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YLOR EVENTS CREATIVE
EVENTS CREATIVE LOREN

AN INTRODUCTION.

Our company has a simple mantra – make the client very happy.

Our methods focus around bringing our clients' visions into the real world – and we make sure they get what they want, rather than push what we think they should have.

We value relationships with our clients and audience far more than we do our own creative process or management skills, since an event is simply a method for communicating on a grand scale. One idea expressed well and understood clearly by the audience – and creating a connection. We believe that single motive should be the driver for anyone involved in this industry.

You are looking for a drama-free relationship, an event that runs to budget and on schedule, and a result that blows away your audience and makes you look and feel great.

We don't think that's too much to ask, and that's why we work very hard to make your life easy.



WHAT'S IN IT FOR YOU? SUCCESS.

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Connections initiate change, they develop, they build and grow. We get to share in that growth. Since our business relies on the success of yours, we have a vested interest in helping you achieve your goals.



WHAT ELSE IS IN IT FOR YOU? THE BEST DEAL AVAILABLE.

And by this, we don't necessarily mean the cheapest.

Because of the business structure of Loren Taylor Events Creative, we are not bound by any contracts or prior agreements with suppliers. This means we are always free to choose the suppliers and subcontractors who best "fit" the event in question.

This is why we have developed strong relationships with this country's leading suppliers of staging, lighting, audio and audiovisual services... every major venue in New Zealand... the cream of the entertainment arena... "A"-list celebrities... elite caterers, and more.

Businesses change – staff turnovers, sudden growth, unexpected downturns etc. A company we choose to cater an event in 2007 may have ceased trading by 2009. On the other hand, a fantastic firm who were too small for us to choose in 2007 may have grown to become the hot caterers in town by 2008.

For this important reason, our choices for subcontractors to be involved in events are made after thorough research into all currently available suppliers.

This approach – dealing with all appropriate suppliers – ensures you get the biggest bang for your buck.



TOO MANY COOKS...



WACS CONGRESS 2006

SINGLE POINT OF CONTACT... PLAIN AND SIMPLE.

As a principal client of Loren Taylor Events Creative, all communications regarding your events will be through Loren Taylor – not an account manager assigned from the pool, not a freelancing consultant, and definitely not Loren's P.A.

All subcontractors, suppliers, venues, entertainers etc. are also instructed to channel all communications through Loren Taylor herself, and in instances where this may not be practical then written accounts of all communications must be emailed through to her.

This may seem like micromanagement.

It is.

Clients do not want to be continually quizzed by third party suppliers. But neither do they want management of an event to be derailed through basic internal miscommunication. Having one person as a centralized node for all pertinent information (including daily or even hourly updates) is very important. And it is crucial that this person has the authority and ability to make timely decisions and act on them.

For over ten years, Loren Taylor has been managing some of this country's largest and most prestigious events. It is this experience that has led her to develop a company structure that is proving to be the best-suited fit for this industry – a collaboration of partnered businesses and contracted individuals, each chosen for their solid track record as leaders in their field, and all willing to answer directly to Loren Taylor Events Creative.



THE CROWD GOES WILD

*If you've been on the hunt for a killer night out,
then this is it!*

WILDLIFE

Friday 7 April 8pm - Midnight
NZI Lower Ballroom Aotea Centre
50 Mayoral Drive Auckland

*Don't miss this chance to
free your inner beast!*

RSVP

by Friday 24 March
oztalk@cmsl.co.nz

Dress: let your imagination run wild!



OZ TALK 2006

CLEAR AND CLEAN.

Although this may sound disturbingly like an advertisement for a facewash, it nicely sums up our operating procedures.

Later in this document we highlight the major differences between Loren Taylor Creative Events and all other major event management companies in New Zealand, and it is here that you will see why transparency and accountability are part and parcel of our standard business practice.

All financial decisions relating to an event are ratified and acknowledged by Loren Taylor.

Full budget reports and updates are issued regularly and also available on request.

There will never be hidden costs, non-itemized expenses or budget overruns.

The costs a client sees in the original accepted budget for an event will be the costs incurred, unless otherwise agreed to by the client.



THE GREAT OUTDOORS



QBE 2005

A SINGLE FOCUS.

Loren Taylor became an Event Manager in 1996, with all previous employment working towards that.

Loren Taylor Events Creative was incorporated on June 30, 2005 with the primary purpose of formalizing this uninterrupted single business focus. So, although relatively new as a company, Loren Taylor Events Creative represents a level of long-term stability uncommon in this industry.

This stability is probably best highlighted by the confidence and trust expressed by the following companies, agencies, organizations and individuals. All of these are current clients of Loren Taylor Events Creative or were provided services in the past financial year...

SOUTH AUSTRALIAN TOURISM COMMISSION

TOURISM VICTORIA

OZ TALK

TEGEL FOODS

PHONAK

INFORMATION TOOLS

SOUTHERN CROSS HEALTHCARE

QBE

SOLGM - OPUS BUSINESS SCHOOL OF NEW ZEALAND

VECTOR NEW ZEALAND

WACS - WORLD ASSOCIATION OF COOKS SOCIETIES

NZRU/CORPORATE HOST/CAPITAL EVENTS

BRITISH AMERICAN TOBACCO

NICO WAMSTEKER

CANDY LANE PRODUCTIONS

FLIGHT CENTRE NEW ZEALAND

TRAVELSCENE AUSTRALIA

KAWASAKI NEW ZEALAND

HITECH AWARDS

TONKIN AND TAYLOR

NETWORK PUBLIC RELATIONS

CONVENTION MANAGEMENT (NZ)

PAVAROTTI'S NEW ZEALAND TOUR

FROM WAREHOUSE TO WOW



BAT NAPIER 2006

THE TEAM.

JEFF TRIBE

Qantas Media Award-winning writer Jeff Tribe has been working in the industry for over twenty years. In that time, his roles have included copywriter, scriptwriter, film and video director, art director, production manager, journalist and creative director. His work for the events industry includes conference theming, roadshows, product launches, promotional videos, speech writing, annual reports, websites, television and radio commercials, print advertising, direct marketing, and public relations.

Jeff has worked closely with Loren Taylor for over ten years, and as well as working behind the scenes has the ability to step in as a “surrogate Loren” when required (although he doesn’t wear a skirt that well).

His talents have been employed in the past for Cadbury, Diners Club, Orca, Ericsson, Unilever, Vodafone, United Nations, NZI, Telecom, Air New Zealand, Nestlé, Pfizer, U-Bix, Heinz Watties, Xerox, Compaq, Lockwood, Village Cinemas, Hanover Group, and others.

FRANK TAYLOR

On-site foreman. Although this is may not be a traditional executive position in an event management company, we consider it essential. Once we take over, most locations spend the time leading up to the event looking like a building site – so it makes sense to treat them like one. Frank oversees set design, construction and installation, pack-ins, props management, and pack-out.

HEATH DICKENSON

Account Management. From a solid background in finance with six years of trading bank experience, in 1999 Heath moved into Account Management and Project Management roles dealing at both corporate and consultant level. Currently the New Zealand Sales Manager for a major global mechanical engineering firm, Heath has been closely involved with Loren Taylor Events Creative since its inception, overseeing major business planning decisions and providing full corporate guidance.

THE HIGHLIGHTS.

WACS CONGRESS 2006

MARCH 2006

The international congress of the World Association of Cooks Societies, this prestigious event is held once every four years yet this was only the second time in its 75-year history that the congress has been held in the South Pacific. Being the first time New Zealand had won the right to host, first impressions were everything!

Over a thousand delegates and participants took part in the showcase event, and along with designing and implementing the theme, décor, technical and entertainment components of the evening Loren Taylor was the onsite Event Manager.

OZ TALK

2001 - PRESENT

Over the past six years, Loren Taylor has been theme designer, stage manager, entertainment director and Event Manager for these annual events promoting Australia as the premier tourist destination for Kiwis.

THE LIONS TOUR OF NEW ZEALAND

JUNE/JULY 2005

The most elaborate and extensive sporting event of its type in New Zealand's history. An unprecedented standard of hosted and corporate events were conducted in the major centres, and Loren Taylor was contracted to the New Zealand Rugby Union as the sole Key Performance Indicators Manager.

In other words, she was appointed to Event Manage the country's other Event Managers.

Her responsibilities entailed assessing the skills and performance of contracted event management companies, lighting/sound and AV suppliers, and all entertainment.

WHAT THEY HAD TO SAY...

"Your commitment and professionalism from the concept, planning and development stage through to the event itself... you provided consistently excellent service... a solid and reliable supplier, and an expert in your field... our sincerest thanks"

George Neudecker, Business Manager **Vector**

"Without doubt, this event would have struggled to happen without your support and involvement"

Murray M Dick, 2006 Congress Director **WACS Congress**

"We are grateful for all the time and energy spent ensuring that our frequent and often detailed requests were considered... how beautiful the room looked, the seamless way the evening flowed, the only complaint – the night seemed to be over far too quickly"

Alexandra Sharman, Ball Committee **Russell McVeagh**

"Your energy and enthusiasm for the project was highly regarded... the end result both professional and impactful... I look forward to briefing you on our next event"

Geraldine Oldham, Category Manager **Tegel Foods**

"Prompt, professional and very helpful...an excellent job and I would not hesitate in using you again or recommending you to others"

Tracy Congdon, Marketing Project Manager **Southern Cross Healthcare**

"My sincere thanks and gratitude... working alongside you and your team was an absolute pleasure as always... making our conference a success"

Tamah Thomas **Foodstuffs**

"Another absolutely amazing evening... a delight to work with... it's the attention to detail that has ensured our functions have been so successful"

Frances Stenzel **QBE**

"The event that you created and delivered was an unqualified success... the ease with which you worked with our organizing committee... the focus and professionalism... I would have no hesitation in recommending you"

Andrew Graham **British American Tobacco New Zealand**

"The Series would not have been the success it was without your efforts and contribution... a huge thank you for your involvement"

Kim Gerard, Events Manager **New Zealand Rugby Football Union Inc.**

WE TAKE CLIENT CONFIDENTIALITY VERY SERIOUSLY.

Many of our current contracts involve a great deal of business-sensitive information, since they include product launches, upcoming advertising or marketing initiatives, and. Often, once the event has been completed we are then permitted to speak freely and make use of the function and/or principals in referencing our work.

All of our multinational corporate clients are well versed in the practice of insisting suppliers sign confidentiality agreements. For those of our clients who don't, we provide our own, and insist our own suppliers sign on the dotted line before they even hear the name of the client.



REFEREES

QBE INSURANCE (INTERNATIONAL) LIMITED

Frances Stenzel
Phone +64 9 366 9920

INFORMATION TOOLS

Anthony Franklin
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Loren Taylor Events Creative represents a unique business model in the events industry; a collaboration of top-line technical providers, industry-leading creatives, and advanced event management services who all agree to work under the banner of one person – not a corporate intent on building their own global brand, or a large company in a related field looking to diversify for the sake of increased profits.

What you see is what you get; a single point contact with the person who both runs the show and carries the can. This refreshing approach to business has delivered dramatic results...

- Compounded ability combined with simple accountability brings transparent efficiency to every facet of an event's management.
- Creatives are freed up to concentrate solely on the creative process, suppliers need only be concerned with delivering their part, venues deal directly with one person.
- This business model raises the bar in terms of speed of delivery, quality of human resource management and distinction of final presentation.
- It saves money

Let's face it – that last one is a biggie. Wastage, double handling, unwarranted markups and overstaffing are just a few of the many causes of "budget erosion" in the events industry. Often, there seems to be no end to the number of people who get their fingers in the pie! Loren Taylor Events Creative runs what is possibly the tightest ship in the events world – because Loren Taylor has hands-on involvement with every stage of the process. Loren's work ethic becomes the entire event staff's work ethic. Her method is very collaborative, and she becomes your eyes, ears and mouth – giving you accurate updates and feedback at regular intervals, as well as ensuring your communications are heard by all of those involved.



**HONESTY. RELIABILITY. RESULTS.
IT REALLY IS THAT SIMPLE.**

LOREN TAYLOR EVENTS CREATIVE LTD.

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