

ideaLand Overview

ideaLand has been supporting non-profit events since 1998 and creating livestreaming events since 2010. When COVID-19 brought the in-person events industry to a halt, ideaLand jumped into action to create turnkey solutions for non-profits to help them continue to host events inside the box with outside the box thinking and expertise. Since 1998, ideaLand has helped dozens of non-profits large and small raise millions of dollars and countless supporters. Whether you need one piece of one event or a multi-day, multi-location conference, we have the experience and expertise to grow your great ideas. The ideaLand team is not only expert in non-profit events, we are also passionate about helping organizations who are working to help others. ideaLand is much more than just event technology and show production, we are your strategic planning partner from idea through event.

The following is a broad overview of all services available through ideaLand. We offer **TURNKEY** solutions for both virtual and in-person events, or any of these individual components can be selected and customized to fit your organization needs and budget. Consultation only is available for any of these event components as well.

Comprehensive Strategic Event Production and Logistics

- Pre-Event
 - Event strategy, design and footprint/layout development.
 - Manage the overall flow of activity and communication.
 - Create working timelines and action lists for all aspects of event.
 - Help create and adhere to client-approved budget.
 - Manage all event-related services, including research, recommendation, selection and contract negotiations for venue, catering, decor, onsite installation, A/V and production elements, entertainment, photography, speakers, security, IT, safety protocols, etc.
 - Advance and coordinate all talent/speakers.
 - Facilitating awards selection process in concert with client and ordering awards.
 - Collection of sponsor/exhibitor names and badge creation and table assignment designation with client coordinator, managing any special needs.
 - Technology Management – recommend and manage registration and payment methodology and/or other event technologies as needed.
 - Manage set up and load in of vendors.
 - Work with key client team and volunteers with conference calls and meetings as needed.
- During Event
 - Manage client Staff and Volunteers for event production.
 - Manage vendors to execute event.
 - Provide Event Production Specialists and additional event assistants to help manage the event.
- Post-Event
 - Manage break down of event.
 - Manage materials delivery/shipping from venue back to client.
 - Finalize payments to vendors.
 - Provide final reports as needed.
 - Follow-up meetings and calls as necessary to close out the event.

Stage and Show Management

- Create full Run of Show.
- Manage all stage production elements and vendors including rehearsals and technology checks.
- Provide “Voice of God” for announcements as needed and call the show – queue music, lighting, video rolls, presentations and get talent to stage/screen.
- Coordination of stage materials, i.e. presentations, video, audio, props, etc.
- Work with décor team and Band production team and AV team on stage design.
- Work with Auctioneer and team to create the optimal fundraising experience.
- Celebrity, speaker and talent handling and Green Room management.

Auction Support

- Live and Silent Auction item development, promotions, procurement and management.
- Fund-A-Need/Paddle Raise development and management.
- Collaboration with Auctioneer(s) for flow and maximizing revenue.
- Create a cohesive connection between Auction and Registration.
- Creation of Auction collateral: Programs, Bid sheets, displays, certificates, paddles/bid #'s, catalog.
- Research recommend and liaison with mobile bidding provider before, during and after event.
- Set up mobile bidding microsite and populate with auction items.
- Auction Lead and three assistants onsite at event for setup, merchandising and auction execution.
- Auction winner item fulfillment as needed.
- Auction closeout, reporting and follow-up post event.
- Item delivery/shipping to auction winners after event.
- Auction reporting and follow-up post event.

Sponsorship Support

- Sponsorship consultation and planning.
- Sponsorship package development.
- Monetary and In-Kind sponsorship procurement support.
- Sponsorship liaison and coordination.

Registration/Check-In and Guest Management

- Registration Management, including ticket sales, guest list coordination and table assignments in conjunction with client team.
- Make recommendations on various ticket/registration systems as needed and serve as liaison with system.
- Manage registration portal and process.
- Regular reporting of ticket sales.
- Badge printing and distribution as needed.
- Manage onsite check-in process, with our staff, client staff/volunteers and mobile bidding partner.
- Manage guest interaction, engagement and support during virtual events.
- Oversee exit / interactions – i.e. collect surveys, hand out take away materials, swag distribution etc.

Marketing and Promotion

- Implement creative brainstorming sessions with key team members on a pre-scheduled basis, working primarily with main point of contact.
- Manage Save the Date/Invitation and outreach.
- Create event-related copy and content as needed.
- Provide supplemental email marketing/social media promotion in collaboration with client efforts.
- Capitalize on our relationships within the broad community to raise awareness and make event as exciting, unique, and profitable as possible.
- Capitalize on our social media outreach networks.
- Create distinct email marketing campaigns.
- Research, analyze and implement additional promotional opportunities and potentially form strategic alliances with other related organizations resulting in increased awareness.
- Work with client marketing team to ensure event graphics/messaging is compelling and on-brand.
- Engage online community wherever possible through created and curated content.
- Identify relevant and compelling hooks for audience development.
- Create special features to spark on-line community engagement, awareness and ticket sales.
- Identify key influencers and brand ambassadors to help support the event.
- Budget permitting, if necessary, purchase advertising to promote event. (Does not include ad fees).

Event Collateral Design and Management

- Event website design and launch.
- e-mail design and promotion.
- Social media posts, pictures, graphics, etc.
- Event publicity (press releases, calendar placement, feature pitching).
- Event outreach (save the date, invitation).
- Event signage (directional, step and repeat, vendor, sponsor, banners, gobos, etc.).
- Event program/handout/other collateral.
- Event onscreen graphics.
- Pre-event storage, setup, breakdown and shipping of various collateral.

Included in Every ideaLand Project

- 30+ years of event, show production, marketing and communications experience.
- Our passion to be of service to people and organizations who are doing good in the world.
- Spending your budget wisely and saving every penny when possible.
- Professional, timely and team-building focused communications.
- Exceeding your expectations.

How can we help?

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