



REED & MACKAY  
A Navan Company

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EVENTS

Extraordinary  
events, powered  
by people.



## Reed & Mackay

### Events

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As a global events agency, we bring extraordinary experiences to life through personal service, deep-rooted expertise and the latest events technology.

Experienced, dedicated event managers, on-site support, and impressive buying power come together to deliver events that work hard for your business. Enabling you to relax, tell a story, and build long-lasting connections with your audience.

- Global event travel

- End-to-end event management

- Smart Event Technology

- Budget control



## Extraordinary events, powered by people

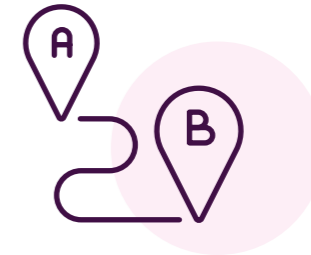
Our global team of experienced, award-winning event experts, combine in depth knowledge with a passion for what they do, to deliver events where every detail is exceptional.

## Why choose us?

We offer a full range of event management services, partner with us for one or all of the following at your next event.



Dedicated event managers - focused on making your life easier with on-site support to ensure every detail is taken care of



Full event logistics - from door to venue and home again



Traveller safety and well-being - proactive support when travel disruption hits with 24/7 itinerary tracking for proactive travel assistance



Event technology - Ensuring high delegate engagement and a seamless brand experience from start to finish



Cost control - vendor negotiation and contracting to save you time and money with comprehensive budget reporting



## Serious about sustainability

We signed the Net Zero Carbon Events pledge at Cop 27, committed to doing what we can in the global climate challenge.



# Crafting an event to meet your goals - your way

Reed & Mackay produces sensational event experiences for any group of any size, anywhere in the world. Our dedicated, highly experienced event planners perform all the heavy lifting and ensure you have everything you need. You'll be supported with 24/7 support, pre and post-event.

Our reputation, relationships, buying power, and scale of our team unlock value where others can't, saving you time and money.



One dedicated point of contact for everything cuts our hours of admin for your teams - your event manager will communicate with all other suppliers on your behalf



We leverage our buying power to negotiate the best rates with suppliers on your behalf



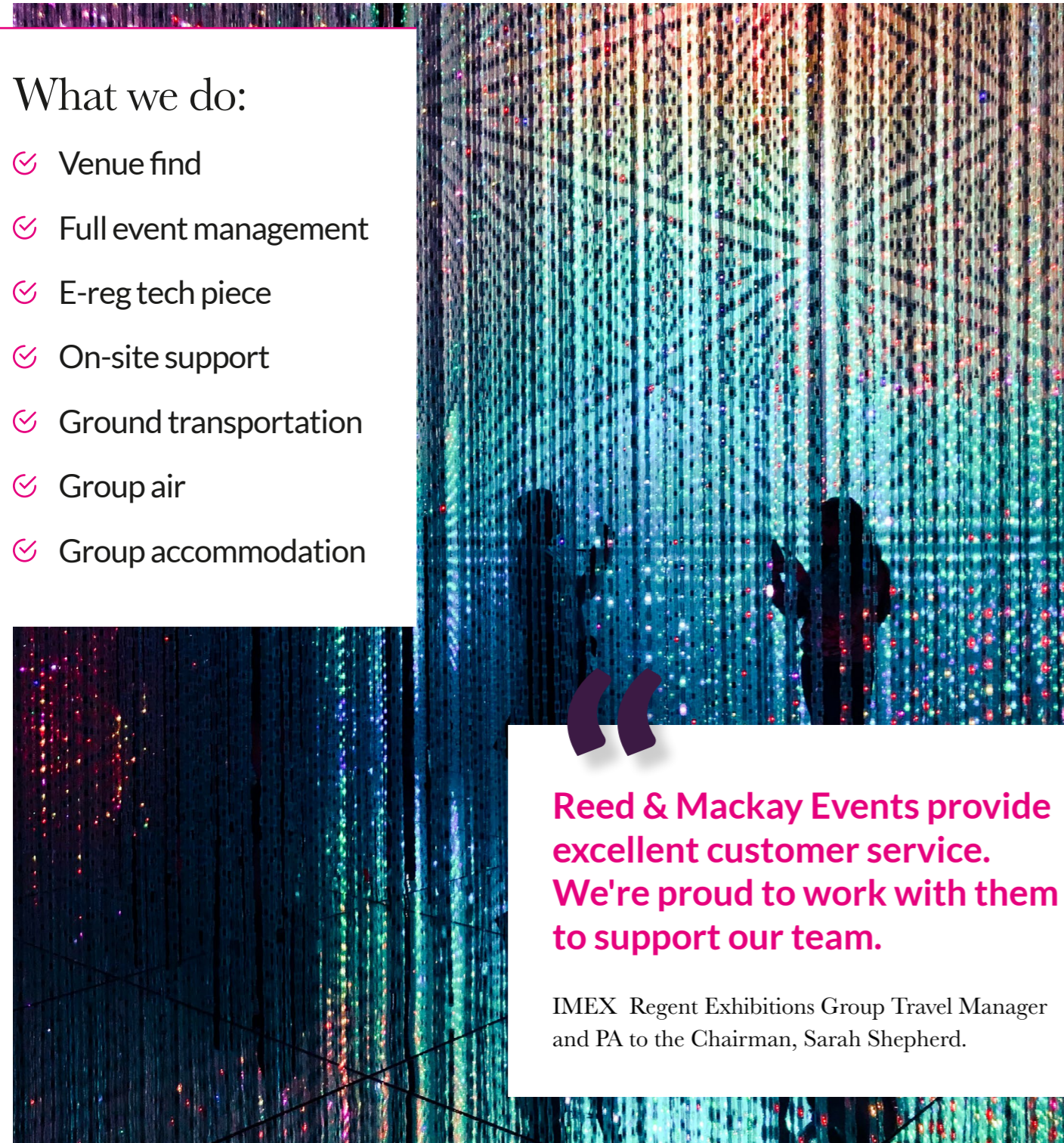
We track your event, giving you peace of mind that budget, security, and risk mitigation are taken care of

# What we work on

Whether you're looking for a partner to source the perfect venue, manage your event travel requirements or deliver the full event from start to finish, we're here to help. Every event is hand-crafted by a dedicated expert who will be guided by your individual requirements and business goals. From world leaders to leading global brands, we're proud to work with high-performing businesses on events that make a difference.

## What we do:

- ✔ Venue find
- ✔ Full event management
- ✔ E-reg tech piece
- ✔ On-site support
- ✔ Ground transportation
- ✔ Group air
- ✔ Group accommodation



**Reed & Mackay Events provide excellent customer service. We're proud to work with them to support our team.**

IMEX Regent Exhibitions Group Travel Manager and PA to the Chairman, Sarah Shepherd.

# How the R&M Events team can support your next event

Trust R&M Events for its expertise in both destination and venue sourcing. Our team can also organise event travel and accommodation, as well as build bespoke technology platforms to ensure seamless communication with your delegates pre, post and during events.

- 1. We Discover Your Goals**  
Every event and audience is unique. We take the time to understand your goals and branding.
- 2. We Find Opportunities Within Your Event That Maximise Outcomes.**  
Every event and audience is unique. We take the time to understand your goals and branding.
- 3. Collaboration Results In The Perfect Solution.**  
You know your audience better than anyone so we design together.
- 4. We Design Your Fully Bespoke Solutions**  
We'll do the heavy lifting - including media, content and all development - so you can focus on what you do best.
- 5. We Provide The Training & Support**  
You'll know how to make the most out of the experience and where and how you can unlock value from the experience.
- 6. We Launch**  
We'll publish to the world.
- 7. We Identify Opportunity**  
Keeping a close eye on your event's performance means we can help guide you to success.

How it's done

# Increased Opportunity For Events Managers

Save time, maximise ROI and make managing your event easier.



More Opportunity To Build Narrative & Tell Your Brand Story Results In Better Engagement



Increase Impact With More Marketing Opportunities



Increase ROI & Revenue With Co-Branding Opportunities & Make Your Budget Go Further



Grow Your Network & Community



Communicate Better With Your Audience [With More Varied Channels]



Be More Sustainable



Know What Works & Make Data Driven Decisions



Save Time



Increase Conversions By Removing & Addressing Objections

# Enhanced Experiences For Attendees



- ✔ Feel more connected
- ✔ Develop deeper, more personal and meaningful experiences (networking)
- ✔ More informed and engaged
- ✔ Better Time management
- ✔ Puts The event in the palm of their hands & in the heart of the action




# Bespoke Events Technology

Personalised solution that optimise the experience of every event


Every event is an essential investment in your business's future. By using bespoke event technology, you can deliver a higher-impact ROI. We craft solutions that also save you valuable time while creating a better experience for your delegates. Ensuring your event leaves a lasting impression

OUR SOLUTIONS




**Smart e-registration experiences**

Immerse attendees in your event's story and drive conversions with a responsive, intuitive and fully branded e-registration experience. Use technology that offloads the email or process admin and leads marketing campaigns.




**Fully integrated mobile apps**

Deliver a more accessible, navigable and personal event via push notifications, added communication and networking opportunities. Extend your event's interactive capabilities and boost engagement with polls and reporting for managers. You can also take advantage of the app's sponsorship and co-branding capabilities to increase ROI.



**Engaging attendee hubs**

Offer attendees a time-saving and convenient way to access important event and travel information. And provide additional networking and engagement opportunities via webinars or speaker meet and greets.

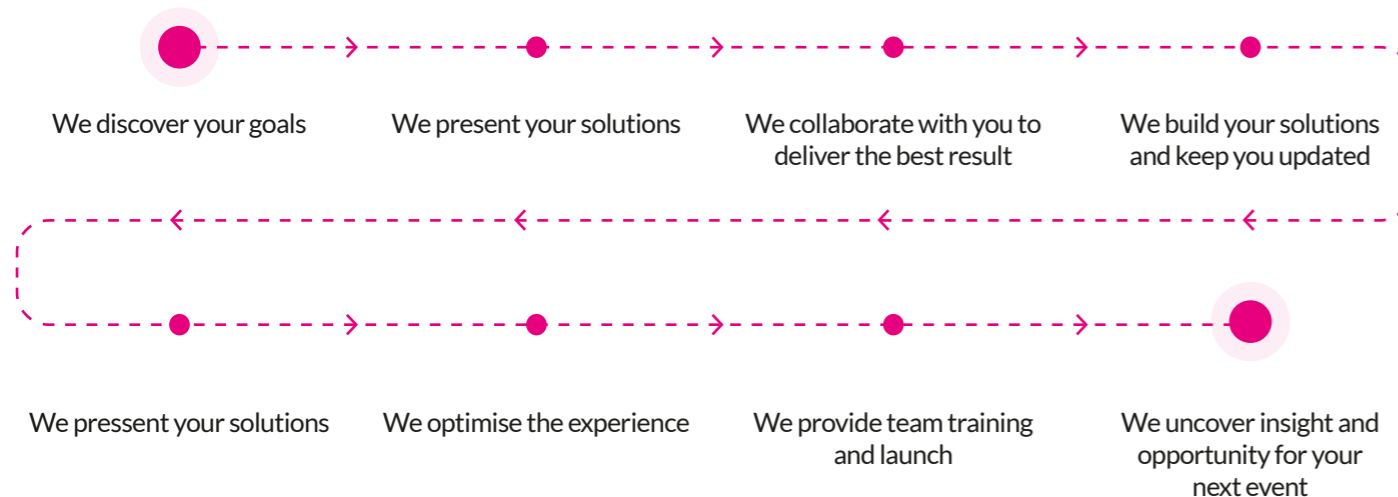


**Time-saving events management portal**

Receive total visibility over your event's performance and maintenance. Identify insights and marketing opportunities or simply access invoicing, reporting or documentation – on demand – within a single management portal.

## We take care of everything

Our process is simple and collaborative, from design to final delivery and launch.



# Unrivalled solutions for your event travel needs

For group trips involving ten or more delegates, our in-house event travel team are here to help. Your dedicated group travel expert can arrange block bookings and group travel from multiple points of origin.

## Why book group travel?

Seats are secured at the same price for each traveller allowing you to have control over the budget and total travel spend – including free name changes up to the point of ticket issue.

Your event project manager will also manage your frequent flyer numbers, seat assignments, and dietary meals for a seamless booking experience.

## It is all in the details

Bespoke and easy-to-use flight registration portals collate all the travel information from your attendees in advance, offering a seamless booking experience.

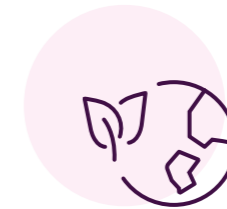


**Protect your reputation - ensuring traveller safety and security is taken care of, with on-site travel support and a 24/7/365 emergency support team**



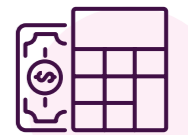
## Duty of care

We can work in line with your travel and risk policy. If you have traveller tracking software, we can work with your provider so that PNR data is fed into the tracking system.



## Carbon footprint

Our reporting can provide estimated CO2 emissions before travel and provide actual CO2 reporting post-travel. We can arrange to have your delegate's CO2 emission offset (chargeable).



## Cost savings

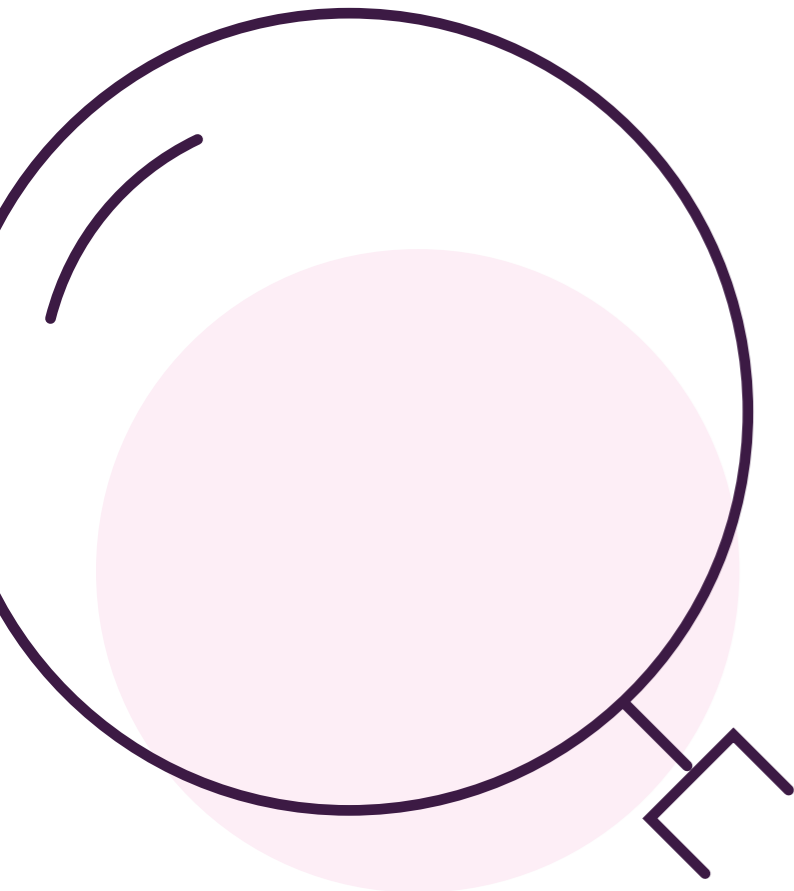
We can report on cost savings (Savings of up to 33% compared to published fares) for both group blocks and individual tickets.

# Venue sourcing like no other

Lean on our pool of expertise to help you source the perfect venue for your event.

We have a dedicated team with expert knowledge of venues across the globe. Take advantage of our booking volumes and commercial relationships that allow us to achieve the best possible rates for our clients.

- ✔ High-touch venue-find service; regular contact with clients, not a 'face-less' machine churning out venue options. We are advocates for meeting clients face-to-face, assisting site visits etc.
- ✔ Our Venue Find Specialists have expert knowledge of venues, brands and suppliers globally, with nearly 100 years of combined experience within the travel & events industry
- ✔ Venue Find Specialists are forever researching new openings, site-visiting venues in person, and generally staying on top of the game
- ✔ We like to think outside of the box and offer 'wildcard' venues; venues we know that they'd make a superb location for the event and provide the clients with options outside the original briefing scope.
- ✔ We work closely with our suite of Event Managers and our Event Travel Team so can offer wider event & travel support to clients that have come to us for an initial venue-find







## Get In Touch

Reed & Mackay Events' expertise is powered by personal service.

Delivering the perfect solution for companies looking to experience the extraordinary. Cutting-edge technology, solutions-based support and in-depth industry knowledge make Reed & Mackay your event partner of choice.

Contact us with your event needs.

