



# Craft Your Idea: Strategic Event Consulting

YOUR VISION. OUR CRAFT.

CRAFT YOUR EVENT

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# Company Overview

**Craft Your Event** is more than an event agency — we're a **strategic event partner**. While we specialize in creating immersive, high-impact events, we also bridge a critical market gap by offering **consulting services for individuals and businesses that don't know where to start**.

From concept to execution, whether you need help naming your event, building a sponsorship deck, or running the full show — we're the partner who makes it happen. We operate through two complementary arms:

**Craft Your Event**

*Full-service event production*

**Craft Your Idea**

*Creative event consulting  
& ideation*

# Our Services

*Craft Your Event – Full-Service Event Production*

We execute unforgettable events across formats and industries:



**Corporate Events**



**Private Celebrations**



**Brand Activations**



**Product Launches**



**Conferences & Summits**



**Experiential Pop-ups**



**Immersive Installations**



**Festivals & Shows**

# Craft Your Idea: Strategic Event Consulting

*From abstract ideas to structured events.*

Craft Your Idea is our consulting division. It's designed for individuals, teams, or companies with early-stage event concepts — or no idea where to begin. We turn initial thoughts into strategic, executable, and market-ready events.

## Consulting Services Breakdown

### Event Ideation & Naming

We help create the event identity — from format and positioning to tone, name, and messaging. Whether it's a gala, launch, retreat, or hybrid format, we define what it is — and why it matters.



### Conceptualisation Workshops

Hands-on workshops to clarify your event goals, map audience profiles, brainstorm formats, and align your team on objectives.

## Financial Planning & Budgeting

We develop a clear and detailed financial plan — including revenue streams, cost structures, and profit potential. Whether you're self-funding or pitching to sponsors, you'll need this roadmap.



## Market Fit Evaluation

We assess your event idea in the current landscape: who it's for, what's trending, and how it can stand out. This includes competitor/event benchmarking and audience segmentation.



## Location Discovery & Venue Scouting

We help find and secure venues that match your vision and budget, from unique spaces to traditional event halls — anywhere in the world.



## Team & Vendor Sourcing

Need a crew but don't want to hire internally? We source and assemble outsourced teams, including Event managers, Tech/AV teams, Designers, Talent bookers and Volunteers & staff.



## Logistics & Timeline Planning

Every step, every deadline. We build a comprehensive project timeline, manage supplier coordination, delivery schedules, permits, insurance, and contingency planning.



## Sponsorship Strategy & Sales (Optional Commission Model)

We help you structure sponsorship packages and develop compelling decks. For select projects, we offer commission-based sponsorship sales, tapping into our partner network.

## Ticketing & Sales Strategy

We advise on pricing, distribution platforms, tiering, and user journey. We can also link you to partner ticketing platforms or help set up your own.



## Marketing & Rollout Strategy

From launch to post-event buzz, we build a full campaign timeline — including content planning, partnerships, influencer strategy, and paid media.



## Creative & Branding Development

Need visuals? We can deliver logo & brand identity for your event, digital assets, content templates and deck design and promotional kits.

## Post-Event Analytics & Reporting

We help track what worked — and why. Ideal for sponsors, stakeholders, or planning next year's edition.



## Educational Events & Courses (via Partners)

Want your event to be part of an education or training initiative? We can integrate course content, certification programs, or learning modules through our partners.



# Craft Your Idea Process: A Sample Flow

Here's a typical project structure, shown as it might appear in a pitch deck:

## ■ Phase 1: **Discovery**



**Private celebrations**



**Client questionnaire**



**Stakeholder workshop**



**Define goals, audience, and  
success metrics**

## Phase 2: Concept Development

-  Format exploration
-  Event naming & messaging
-  Brand mood board
-  Sample timeline
-  Budget outline
-  Concept deck for internal buy-in or sponsor use

## Phase 3: Strategy & Infrastructure

-  Sponsorship plan & package creation
-  Ticketing strategy
-  Platform & tech setup
-  Marketing roadmap
-  Event staffing strategy

## Phase 4: Activation Preparation

-  Venue sourcing & site visit
-  Vendor outreach
-  Talent negotiation
-  Visual brand production
-  Copy & communications

## Phase 5: Strategy & Infrastructure

-  Live event delivery or production hand-off
-  Onsite logistics coordination
-  Issue resolution & support
-  Sponsor activation oversight

## Phase 6: Post-Event Support

-  Analytics & impact report
-  Content recap and media follow-up
-  Sponsor reporting
-  Future planning consultation



# Get in touch!

Let's turn your vision into something real.

## CONTACT DETAILS

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