

# EVENT CONSULTING



---

## CONVENE A CONVERSATION WITH GLOBAL ATLANTA

Global Atlanta Events help brands, companies and investment agencies engage an unrivaled network of international decision-makers in Atlanta by tapping into local knowledge that only comes from three decades of reporting on the city's ties with the world.



# EVENT CONSULTING



## GLOBAL ATLANTA EVENTS ARE...

**Locally Sourced.** Gain our unique perspective and exclusive international expert directory to find the most relevant and engaging speakers in the city.

**Informative & Actionable.** Bring our digital publication into the real world, decoding the global economy and fostering connections.

**Custom, Creative, Conversational.** Surface untold stories and connect disparate dots using engaging conversation rather than presentation.

**Industry-Focused & International.** Highlight industries where Georgia's profile is on the rise, showcasing varied perspectives and a diversity of voices with a global vantage point.



# EVENT CONSULTING

## EXECUTIVE ROUNDTABLES & RECEPTIONS

- Private (potentially off-the-record) discussions or interview format to display deeper expertise
- Tailored for deeper connections with curated audience
- Limited space, built around memorable experiences in attractive venues





# EVENT CONSULTING

## GLOBAL FORUMS

- A public, on-the-record conversation
- Aimed at generating the widest brand awareness
- 3-5 Speakers or Panelists with a broader survey of topic
- Far-reaching direct email promotions and follow-up coverage to maximize content “shelf life”
- Photography & Video Assets to bring the event to life





# EVENT CONSULTING

<u>PRE-EVENT</u> DELIVERABLES	 EXECUTIVE ROUNDTABLE	 GLOBAL FORUM
Content Consulting (1 hr)	✓	✓
Written Event Copy	✓	✓
Marketing Material Graphics	✓	✓
Featured Event Listing	✓	✓
Targeted, Personal Email Invites	✓	✓
Standard Registration Form	✓	✓
Custom Registration & Contact Capture		✓
Pre-Event Communication	✓	✓

<u>PRE-EVENT</u> DELIVERABLES	 EXECUTIVE ROUNDTABLE	 GLOBAL FORUM
Speaker Recruitment	1-2	UP TO 5
Attendee Target	25-40	50-80
GlobalFlash Email	\$600	✓
Venue/Catering Consultation & Logistics*	✓	✓
Use of Global Atlanta Spaces*	✓	✓
Outreach to Partners for Event Venues*		✓
Preview Q&A with Key Players/Delegates		✓
One Month of Advance Web Ads	\$250	✓

- \* Global Atlanta is not responsible for catering/venue costs
- \* Global Atlanta space may incur staff/cleaning fees
- \* Partner Event Venues may incur fees

# EVENT CONSULTING

<u>DAY-OF</u> DELIVERABLES	 EXECUTIVE ROUNDTABLE	 GLOBAL FORUM
Logistics - Registration & Check In	✓	✓
Venue/Catering Coordination	✓	✓
Interview and Panel Moderation	✓	✓
Sponsor Welcome Remarks	✓	✓
Banners & Logos Present	✓	✓
Event Video Recording		✓
Single-Camera Streaming Option		✓
Photography		✓

<u>FOLLOW UP</u> DELIVERABLES	 EXECUTIVE ROUNDTABLE	 GLOBAL FORUM
Email Follow Up Contact/Resources Incl.	✓	✓
Basic Attendee Info	✓	✓
Customized Registration Info Collected		✓
Social Media Posting + Mentions		✓
Event “Homepage” URL on Global Atlanta with Event Assets		✓
Optional Post-Event Survey		✓

Contact Michal Jensby, Events & Partnerships Director  
[mjensby@globalatlanta.com](mailto:mjensby@globalatlanta.com) to book an event.