

LaCome Events is a Full-Service Event Marketing Agency

At LaCome, event concepts are designed based on individual needs and big picture goals.

LaCome combines strategic planning with personalized experiences to produce events based around you, your company brand and current market trends. Unlike other agencies, we plan, manage and execute each step from conception to post-event analysis. Our team is empowered to meet all your event goals by striving to present the utmost level of creativity, always seeking the newest and most innovative trends, and collaborating with community leaders while also nurturing special partnerships.

With years of combined experience, LaCome Events has brought hundreds of events to life. Well-versed in the nonprofit and corporate sectors, LaCome is strongly familiar with events of all sizes. Cultivating long lasting partnerships, LaCome continues to seek opportunities to plan and execute the best and most innovative events that leave you wanting more.

Corporate

At LaCome, we provide you with the strongest possible platform to encourage your company's growth. Whether it's a product launch, conference, holiday party or unique and custom experience, our team has the expertise to bring your vision to life. We work with you from the initial concept, planning and design, to onsite management and final execution. We understand the investment of corporate events; we are thoughtful and considerate of each brand and work to ensure we always achieve your goals and create the greatest possible impact on your audience.

Non-Profit

Whether it's a gala or a unique and custom experience, we strive to provide you with the best possible foundation to help you achieve your goals. We work with you from initial concept and design, through to planning and pre-production, to day-of logistics and onsite management. We understand the importance of being budget conscious and ensure each event results in long lasting and meaningful and lasting impressions of the organizations mission.

Menu of Services

Feasibility Creative Phase

LaCome Events will collaborate with event committee and outside resources to produce a unique, high impact event. Our Think Tank approach will enable our team to incorporate meaningful messaging that is true to the culture of the organization and also appeal to a diverse crowd. Venue site visit(s) to ensure feasibility of the final vision will be scheduled as needed.

Coordination and Management

LaCome Events will coordinate with and manage all vendors, venue logistics, volunteers and event staff. Not only will we be the primary contact for event personnel, but LaCome Events will also provide production schedule, speaker points, minXmin, event program to appropriate personnel.

Marketing and Communications

LaCome Events will submit an email-marketing schedule that actively utilizes tandem social media as well as all networks of the organization. LaCome Events makes innovative recommendations to maximize event attendance.

Manage:

- Save the date (design, production, mailing, paper and electronic)
- Sponsorship packet (design, production, mailing, paper and electronic)
- Invitations (design, production, mailing, paper and electronic)
- Web updates and social media promotion
- Collateral
- Promotional items
- Signage

Silent/Live Auction

LaCome Events will create auction plan and work with event committee (if applicable) and staff to procure items, packaging of items, preparing item descriptions. Will manage hired auction company and provide all necessary documents and oversee check-in and check-out process.

Sponsorship Fulfillment

LaCome Events will handle management of event sponsors from start to finish this includes but is not limited to sponsor benefit fulfillment, creative to produce sponsorship packet, creating an effective tiered email marketing campaign.

Day-of Management

LaCome Events be the primary point of contact for (all) contracted vendors. LaCome Events will work with the organization's volunteer base for day-of execution, (if applicable).

Manage:

- Event production materials
- Production schedules, timelines, "run of show", A/V programming, staffing assignments, print production, etc., will be created based on all event elements, including set-up timeframes and event strike information. Production schedules and timelines will be drafted and approved by LaCome Events prior to distributing to appropriate vendors and personnel.

Logistics

Auction/Fundraising Management

Manage auction/private donation process, including managing day-of logistics with fundraising company to execute check-in and check-out seamlessly.

Auction/Fundraising Management and Procurement

Manage all fundraising efforts/private donation process from start to finish, includes designing processes and procedures, item tracking, overall procurement, preparation of items, item bundling and package creation, communication with silent/live auction donors, managing day of logistics to execute check-in and check-out seamlessly, acknowledgement letters sent out post event.

Audio and Visual (A/V)

Coordinate all A/V programming. A mandatory dry run (dress rehearsal) will be scheduled with all A/V personnel/entertainers to make final adjustments to event day timeline.

Beverages/Bar

LaCome Events will coordinate all aspects of beverage needs. Including, but not limited to, required quantity, mixers and garnishments and applicable licenses.

Budget

LaCome Events will manage event budget, including allocation of spend and negotiate contracts for maximum benefit.

Catering

LaCome Events will manage all aspects of catering details, including menu selection, timeline and flow.

Décor

All décor will be determined based on planning phase and the managed by LaCome Events, may include, but is not limited to flowers, up-lighting, gobo lighting, and pipe and drape.

Event Production Materials

Production schedules, timelines, "Run of Show", vendor assignments, sign production list, etc., will be created based on all event elements, including set-up timeframes and event strike information. Production schedules and timelines will be drafted and approved by LaCome Events prior to distributing to appropriate vendors and personnel.

Hotel Management

Contract and monitor contracted room block for out-of-town guests. Communicate with hotel personnel on arrival/departure of VIPs and any on-site host set-up and coordination.

Layout/Floor plan

Floor plan and final CAD will be based on site visit(s) and attendance. Rental company will be invited to site visit(s) to collaborate on special aspects of the event space.

Licensing/Permitting

Ensure all licensing/permit requirements are obtained where applicable.

Pre and/or Post Party

Coordinate pre-party event logistics. Please list additional specifics, preferred venue, etc. (if known).

Program Management

Coordinate and manage all program logistics. From facilitating "on-call" prep meeting with panelist, keynote, transition introductions, host speakers and PR support - to providing speaking points, mandatory dry-run (dress rehearsal when applicable) and day-of management to ensure program stays on-time.

Rentals

Once site visit and planning phase has taken place, rentals will be determined; and rental company will be chosen based on quality and variety of rental items. Rentals include, but are not limited to tent(s), tables, linens, chairs, riser, easels for signage, etc.

Vendor Selection and Management

Selected vendors will be based on prior successful event history with LaCome Events. Work directly with entertainment booking agent/talent. Accommodations, per diem amounts, will be discretionary based on contract. Vendor contracts negotiation based on client need. Shot lists and vendor documents will be distributed pre-event.

Venue Management

LaCome Events will manage all aspects of venue management from scoping and vetting spaces to drawing up contracts/BEOs and will conduct all communication with venue staff. Coordinate and manage all required personnel for site visits based on event logistics. Please list additional specifics, preferred venue, etc. (if known).

Video Production Management

Manage the video production team, from creative, voice, timeline, shot list, interview schedule, to final cut.

Volunteer Management

LaCome Events will coordinate and assign areas based on volunteer needs. Will also communicate assignment(s) and additional event logistics where applicable.

Marketing and Communications

Collateral Management

LaCome Events will create a print production schedule and handle process from start to finish. Manage event collateral/signage needs. LaCome Events will collaborate directly with designer and print house to produce. Designer fees are not included herein. (Also see [Event Branding](#))

Database

Manage existing database or create database to include contacts for organization. Populate vital information required for event and future endeavors. On-going management may be suggested.

Email-Marketing Campaign

LaCome Events will produce an email-marketing schedule that actively utilizes tandem social media as well as the organization's network. Email blasts will be sent in accordance to best practices. Target deadlines will be adhered to in accordance to the approved event production schedule.

Event Branding and Messaging (New Identity) Management

LaCome Events will address and create branding needs for event campaign, new event identity, including, but not limited to, logo, website, invite and company collateral.

Event Collateral

Manage creative process, rounds of edits, draft copy and content to final approved version.

Guest Check-In Procedures

LaCome Events will collaborate with hired vendor to facilitate registration requirements based on floor plan and estimated number of guests.

Invitation Management

Manage the creation, editing, final execution of invitation. Printed or electronic versions executed according to overall vision. Will execute Email campaign utilizing MailChimp or another preferred management platform. LaCome Events will require scrubbed Master Invite list in Excel form for execution. LaCome Events will update and manage invite list and send invitation updates.

PR – Media Outreach

Manage timeline, drafting and circulation of any applicable press release(s). Coordinate with media contacts event attendance and founder interviews. Manage media check-in and coordination day-of.

Registration Management

LaCome Events will handle all registration processes and procedures from start to finish which includes but is not limited to invite management, database management, nametag procurement, guest check-in procedures, registration staff/volunteer management, and post event attendance reports.

Social Media Coordination and Management

Facilitate social media plan and suggested calendar through "host media" approach. All social media programs are sent and sourced via LaCome Events Inc. social media sites. Connecting related and noteworthy topics related to the organizations/company's marketing efforts to reach a broader audience and create a buzz pre/post event.

Website

LaCome Events will collaborate with website designer to manage event website.