

F U S I O N 

# Why FUSION?





ABOUT US

# We Give a Sh\*t!

We don't pay lip service, we actually care. And you'll feel it from the first time you talk to us. You get the same "A" Team that sold you, to execute for you, no matter what size program you have!

**We're here for you.**

We pride ourselves on the boutique nature of our company, and we put our heart and soul into every project, offering flexibility not found in many firms. After the first time you've worked with us, you'll never want to run a program without us again.





# DEFINING MOMENTS

They are what we do!



EVENTS

# Live, Virtual, Hybrid. We do it all.

## With FUSION you can:

- Develop an engaging brand campaign
- Promote your upcoming event & build excitement
- Consistently communicate your message Schedule audience time
- Deliver live presentations
- Track event attendance & engagement
- Offer virtual attendee programs (health & wellness, give-back)
- Evaluate learning outcomes through surveys
- Reduce your costs (travel, accommodation, food & beverage)
- Reuse event materials
- Reach a wider audience through virtual attendance options.



## **Pre-Event Program Management**

- Budget & timeline management
- Hotel search & optimization
- Agenda design & support
- Attendee registration
- Ground & air transportation
- Off-site events coordination
- Food & beverage arrangement
- Audio visual support
- Entertainment planning
- Guest/keynote speaker management
- On-site staff coordination
- Communications & branding

## **On-site Management**

- Pre-event meetings with hotel, vendors, & staff
- Manage food and beverage & rooming for cost savings
- Manage function space, hospitality desk, & offices
- Coordinate shipping & distribution of signage
- Oversee audio-visual production for general sessions & breakouts
- Provide VIP white-glove service






## **Post-Event Program Management**

- Conduct event debrief & review
- Reconcile program expenditures & provide final cost report
- Manage supplier close-outs & gratuities
- Provide attendee reports
- Present savings report & future event recommendations



## REGISTRATION SUPPORT

We're here to make event planning a breeze for you with our top-notch registration services. With our suite of tools and resources, you'll quickly have everything you need to manage your event registration and attendee logistics.

-  Say goodbye to dull, generic registration websites and hello to a custom-built site just for your event.
-  We will take care of crafting and sending out event emails that will make a lasting impression.
-  Our reporting portal is always up-to-date, so you can quickly and easily keep an eye on your registration data.
-  Direct communication with your attendees? No problem! We'll manage everything from hotel stays to transportation and activities.
-  Onsite event registration has never been simpler - let us handle the nitty-gritty details for you.



## SOURCING

We know that sourcing the right suppliers can make or break your event. That's why we take the process very seriously. Here is how we will help you source the perfect program:

- Our internal account team has dozens of years of combined experience and has performed thousands of events. We tap into this network for recommendations of our favorite local, national, and global suppliers to ensure that your event is in the best possible hands.
- We are constantly attending industry shows and network events, scouring the web, and receiving referrals to find vendors that meet our impeccable FUSION standards. We thoroughly vet each supplier for quality and reliability.
- Then, based on your vision and requirements, our team sources and evaluates potential venues to meet your needs.
- After managing the initial supplier and venue outreach, we navigate the various engagement processes to get the ball rolling on your behalf, obtaining pricing, availability, minimums, concessions, and more.
- Once our team carefully reviews each supplier proposal, we will extract all the important details to provide you with an executive summary that meets your budget requirements, including our recommendations, to make your decision-making easy.



## ON-SITE EXECUTION

Our event management team is here to assist you every step of the way. With our top-notch event management team on your side, you can focus on creating an unforgettable experience for your attendees while we take care of the details. Let us help you make your event a success! With **FUSION**, we will take care of:

- Account Management
- Activity Management
- Food and Beverage Management
- Ground Transportation Management
- Registration Management
- Gift Management
- Meeting Room Management



## RECONCILIATION

We know that the reconciliation process can be a bit overwhelming, especially after an exciting event. But no worries, we are here to help! By taking these steps, we can help you easily navigate the reconciliation process, promoting transparency and accountability. We want to ensure that your event is not only successful but that you feel confident in your financial statements.

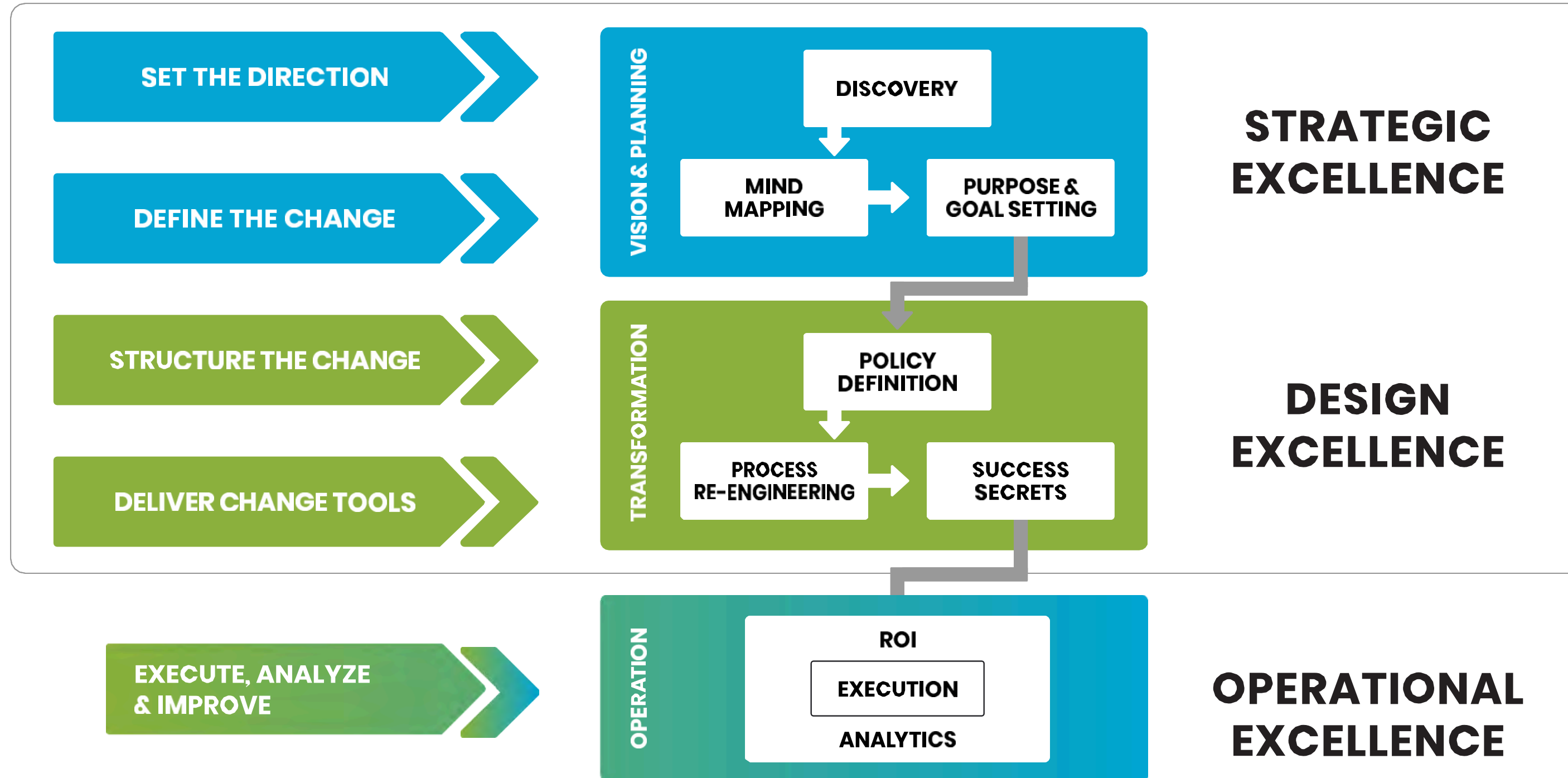
- First, we request the most recent profit and loss report and original contract budget for the program so we can get a clear understanding of the event's financials
- Then, we go through the expenses with a fine-tooth comb to verify that there are no missing expenses and to determine any variances between the final program cost and the total charged to you
- Once we confirm the payment status of the invoice and determine if any amount is owed to us or if a credit memo is to be issued to you, you'll know where you stand financially.
- We'll review the reconciliation to ensure that the final reconciliation numbers match, providing you with peace of mind about the accuracy of your financial statements.
- Finally, we'll sit down with you and review the reconciliation together. We want to make sure you have a clear understanding of the event's financials and answer any questions you may have.

# Customized Solutions.

We infuse best-in-class tools into each stage of the lifecycle to maximize every aspect of your event.



CONSULTING PROCESS





## ENGAGE DASHBOARD

FUSION knows that managing a business can be tough when you have different systems for sales tracking, training, bonuses, and incentives. We've created the Engage Dashboard to bring all your information together in one place. No more struggling to see how you're doing, and no more manual work.

With the **Engage Dashboard**, you can:

- Customized incentive and training messages for specific audiences
- Consolidate data and tools in one dashboard for maximum usage
- Automated, personalized messages for progress tracking
- Engaging graphics for increased mindshare
- Proven high ROI approach

engage



## AMPLIFY BRANDING

Branding, Marketing, and Communications are essential tools for any organization. Communications allow us to talk to our teams, our partners, and most of all, our customers.

**Amplify Branding** provides services to deliver a range of assets, including:

- Naming for campaigns, events, and taglines
- Logo design
- Typography and color palette design
- Brand standards and template tools (Powerpoint, Word, etc)
- Copywriting, email and ad design, and direct mail execution (digital, text, or printed)
- Collateral (digital or printed), presentation development, flipbooks, videos, and audio/voiceovers
- Website design and development, digital assets, signage, and promotional items.

branding



QUANTIFY ROI METRICS LAB

## WHY ROI?

This is our “Show me the money” intuitive and accurate analysis that breaks down everything from attendance and employee/client interest right down to the dollars and cents your efforts resulted in.

**Quantify ROI Metrics Lab** allows you to:

- Bridge the gap between assuming and knowing
- Take total control of every aspect of driving results Inform key stakeholders
- Improve engagement and traction
- Enhance the program and experience Invest and manage based on factual data
- Drive better results

qua



# Let's Create.

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