership conference which included a gala dinner and awards evening. With a focus on innovation and maximising their engagement, we delivered:

- ✔ Tailored event strategies for each occasion
- ✔ Creative concepts that captivated audiences
- ✔ Seamless supplier coordination
- ✔ Expert event management from start to finish
- ✔ Engaging guest speakers and team-building activities
- ✔ Successful venue negotiations to elevate the experience
- ✔ Gala dinners



# CHERIE FARR

General Manager, Echo Corporate Events

## EXPERTISE

- ✔ Event Strategy and Goals
- ✔ End-to-End Event Management
- ✔ Risk Management
- ✔ Venues Sourcing and Management
- ✔ Supplier Sourcing and Management
- ✔ Theming
- ✔ Event Logistics
- ✔ Event Staff Training and Management
- ✔ Talent Sourcing
- ✔ Promotions and Promotional Staffing
- ✔ Trade Show Activations

## EXPERIENCE

### MOST RECENT

**Events Executive** for one of the world's largest insurance companies – Swiss Re. Responsible for all events across Australia and New Zealand, including - live, hybrid, simu-live, expos, workshops, roadshows, conferences and client networking events.

### PREVIOUS

**Event Supervisor & Logistics Producer**, NSW Department of Planning and Environment. Managing on-site events within The Rocks and Darling Harbour Precincts including Vivid, Australia Day, New Years Eve, The Rocks Markets, Chocolate Festival, and numerous community events.

Responsible for on-site organisation and management of various contractors, suppliers, staff, volunteers, community, corporate and businesses on-site.

Other Event Manager roles include UNSW, YMCA, Lifeline Macarthur & Western Sydney, Venue Manager at Major Clubs and TAFE Teacher for South Western Sydney.

# YOUR EVENT PARTNER

(((echo)))  
corporate events



**GOT AN  
UPCOMING  
EVENT?  
ENQUIRE  
TODAY.**

 0416 105 463  02 4627 8011

 [cherie@echocorporate.com.au](mailto:cherie@echocorporate.com.au)

 [echocorporate.com.au](http://echocorporate.com.au)

 L2 Suite 222, 4 Hyde Parade Campbelltown, NSW

**(((echo)))**  
corporate events