



The iSPARK Event Check-Up
is a 360° evaluation
that examines the health
of your existing event.

*i*SPARK EVENT CHECK-UP

This report-card style evaluation will identify strengths to build on and areas to improve.

Our goal is to ensure you can deliver the best possible results to stakeholders.

The Check-Up covers these aspects of the event:

- **Marketing & communications**
- **Theme**
- **Sponsorship**
- **Budget**
- **Website**
- **Schedule and speaker line-up**
- **Supplier agreements and venue contracts**
- **Event plans, staffing, & operational logistics**

OUR GUARANTEE

We are so confident that we can help you improve on your event, make planning your event more efficient and effective, relieve your stress, find money in your budget that you didn't know you had, and avoid costly hidden charges in your venue and supplier contracts, that we guarantee this service.

We will refund your money if we do not find ways to put at least \$2500 back in your pocket.

The iSPARK Event Check-Up service ranges from \$2500 to \$3500 CAD (+ applicable taxes). It can be done pre-event, post-event, or even onsite at this year's event to help you plan better for next year.

ADD-ONS

Many of our clients also opt-into the optional **Revenue Audit Service** as an add-on to the Event Check-Up. If you have a sponsorship, trade show or ticketing strategy that needs an objective outside perspective, we will review your current offerings and strategies and provide recommendations to tweak your programs to help you meet or surpass your revenue objectives.

Our **Event Coaching Service** is another popular add-on to the Event Check-Up. Because event planning and design is constantly evolving, we strive to stay on top of trends and ahead of the curve and enjoy bringing that experience to others.

We'll coach your events team to plan and design the event using inspired, creative thinking. We'll show them proven approaches, repeatable processes, and efficient tools. Ask for a quote!



For more information or to book an Event Check-Up, contact us!

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