



Planning

- Planning Partnership
- Project Management
- Budget Management

Destination Services

- Venue/Hotel Search
- Contract Negotiation
- Room Block Management

Creative Services

- Stage & Environment Design
- Attendee Engagement Ideation
- Signage & Collateral

Event Technology

- Registration - On-line & On-site
- Attendee Communication
- On-site Software Applications

Logistics & Production

- Speaker Management
- Sponsor & Exhibitor Logistics
- Vendor Management

On-site Support

- Management Staff
- Guest Services Staff

Post Program Wrap-up

- Debrief
- Final Billing

PLANNING

Clear, consistent communication makes a successful partnership. Communication begins with a kickoff meeting to address the vision for your event, communicate “hot-button” areas and identify support needs.

Once planning is underway, we are an extension of your team, offering ideation, logistics management throughout the planning process. We drive planning across all areas, offering proactive recommendations and an alternative perspective.

Planning Partnership

Acting as your proxy, we stay in frequent and scheduled contact with your team.

- Attend virtual meetings as needed
- Attend in-person scouting and site visits as needed
- Set planning milestones to achieve event goals
- Track task progress (within project management software if applicable) to meet planning milestones & execute event vision

Project Management

Production milestones are the single most important element of successful event execution. Tasks, due dates and detail pertaining to every element of the program; Marketing, Speakers, Agenda Planning, Sponsors, Event Planning/Logistics and Post-Production are tracked to ensure all milestones are met. We will work within your existing project management system throughout the planning process or develop a system for use so that progress and information is available to the entire team at anytime.

Budget Management

We will create an initial budget reflecting all program elements and deliverables. The budget is reviewed by your team to ensure no areas are overlooked and financial goals are accurately reflected. Once the budget is set, we will update it regularly and advise if requested services have stretched beyond budget, to ensure that the overall spend is contained within the program parameters.

DESTINATION SERVICES

Venue/Hotel Search
Contract Negotiation
Room Block Management

HOTEL

Your hotel reservation is not automatically confirmed with your registration. If you have not yet registered for the Summit, click the "Book Your Hotel" tab on the registration confirmation page when you complete registration. If you are registered and have not already secured your hotel room, please "[modify your registration](#)" to do so.

Alternatively, to book by phone with The Ritz-Carlton directly, please call 949.240.3000 and reference the Health Evolution Summit.

Ritz-Carlton, Laguna Niguel

Perched atop a seaside bluff with panoramic views of the Pacific Ocean and miles of sandy beach, The Ritz-Carlton, Laguna Niguel continues to redefine guest experiences by creating distinctive, unforgettable and epic memories. With a reimagined personality and playful



approach to California luxury, the resort captivates guests from the moment of arrival with its awe-inspiring location. Located halfway between Los Angeles and San Diego, along the coast of Dana Point, guests discover a surf-side retreat that awakens the senses with its unique beachfront setting and remarkable service heritage.

ALTERNATE HOTELS

Monarch Beach Resort

The Summit has selected the Monarch Beach Resort (MBR), a gorgeous retreat destination unto itself, as its second home. Having just undergone a multi-million dollar redesign, the MBR is a vibrant, luxury beach resort, offering an unmatched level of curated services and recently renovated public space and guest rooms. Discover an array of adventuresome experiences, from thrilling water sports to championship golf links, and encounter lasting memories at this pristine coastal Southern California locale, nestled hillside, overlooking a pristine beach.



Secure your hotel room at the Summit group rate, as the Monarch Beach Resort sells out quickly. Morning and evening shuttle service will be provided throughout the day and evening to and from the Ritz-Carlton to accommodate events and meetings at both hotels (5-minute transfer) or you can take a beautiful 15-20 minute walk.

To contact the Monarch Beach Resort directly, please call 949.234.3200 and reference the Health Evolution Summit.

Venue/Hotel Search

We will conduct venue research based on your desired geographical location, participant demographic, attendance goals and event requirements. We will manage the RFP process and present viable venue options for selection outlining the following information for each venue;

- General venue information and impression
- Availability
- Rates (room, space rental and minimums)
- Event space specs
- F&B policies and pricing
- Renovation plans if applicable

Contract Negotiation

We are IATA certified agency skilled in hospitality contract negotiation. We leverage relationships and industry trends to secure the most advantageous deals for our clients. Room rates, concessions, event space use, F&B minimums/policies, cancellation, attrition and contractual terms are negotiated with your best interest in mind.

Room Block Management

We will oversee your hotel room block to ensure that your attendee experiences a seamless booking process. We will offer advisement on block management strategy to mitigate risk as it relates to cutoff dates and attrition.

CREATIVE SERVICES

Stage & Environment Design
Attendee Engagement Ideation
Signage & Collateral





Stage & Environment Design

We create intriguing events that inspire guest engagement and leave a lasting impression. By leveraging our creative partners, we create stunning atmospheres in ANY venue. We will present you with a conceptual deck to set the tone for your desired environment and as planning progresses, photos, renderings, floorplans and budgets are presented to communicate how the conceptual vision will come to life while keeping in mind budget parameters.

- Attendee Experience Deck
 - ✓ Event Environment Design
 - ✓ Renderings, Schematics & Floor Plans
 - ✓ Stage Design





Attendee Engagement Ideation

We aim to generate brand awareness by creating unforgettable, “postable” moments that leave a lasting impression with your target audience.

- Attendee Experience Deck
 - ✓ Attendee Engagement Activities
 - ✓ Brand Activations





Signage & Collateral

In partnership with our graphic design team, we will work with our print and AV partners to apply your visual theme to all print and digital signage, collateral and swag.

Our team offers creative solutions and new ways of designing and producing digital signage and printed pieces to communicate your message effectively. We will track requirements and manage production workflow between vendors from inception to delivery ensuring an on time and on budget product in achieved.

- Attendee Experience Deck
 - ✓ Conference graphic platform
 - ✓ Signage plan; way finding & brand exposure
 - ✓ Giveaway items

EVENT TECHNOLOGY

On-line Registration

On-site Registration

Attendee Email Support

Pre-Event Marketing Communication

Guest Services Email Correspondence

On-site Software Applications

[View Summit Details](#)

The health evolution summit connects influential health care action leaders across boundaries to catalyze health transformation.

Providers, payers, innovators, life science leaders, policymakers and investors gather in this intimate, invitation-only environment designed to inspire creative solutions to the most critical challenges health care faces today.

CO-SPONSORED BY



SUMMIT PARTNERS



McKesson Ventures



WHEN

Wednesday, April 5, 2017,
7:00 AM – Friday, April 7,
2017, 1:00PM

[Add to Calendar](#)

WHERE

The Ritz-Carlton, Laguna Niguel
One Ritz Carlton Drive
Dana Point, California 92629
USA
(949) 240-2000

[Get Weather](#)

[Get Map](#)

[Get Driving Directions](#)

HOST

[Health Evolution Summit](#)

[Contact Us](#)

[REGISTER](#)

[Click here to modify your registration](#)
[Click here to login](#)

On-line Registration

We understand how important the registration experience is. It is a participant's first interaction with the event so it should be a seamless one.

To get things started, we will work with your organization to identify registration platform requirements e.g., activity participation, participant profile questions, badging requirements, lead retrieval, session scanning and event app needs. From there, we will make platform recommendations.

Once a registration platform is selected, in partnership with our graphic design team, we will develop and launch registration according your marketing schedule.

Reporting is essential in the management of every program; we will provide regular registration pace reporting based on an agreed schedule.





On-site Registration

Check-in options for all event sizes and requirements are available. Based on the event scope and budget, we will architect the most ideal check-in process for your attendees.

Once a check-in process and location has been established, we will work with your graphic design team, to develop the assets needed to build an efficient and esthetically pleasing registration area.

Seasoned event staff are available to ensure the registration process is as enjoyable and unique as the rest of your program.





Attendee Communication

➤ Pre-Event Marketing Communication

Consistent email communication is key to establishing a lasting relationship with your carefully curated audience. In partnership with your preferred communication platform, we will implement your brand look and language into custom HTML emails and execute their release with dynamic data merge and conditional content functionality based on your marketing calendar.

➤ Guest Services Email Correspondence

We will provide correspondence support from a general information email box to assist with all logistics surrounding guest participation in the event.

- Registration support
- General participation questions
- Travel logistics (air & ground)
- Hotel room block support
- Reimbursement processing

On-site Software Applications

Today, participants expect a sophisticated and flawlessly designed event communication platform that will provide your participants with the opportunity to interact fellow participants and even speakers. In partnership with your preferred communication platform provider, we will incorporate a truly unique and impactful experience for your attendees on their mobile devices and on stage!

LOGISTICS & PRODUCTION

Speaker Management
Sponsor & Exhibitor Logistics
Vendor Management



Speaker Management

We provide experienced and professional speaker management staff during the planning process and on-site. We are an extension of your team, once speakers are committed, we will handle daily email correspondence as well as scheduled email communications to ensure deliverable deadlines related to their participation are met. Once deliverables are submitted, we will track, organize and turnover submissions to the appropriate vendors.

- Draft Speaker Logistics Package
- One on one communication
- Group communication
- Track deliverables
- Organize logistics related to their participation as a speaker



Sponsor & Exhibitor Logistics

We provide experienced and professional sponsor and exhibitor management during the planning process and on-site. We will consult on how to maximize revenue by offering unique opportunities to your prospective partners. Once committed, we will distribute logistics packages to seamlessly onboard each partner and handle daily email correspondence as well as scheduled email communications to ensure deliverable deadlines are met. Once deliverables are submitted, we will track, organize and turnover submissions to the appropriate vendors.

- Consult on Sponsor and/or Exhibitor Prospectus
- Draft Exhibitor logistics package based on benefits
- One on one communication
- Group communication
- Manage Exhibit Hall service providers
- Track deliverables
- Organize logistics related to their participation as a sponsor or exhibitor

Vendor Management

We partner with vendors who share our values and are committed to providing excellent service for their clients through creativity and reliability. During the vetting process, the vendor's reputation, experience and budget will be considered. Acting as your advocate, we manage the RFP process, selection and contracting.

From planning through to execution, we will manage logistics associated vendors across all areas of the program to ensure services are delivered on time and within budget.

- AV Show Production
- Venue
- Food & Beverage
- Entertainment
- Transportation
- Exhibitor Hall Decorator
- Giveaways/Swag
- DMC
- Photography/Videography
- Décor
- And more as needed!



ON-SITE SUPPORT

Our primary objective, on-site, is to ensure that your staff is supported in their efforts to execute a successful program and event guests receive exceptional service. To meet these objectives, we provide experienced management and staff to oversee every aspect of your event on-site. These team members liaise directly with vendors and if requested, your guests, to ensure a flawless experience.

Management Staff

Prior to arrival, all on-site managers will receive a complete program specifications guide and a final production schedule to communicate workflow and roles while on-site. An initial on-site briefing meeting with support staff is held prior to load-in to review the production plan in detail and address questions prior to vendor and participant arrival.

- Registration manager
- Stage/Speaker/Talent manager
- Exhibitor/sponsorship manager
- Floor Manager – Hotel, Set-up, F&B manager

Guest Services Staff

Staffing ratios are determined by the scope of the project, client needs, budget and logistic complexity. Aspects of the program such as; check-in needs, amenity/give-away prep, simultaneous functions, décor load-in, signage needs, talent & VIP management, are assessed to recommend appropriate staffing levels.

- Registration
- Directional Hosts
- Floor Staff
- Badge scanning



POST PROGRAM WRAP-UP

Debrief

Following your event, we will join debrief meetings to review the planning and the on-site experience. We will outline successes and challenges related to the current year and suggestions for changes/enhancements for future consideration.

Final Billing

An accurate financial record of the current year's spend is essential to the long-term financial success of an event. Post-event, we will ensure all outstanding balances are paid in full. Once paid, we will compile all final vendor invoices and reconcile with the set budget to understand the final revenue captured.

OUR TEAM

We are here to support you. The EME team leverages your brand and business goals, to develop a planning process that drives the creative and operational direction. We are committed to bringing new ideas to the table that add value to our services, enhancing your event and growing our partnership.

We execute successful events that leave a lasting impression by listening to your goals, anticipating your needs, negotiating aggressively with vendors and making innovative suggestions on how to maximize the guest experience for every dollar spent.

The EME team is always accessible and able to respond to your team and your guests in a timely manner. Whatever the need, and however the solution maybe found, the EME team is dedicated to finding answers quickly and efficiently.

We look forward to providing a seamless planning process for your team and a memorable experience for your guests!



Erin Modzelewski
Founder &
Event Producer



Angela Butori
Event Manager



Sam Kane
Event Manager



Marjorie Kessler
Event Manager

CLIENTS



CASE STUDY



Ritz-Carlton, Laguna Niguel, CA

Brief: EME Productions has partnered with Health Evolution annually since 2014 to produce the Health Evolution Summit engaging policy makers and C-suite leaders deeply involved in the transformation of health care.

Results: CEOs, C-suite executives, innovators, policymakers and investors convene for the Summit's intimate, invitation-only environment to candidly debate ideas, build relationships.

Highlights of program services provided to the client:

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CASE STUDY



The Cosmopolitan, Las Vegas, NV
ICO2, London England

Brief: EME Productions partners with IT Revolution to produce DevOps Enterprise Summit bi-annually, one of the industry's top DevOps gatherings.

Results: In partnership with IT Revolution, we bring together 1500-2500 leaders of large, complex organizations implementing DevOps principles and practices giving leaders the tools they need to develop software faster and create high performing technology organizations.

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CASE STUDY



Cavallo Point, Sausalito, CA

Brief: Partner with Emerson Collective to produce aspects of the second annual DO-FEST, an intimate, invitation-only gathering to address global equity in an era of accelerating climate change.

Results: Convene action-oriented entrepreneurs, innovators, leaders and disrupters pioneering breakthrough models in design thinking, technology innovation, and impact investing to support and strengthen the symbiosis between humanity and nature.

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