

# EVENTS THAT RESONATE

(((echo)))  
corporate events



# FROM STRATEGY TO EXECUTION

Echo Corporate Events is the newly formed events business of Australia's leading B2B marketing agency, I.M.A. For 25 years we have been providing specialty events, trade shows and product launches for leading industrial businesses. Through rapid growth, we have separated this service to ensure our clients have a team of experts that are purely focused on events.

Echo is the combination of marketing strategy consultancy, agency creativity and vastly experienced event management. This enables our clients to ensure that every event is; firstly, aligned to marketing and brand strategy, and then executed by event industry experts.



# WE CAN TAKE CARE OF...

Sales and Leadership Conferences

Product Launches

Trade Shows

Team Building

Dealer and Staff Incentive Trips

Customer Experiences

Sponsorship Leveraging Activities

Community Program Leveraging Activities

Gala Dinners

# EVENT STRATEGY

**WE WILL  
ADD VALUE  
RIGHT AT  
THE START**

Any event should be on-brand and consistent with all other external marketing and/or internal communications strategies and style. With our vast experience in corporate communications, branding strategy and HR programs we will ensure any audience will feel a consistent brand experience.

We will work with you to understand the event audience, develop the event strategy and goals, KPIs, messaging and outcomes.

# EVENT MANAGEMENT

WE CAN TAKE CARE OF THE LOT...  
OR BECOME PART OF YOUR TEAM

- ✔ Budget Setting and Management
- ✔ Sourcing and Managing Venues
- ✔ Event Websites
- ✔ Invites, Registrations, RSVPs
- ✔ Travel and Accommodation
- ✔ Theming and Styling
- ✔ PR
- ✔ Talent Sourcing and Management
- ✔ Audio Visual
- ✔ Development of Presentations
- ✔ Signage and Collateral
- ✔ Merchandise and Gifts
- ✔ Videography and Photography
- ✔ Catering
- ✔ On-site Co-ordination



# VIRTUAL EVENTS

**NOW A  
CHOICE,  
NOT A  
NECESSITY**

Numerous national and international events are increasingly adopting virtual formats, driven not only by the logistical, financial, and environmental advantages, but also by the myriad of innovative ways delegates can connect and participate.

Organising a virtual event demands the same level of meticulous planning and consideration as an in-person gathering. In both scenarios, successful execution hinges on adeptly promoting the event, fostering attendee engagement, crafting memorable experiences, and demonstrating overall event success.

# TRADE AND ROAD SHOWS

WE'LL ENSURE IT'S  
BUDGET WELL SPENT

Budget Development and Management

Strategy and Outcomes

Stand Design and Theming

Stand Builds

Stand Activities

On-site Management

Merchandise

Pre-event and Post-event Comms



# EVENT AND SHOWROOM DISPLAYS

## MAKING IT EASY FOR SIMPLE EXECUTIONS

Customised or off the shelf solutions for those companies that require a simple solution for representation at numerous events and sponsorships. We have vast experience designing and producing display material, from customised structures, like mini houses to showroom layouts and activations.





**GOT AN  
UPCOMING  
EVENT?  
ENQUIRE  
TODAY.**

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