

**BLU  
EVENT  
PRODUCTIONS**

EVENT BROCHURE



# WELCOME TO BLU

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A brand where what you see is what you get, no fluff, simply a hardworking 'Blu Crue' of event professionals who roll up their sleeves to get it done, all with a smile and a laugh along the way.

Our business ethos is based on integrity, collaboration, and diversity.

We strive to become an extension of our client's team, rather than a contractor, and create a unique experience for their brand, guests, and key stakeholders.

Blu Event Productions was created in 2019 when Managing Director, Shane Buzza, decided to leverage over 10 years of experience in various event sectors to build a brand and create experiences that impact!

Now a leading Australian event production company, built from a team of multinational award-winning group of dedicated producers, event experts, and creatives who put their passion and expertise into every event we are a part of.

Blu Event Productions forms close partnerships with our clients to understand and create amazing experiences for all involved.

Our team now comprises over 20 years of industry experience working closely with like-minded professionals - our objective is to collaborate with you to create impactful experiences to remember. .

# A MESSAGE FROM OUR MANAGING DIRECTOR

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Welcome to Blu! A brand where what you see is what you get, no fluff, simply a hard-working 'Blu Crue' of event professionals who roll up their sleeves to get it done, with a smile and a laugh along the way.

Our business ethos is based around **integrity**, **collaboration**, and **diversity**.

Events are often stressful, and therefore it's important to understand the event's purpose, and enjoy the process. We strive to become an extension of our client's team, rather than a contractor, and create a unique experience for their brand, guests, and key stakeholders.



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# OUR VALUES

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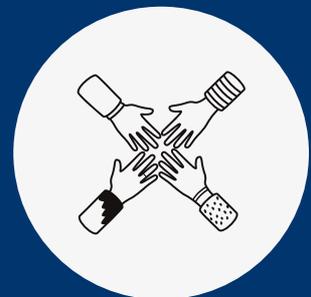
## INTEGRITY

We are known for our candour, authenticity, and transparency.



## COLLABORATION

We work with you, not for you.



## DIVERSITY

Our foundation to innovation; bringing your whole self to work.

**'In the spirit of reconciliation Blu Event Productions acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.'**

# Quality Statement

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**Our team is highly skilled, deeply passionate and dedicated.**

Your Event Producer, and experienced support team, will become an extension of your team to achieve your event objectives.

To ensure we produce quality outcomes and carry out professional services, Blu Event Productions:

- Exercise due diligence, skill and judgement in accordance with principles to the standards of a professional provider.
- Maintain and measure that the services provided are adequate and are suitable for the purposes for which they are required.
- Ensure that anyone engaged by Blu Event Productions are professional, experienced and competent.

Our highly experienced core team will be fully supported by additional resources allocated to this project as required. We work as a team and will collaborate with you to ensure all outcomes are delivered on time.



# WHAT OUR CLIENTS SAY ABOUT THE BLU CRUE...

"In a year when the event industry – and the entire arts and creative industries – struggled to stay afloat, Blu Event Productions were rock solid: focused, generous, flexible. Nothing was too much trouble."

**Sue Hunt, CEO**

**The Royal Children's Hospital Foundation.**



**Me and UooUoo:  
The RCH150 Anniversary Art Trail**

**"We believe that an event is not simply a stand-alone experience, it is part of a campaign that brings a brand to life, connects with the audience, and leaves a lasting impression."**

## WHAT WE DO...

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### **Types of events we plan, produce and deliver:**

- Charity Functions and Walks
- Fundraisers
- Community
- Corporate
- Expos
- Open Days
- Conferences
- Awards Shows
- Private Parties
- Brand Activations

### **What we do to make these events happen:**

- Strategy & Co-ordination
- Creation consulting
- Event production & project management
- Program development
- Sponsorship engagement & management
- Operations & logistics
- Digital and technology strategies
- Media & film
- Communications & marketing
- Environment design & decor
- Venue, food & beverage management
- Event innovation and growth
- Audience identification and engagement
- KPI management of stakeholders and suppliers
- OH&S & risk consulting and compliance



# WHAT WE'VE PRODUCED

## Melbourne Fashion Festival



Blu Event Productions produced the Fashion District, the hub of the major event for the Melbourne Fashion Festival (MFF), held in the (middle of Melbourne (Federation Square

Blu Event Productions collaborated with all major partners, and agencies to manage the installation and delivery of the various structures, programming, and activations across the entire Federation Square site across 10-days.

Blu Event Productions managed all elements of the event, including program management, activations, entertainment, traffic management, compliance and production across the entire event footprint.

Across the 5 hour event, we saw 25,000 attendees enjoying displays on a sunny Sunday at Essendon Fields

Blu Event Productions are now the preferred Event Production provider for Essendon Fields.

## Essendon Fields Open Day



## The Long Walk



The entirety of Long Walk was produced by Blu Event Productions, including signage, program, entertainment, permits and marketing.

Roughly 25,000 people walked alongside Michael Long on this day, to show their support in ending racism. 450 lucky people also walked on the MCG while official entertainment and formalities proceeded.

# WHAT WE'VE PRODUCED

Blu Event Productions have produced incredible moments like these:



# Key Personnel

## **Shane Buzza**

Director of Blu Event Productions /  
Event Producer

## **Samantha Holden**

Event Manager

## **Pip Metcalfe**

Event Coordinator

## **Mikayla Vella**

Event Coordinator

## **Supplier and Subcontractor Management**

Blu Event Productions will not be subcontracting any of the responsibilities in delivering the successful outcome of the event program requirements. We engage and manage suppliers to provide necessary services, such as Audio Visual, Catering, Theming, Entertainment etc.



# Services Provided

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## Contingency Planning

Blu Event Productions maintains a best practice of ensuring that we are constantly meeting with the best possible people within our industry at regular intervals. We do possess a highly committed team, however individual career journeys can change their tenure at our company.

Keeping abreast of the best talent in the industry and maintaining regular contact through recruitment companies, ensures that Blu Event Productions is highlighted as one of “the” companies to work with.

We do ensure that roles and responsibilities are duplicated within our organisation and alongside our proven best practises of clear documentation and project plans specific to each event, in the unfortunate event of illness or resignation, another team member is instantly available for deployment to carry the role left vacant. We also have a significant network of additional freelance contractors that we have worked with for years, who are able to fulfill the vacant role whilst our management team searches for and appoints new team members.

## Quality Controls

Blu Event Production has invested considerable effort into formally documenting its administration and planning systems, reviewing procedures, creating guidelines and masters and implementing quality control systems.

We have implemented a Quality Best Practice system that monitors all internal processes and master documents to ensure efficient, consistent and streamlined systems. These systems, together with the attendance of our project team at required meetings (in person or virtually) would underpin and manage the outcomes required from each stakeholder.

# Project Methodology

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Our team's reputation is paramount to our business success and is therefore one of the main drivers behind our commitment to achieving all our client's milestones and objectives. Whilst we adapt our methodology for each project we undertake, we have developed an overview of consistent phases that each project lifecycle undertakes.

## Phase 1

### Project Onboarding

After establishment of contract, the Blu Event Productions project team will hold a strategy meeting with stakeholders to establish a work / project plan. In this meeting we will:

- Review key milestones with associated countdown time- frames to the opening of each event (Define objectives of the event)
- Identify resources needed.
- Identify areas that may need further research to ensure the event remains up-to-date, relevant, and innovative for all guests, e.g. areas that could be reinvigorated or further developed, increasing the immersive experience of the event and potential revisions to the proposed program.
- Understand the drivers and requirements of the individual stakeholders, desired policy outcomes, critical political, media opportunities and risks and incorporate new requirements and initiatives.
- Commence the development of a marketing and communications plan.

## Phase 2

### Project Planning

The Blu Event Productions project team will be guided by this project plan in implementing the various tasks and activities needed to ensure the event meets the predefined objectives and milestones.

Regular meetings will be held with clients to evaluate progress, report on achievements and to plan next steps. During this phase, the aim is to set a strong foundation for the rest of the event planning e.g. establishing the brand and raising awareness, putting together sub-plans for areas such as nomination processes, communications and marketing, media and technology requirements, talent, risk management, food and beverage collateral etc. amongst a range of others.



### **Phase 3**

## **Engagement**

This phase will strongly focus on working with the client to manage the event logistics for attendees, partners, vendors, performers, VIP'S, to ensure required guest registrations and confirmed attendance, while consistently evaluating progress to ensure the event is on track to meet the key objectives.

### **Phase 4**

## **Operations**

During this phase, Blu Event Productions will start on-site preparations for the event e.g. on- site branding and logistics run sheets, schedules, plans, event documentation etc. Following the strategy meeting suggested above, the project plan will be reviewed and further developed to ensure it includes all objectives. Notwithstanding this preparation, crises cannot always be avoided. When tight time-frames are threatened, our policies and systems ensure that additional resources are brought to the forefront to ensure timetables are met.

### **Phase 5**

## **Project Closure**

This phase represents the completed project. Once the project is completed, Blu Event Productions will participate with stakeholders to evaluate what went well in a project and identify areas requiring improvement. This is especially helpful to understand lessons learned so that improvements and recommendations can be made for following years with the view of a continuous improvement model applied to the duration of the contract.

# Risk Management

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Like any successful business outcome, a successful event requires that risks are identified at an early stage and that risk management strategies for key risks are in place. Blu Event Productions meets all industry risk standards and principals. We have a comprehensive risk management plan for both our day to day business operations and the projects we undertake. We can provide a high level risk management strategy for the event that includes: – Identifying and assessing the key risks before and during the event. – These risks may be strategic, such as exposure to world economic events and natural disasters; financial, such as unstable international currency fluctuations or higher than anticipated expenditure; operational, such as security for high profile participants or loss of key people; or compliance, such as exposure to fraudulent activities of delegates or contractors. – Developing strategies to manage and mitigate these risks. – Regular risk management reporting to Hejaz Financial Services.



# Workplace Health & Safety

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Blu Event Productions have an effective and professional OH&S policy in place and all staff are trained and required to adhere to these policies, our OH&S manual and the associated safe working practises. Similarly, we are also familiar with the Disability Services Act and ensure that we are mindful of any requirements relating to this in the planning for each event we are charged with to deliver. We will work closely with Hejaz Financial Services to further develop and execute our safety program and requirements across all components of the event program and associated stakeholders. We will assign a dedicated Safety Manager to oversee a safe working environment at all times. Our OH&S Policy is consistently updated to meet national standards of requirements. Blu Event Productions will follow the COVID guidelines/regulations in-line with the State Government directive. If required, a detailed COVID Safe Plan will be developed and followed.



# INSURANCE

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## Business Details

### **Blu Event Productions**

1/397 Brunswick St  
Fitzroy, VIC 3065

ABN: 94 658 470 270

ACN: 658 470 270

### **Name of Principal Contact:**

Shane Buzza

+61 466 050 171

info@blueventproductions.com

## Insurance Details

### **Public & Product Liability**

Insurer: BizCover

Policy No: LCS017124781-3896

Limit: \$20,000.00

Expiry: 17/01/2023

### **Professional Indemnity**

Insurer: BizCover

Policy No: LPS016832716-15604

Limit: \$10,000.00

Expiry: 17/01/2023

### **Workcover Insurer:**

Allianz Policy No: 16427347

Expiry: 30/06/2022