what we do

esg event strategy group

Need the full rundown? Here's what we can do for you:

General Event Management
- Attend team meetings, conference calls
- Collaborate on in-depth event strategy development
- Prepare and distribute notes and schedules
- Co-develop and manage event budget
- Source, negotiate and engage vendors
- Manage all room blocks and provide reporting as required
- Monitor and provide guidance at CAB meetings as appropriate
- Work collaboratively on event agenda and timeline
- Develop and implement staffing requirements for the event
- Develop and implement security staffing plan
- Manage and direct all food and beverage
- Manage all amenities, upgrades and room block
- Manage all transportation requirements
- Execute/Co-Develop sponsored side events as needed
- Manage exhibitor/sponsor participation, guidelines and engagement. ESG will support the internal stakeholder responsible for prospecting and selling sponsorships.
- End-to-end VIP participation management
- Support/Manage all off-property activities including dinners and excursions
- Assist with signage plan and produce materials as required
- Facilitate, prepare and distribute post-event analysis and reporting

Keynote Speaker Support
- Assist in the research of Keynote speakers
- Manage speaker logistics including pre-event coordination, T&E and rehearsals
- Manage negotiations and contracting pursuant to client legal requirements provided to ESG following execution of SOW, and review for compliance with those requirements

Venue Management
- Review, manage and coordinate venue engagement and contracts. Coordinate further negotiations as needed.

Exhibitor Engagement
- Pre-show coordination and development of exhibit hall space plan
- Coordination with all exhibitors/sponsors and host company
- Coordinate the delivery of all show services including drayage, electrical, labor, etc.
- Provide onsite services/support desk for exhibitors and sponsors
- Coordinate delivery of all furniture, carpeting, etc.
- Deliver all scenic elements for the exhibit area. This would include all signage, banners and general scenery.

Finance: Budgeting, Billing & Accounting
- Assist in development of conference budget
- Maintain the budget and provide regular updates to client
- Provide a reasonable amount of final accounting documentation

Creative Services
- Event marketing, brand alignment and communication
- Print and digital graphic design with optional onsite support
- Content creation and copywriting
- Photography and videography
- Web design

Virtual & Hybrid
- Tech stack: platform recommendation and contracting
- Studio broadcasts and production design
- Breakout sessions
- Sponsorship management
- Audience acquisition
- Content and speechwriting
- Networking
- Gamification
- Measurement and reporting
- Tech/system integration

Registration
- Maintain registration site pursuant to company legal requirements provided to ESG following execution of SOW, and review for compliance with those requirements
- Manage fee collection, refunds, comp codes and in general, the entire attendee registration engagement
- Manage badge prep (including category branding) and printing
- Design and implement onsite registration area including event branding and physical structures
- Manage onsite registration and staffing
- Manage reporting and registration auditing including room block pickup reports and attrition issues

Event Design & Production
- Exhibit planning and experiential ideation
- Event theme development
- Scenic fabrication, decor and live show production
- Complete audio-visual services including staging, video mapping, lighting and special effects
- Latest technology implementation wherever possible

General Session & Breakouts
- Provide scenic, lighting, video, and design direction and coordination for the General Session
- Source and coordinate delivery of all audio, video, lighting and scenic for the General Session and breakouts
- Source and coordinate all staffing, show flows and production schedules
- Source and coordinate delivery of all technology for the General Session and breakouts, including laptops, internet connectivity and charging stations
- Source and oversee presentation support for all presenters

Mobile App & RFID
- Pre-event research and negotiations on attendee tracking (RFID) and mobile application solutions as needed
- Mobile application overall build including securing necessary API connections and extensive testing
- Mobile application attendee activation/troubleshooting support pre-event and on site
- Mobile application post-event reporting and analytics
- Event credential data management and RFID badging
- Securing and managing technology for RFID session scanning on site, post-event reporting and analytics

we get #!%$ done