



SPARKWOOD
EVENTS

WHO WE ARE

SparkWood Events is a full-service event planning and attendee logistics company. We are a one stop shop specializing in corporate event planning, event management, transportation and marketing services.

We work with businesses and organizations big and small that need an experienced hand creating a flawless meeting or memorable event, from initial concept to final details, marketing strategy to thoughtful client gifts, air travel to local transportation, staffing to reporting.

From Hong Kong to Honolulu, Seattle to Sydney, we work with clients across the globe to catalyze their corporate brand through thoughtfully produced, well-executed events.

Our experienced team works directly with clients ensuring they get the highest level of customer service and attention.

We create memorable events that exceed expectations.

- **Overall event management**
- **Marketing and messaging**
- **Promotional gear and gifts**
- **Travel and transportation**

EVENT MANAGEMENT

Planning a company event can be very time consuming. Our knowledge and experience removes the risk of missed deadlines and budget overruns.

Because it is not just a meeting, retreat or gala you need to plan, it is a showcase of your culture and corporate brand that deserves a professional touch.

Enlist SparkWood Events' capable team and let us do what we do best, so your team can focus on what they do best.

- **Venue selection**
- **Pre-event logistics support**
- **Project management**
- **Budget strategy and management**
- **Audio/visual needs**
- **Food & beverage planning and management**
- **Registration and customer service**
- **Onsite event logistics**
- **Offsite activities and tours**

MARKETING AND MESSAGING

Who are you planning your event for and what are your desired outcomes?

Identifying the proper messages to reach the target audience is an often-overlooked part of the groundwork of a successful event. We can help with scripting, invitations, newsletters and social media promotions. Being clear on event goals and purpose will help ensure guests arrive informed and leave inspired.

- **Brand workshop and messaging**
- **Website design, content and architecture**
- **Graphic design and production**
 - Logos
 - Event invitations
 - Promotional brochures
 - Conference materials
- **Newsletters**
- **Social media**
- **Advertising**
- **Press release writing and distribution**





CURATED CORPORATE GEAR AND GIFTS

As a successful company, everything given on behalf of your business needs to reflect the brand's core essence.

SparkWood Events can procure traditional promotional items like pens and conference giveaways, as well as curated artisanal handcrafted items that will make gifts and giveaways stand out from the crowd.

Our dedicated team will help with the selection, packaging and timely delivery. We're experts in the 'extras', always with a focus on making you look good.

- **Employee anniversaries and recognition**
- **Curated client gifts**
- **Thoughtful holiday gifts**
- **Conference attendee 'swag bags'**
- **Branded promotional items, from ordinary to extraordinary**
- **Gifts for sales prospects**

Packaging and mailing services also available

TRAVEL AND TRANSPORTATION

As a Destination Management Company (DMC), SparkWood Events can help with all aspects of a conference's diverse transportation needs including group travel arrangements, hotels, cruises, sightseeing and local transportation.

Whether the arrangements are in your hometown or somewhere else, we have relationships across North America and internationally that we can leverage to move you and your guests safely and comfortably – from hotel to conference, to activity and to airport – on time and on budget.

- Group travel arrangements
- Group room block sourcing
- Rooming list management
- Airline bookings and group travel management
- Corporate incentive trips
- Hotel reservations
- Cruise bookings
- Sightseeing activities



Some of SparkWood Events' customers



Beef & Bourbon Fest



Event: INTA Conference
Attendees: 240

Case study



The brief

In conjunction with the International Trademark Association (INTA) conference in Seattle, Delegate wanted a remarkable event to leave a lasting impression on their clients. based in Belgium but with offices internationally, the company needed a Seattle-based expert to help pull it all together

The solution

Delegate hired SparkWood Events to manage several tactical and logistical elements including transportation from downtown Seattle to the event location, furniture rentals, catering, professional photography, and professional event staff for setup, social festivities, and boarding of aircraft. They chose to give their guests, who hailed from all over the world, a scenic float plane tour of Seattle. The hangar at Kenmore Air provided the perfect backdrop for a few hours of networking and refreshments on their ground before and after their unique experience.



Event: Annual Practitioners Summit
Attendees: 56

Case study



The brief

MWI Animal Health holds an annual Practitioners Summit in a different city each year. In addition to educational workshops for their veterinarian attendees, they wanted to offer a unique and one-of-a-kind cultural experience for their guests that would reflect the locale.

The solution

SparkWood Events created custom Seattle-inspired gift packages using local products to send out to the guests prior to the event. We also managed the RSVPs and guest list, set up Seattle experiences and planned the closing dinner celebration atop the tallest building in Seattle. A unique veterinary educational experience was desired, so we arranged for the group to travel via Washington State ferry to the Olympic and Kitsap Peninsulas to learn about a tribal salmon farming operation, including talks from a salmon veterinarian and nutritionists from both government and tribal entities. A small batch bourbon tasting was arranged and guests dined on local wild salmon at a boutique waterfront venue. For a memorable finale, guests enjoyed a sunset cocktail reception and dessert buffet aboard a chartered yacht.



Event: Fête le Market
Attendees: 250

The brief

The Foundation needed a professional touch to maximize the success of their Fete le Market, one of the major annual fundraisers for the organization. The Foundation is charged with managing several large events throughout the year and needed an extra hand to support 'Fête le Market'.

The solution

SparkWood Events came in as a sponsor of this worthwhile event to offer marketing and event planning services to this important Seattle area landmark. We worked hand-in-hand with the event team to develop impactful invitation messaging and consult on key marketing tactics and scripting. From an event planning perspective, we managed the layout and flow of the fundraiser, coordinated with vendors and other suppliers, and provided an on-site manager.

Case study







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