



SOVEREIGN
GLOBAL SOLUTIONS

Meeting & Event Planning

*Our approach to event
planning is all-inclusive.*

Our first-class event planners incorporate experience and established relationships to design, manage, and market the event that reaches the targeted audience and achieves the goals of our clients.

Building the Event

- Client collaboration to determine event themes and messages
- Determine event design, topics and speakers
- Secure desirable speakers from a wide range of professions (government, policy, science, medicine, religion, politics, non-profit)
- Facilitate communications, honorariums, and contracts

Management

- Venue negotiations assistance and location logistics management
- Securing and managing audio/visual needs
- Identify security needs, enlist or contract with security if necessary
- Selecting catering menus and liaising with venue staff
- Establish and monitor paid event registration

Marketing & Media

- Create and monitor digital media, website and social media content
- Create advertisements and PSAs for broadcast, digital and print media
- Pitching to tailor-made national and local media lists
- Build following through social media and email marketing campaigns
- Design print materials for the public including flyers and posters

Onsite Logistics

- Oversee all program details, timing and day-of logistics
- Provide emcee services, and stage and speaker supervision
- Design of event brochures, name tags, and needed materials
- Manage registration staff and security team coordination
- Act as media liaison

Post Event Follow Up

- Publish event photos and videos
- Compile event guest list and distribute follow up communications
- Update websites and social media to prepare for future events