



**PROFESSIONAL CONFERENCE ORGANISATION & EVENT MANAGEMENT SERVICES**  
**"MANAGED BY INTELLITRAIN"**

Leverage on Intellitrain's extensive experience, contacts and resources in conference organisation and event management and take all the hassle out of organising your ad hoc, ongoing or recurring conferences, seminars, workshops, training sessions and other public, client education or member education events ("**Events**").

Your "**Managed by Intellitrain**" events will boast an unsurpassed standard of professionalism and quality at a reasonable management fee.

Best of all, as an Association Management Company, Intellitrain believes in putting our clients' branding in the forefront so only your logo and name will appear on all event collaterals as the event organisers.

Take your pick from the scaleable **Conference Organisation & Event Management Services** we offer:

<b>Seminars/Workshops/Conferences:</b>	<b>Other Events:</b>
• Programme design & development	• Project management, positioning & strategy
• Speaker, chairperson, panellist & VIP management	• Budget development & control
• Budget development & control	• Pre-event, onsite & post event management
• Pre-event, onsite & post event management	• Sponsorship & exhibitor management
• Sponsorship & exhibitor management	• Communications, marketing & promotions
• Communications, marketing & promotions	• Entertainment & emceeing
• Delegate, guest & accompanying registration	• Door gifts & souvenirs
• Travel, accommodation & social programme	• Commemorative video

## **BASIC SERVICES**

### Programme Design & Development

1. Conceptualisation of programme theme, content, structure and format with speakers and collaboration partners, in consultation with the Client
2. Developing proposals for social programmes for speakers, delegates, accompanying persons and invited guests

### Budget development & control

1. Developing and managing Event proforma budget in consultation with the Client
2. Monitoring and reporting on revenue and expense variances
3. Reviewing and negotiating vendor contracts in Client's interest

### Speaker Management

1. Coordinating speakers, chairpersons and resource persons identified/selected by the Client
2. Collating speakers' and chairpersons' biographies, photographs and topic synopses for Event publicity purposes
3. Pre-Event coordination of presentation materials & handouts from speakers for preparation of delegates' folders
4. Proof-reading, uploading and testing speaker presentations and other materials on our laptop
5. Managing travel and accommodation arrangements for overseas speakers and chairpersons
6. Liaising with speakers regarding logistics and Event administration
7. Arranging speaker corsages/name badges for the Event
8. Making arrangements for gifts or tokens of appreciation to speakers, chairpersons and (where applicable) collaboration partners
9. Sending post-Event "thank-you" letters to speakers, chairpersons and (where applicable) collaboration partners



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#### Event Communications, Marketing and Promotion

1. Identifying best channels for disseminating Event information
2. Drafting brochures/promotional materials in consultation with the Client
3. Developing a marketing and promotion schedule in consultation with the Client
4. Designing, developing and maintaining the Event website to maximise exposure for the Event, including a online registration portal, detailed programmes and speaker profiles, post-Event downloads of slides and papers, Event photo gallery
5. Managing targeted marketing efforts, including coordinating promotion to Client's membership
6. Drafting of write-ups for the Client's website and newsletters (if required)
7. Publicising the Event on the Intellitrain website and/or via email to relevant contacts in Intellitrain's e-marketing database

#### Delegate Registration

1. Acting as centralised coordinating body for handling registrations & enquiries (by fax, email and telephone), including collection of registration fees
2. Providing registration updates and delegate lists after registration closing date
3. Following up with email confirmations of registration to Event delegates

#### Project Management

1. Sourcing, short-listing, negotiating and procuring Event venue, and liaising with venue provider
2. Organising catering/food & beverage arrangements
3. Managing design and production of signage and banners
4. Arranging for photography and videography services for the Event
5. Preparation of delegates' folders
6. Preparation of nametags to facilitate networking
7. Arranging & managing Event social programmes for speakers, delegates, accompanying persons and invited guests, e.g. cocktails, gala dinner

#### On-site Event Management

1. On-site Event management, including:
  - a. logistics & technical set-up and checks, including signages, banners, stage, landscaping, multi-media
  - b. manning of registration counters & distribution of Event packs
  - c. arranging for an emcee, if necessary
  - d. administrative announcements
  - e. time-keeping and programme coordination
  - f. tokens of appreciation to speakers and chairs
  - g. distribution and collection of evaluation forms
  - h. coordination with exhibitors/sponsors
  - i. onsite liaison with speakers, chairs, guests and third-party service providers



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#### Post-Event Follow Up

1. Preparing post-Event statement of accounts
2. Updating attendance and provide to Client attendance lists and sign-in sheets for the Event
3. Collating, analysing and summarising feedback received on the Event.
4. Drafting and sending thank you letters to GOH, speakers, chairpersons, supporting organizations and collaboration partners
5. Provision of copies of photographs and videos taken of the Event to the Client

#### **OPTIONAL SERVICES**

##### Services for Overseas Delegates

1. Assisting delegates with travel arrangements
2. Assisting in securing preferential rates for Event delegates from various classes of hotels
3. Assisting delegates with accommodation arrangements at designated hotels

##### Enhanced Event Communications, Marketing and Promotion

1. Drafting media backgrounders in consultation with Client
2. Preparing and sending out press releases and facilitating media coverage of the Event
3. Preparation and distribution of media kits and Event packs to media representatives
4. Developing proposals for alternative/optional social programmes for speakers, delegates, accompanying persons and invited guests that showcase the vibrancy and uniqueness of Singapore

##### Sponsorship & Exhibitor Management

1. Developing sponsorship/exhibition targets in consultation with Client
2. Identifying and prioritising targeted sponsors/exhibitors in consultation with Client
3. Making initial contact with sponsors/exhibitors and handling preliminary discussions
4. Negotiating and following up with potential sponsors/exhibitors in consultation with Client
5. Arranging trade displays, product launches, promotions and other sponsor requirements
6. Liaising with exhibitors regarding logistics, including signage and booth set up
7. Collecting sponsorship amounts and exhibition fees
8. Manage sponsor/exhibitor expectations and develop relationships
9. Follow-up letters to sponsors/exhibitors after the Event providing summary of participant feedback and summarising Event success and marketing exposure for sponsors/exhibitors

##### ***So, why reinvent the wheel?***

By outsourcing to Intellitrain, you gain:

- A clearer strategic focus
- The freedom to focus on your core competences
- Reassurance/Confidence that you are in the hands of professionals
- Scalable solutions that grow with your organisation
- Reduction in costly investments in infrastructure and technology
- Reduction in operating costs

***Contact us at [customerservice@intellitrain.biz](mailto:customerservice@intellitrain.biz) or +65-62278097 for a no-obligation proposal now!***