



CIMA  
STRATEGIES

## Event Planning Services

### Event Design

- Assist with development of overall event concept and guest experience
- Determine and coordinate event production needs (A/V, décor, photography, entertainment, etc.)
- Select and coordinate food and beverage

### Core Support

- Identify event sites and vendors
- Manage contracts and relationships with event sponsors and vendors
- Develop and manage event timelines, run-of-show, event programming, VIP logistics and security

### Planning and Organization

- Conduct regular event update calls/meetings with Client
- Develop and manage event budgets, event registration, guest seating lists/charts, briefing materials
- Create and manage equipment and materials inventory trackers

### On-Site Event Management

- Manage event production timeline and oversee all vendors and event staff
- Serve as point of contact for speakers, VIP guests, sponsors, and media
- Ensure all contract elements are executed

### PR, Signage, and Materials

- Develop press releases and manage distribution
- Provide media outreach, social media marketing, and interview scheduling/coverage
- Coordinate print/online material design, proofing, and production

### Post-Event

- Conduct post-event review meeting
- Provide post-event report capturing and summarizing all key event details
- Assist with closing out any outstanding vendor contract provisions
- Provide post event media coverage