

# EVENT STRATEGY SUPPORT SERVICES

Otium Planning Group has partnered with event specialist Parkdale Amber to provide a new service to work in partnership with your events team to develop award winning Event Strategies.

## Why do you need an event strategy?

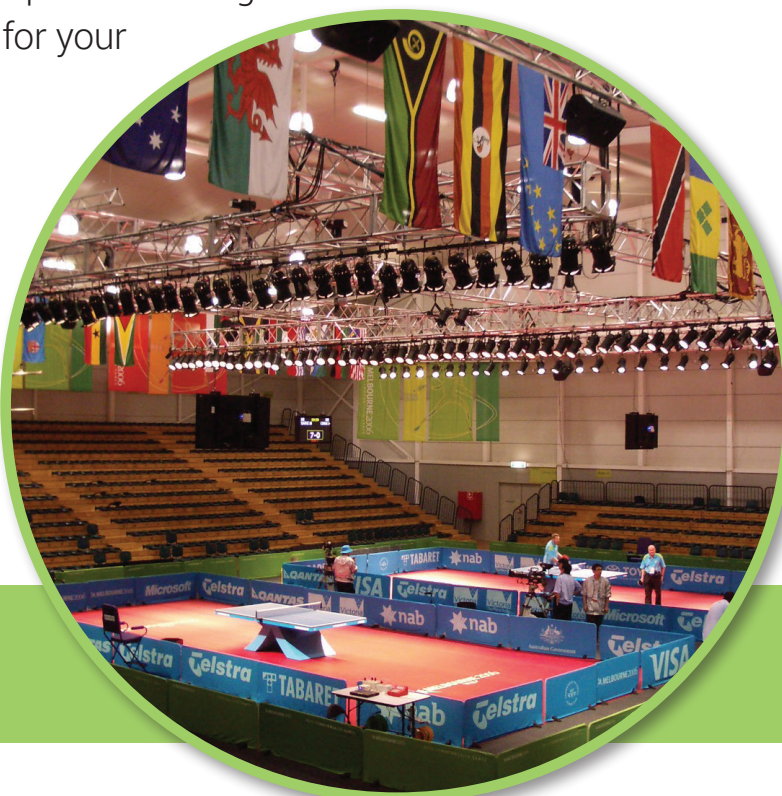
- Events can contribute to your organisations Strategic Plan through:
  - Economic input & development
  - Employment opportunities & workforce capacity building
  - Community social cohesion & civic pride
  - Focusing efforts on key priorities
- Provides a guide to the allocation of resources against community needs
- Allows for accurate assessment of return on funds
- Ensures all sectors of the community are supported

## What can we offer?

Our team can guide your organisation through the entire process or assist in particular areas of the development and monitoring of your Events Strategy including:

Mapping the current event environment in your city/region

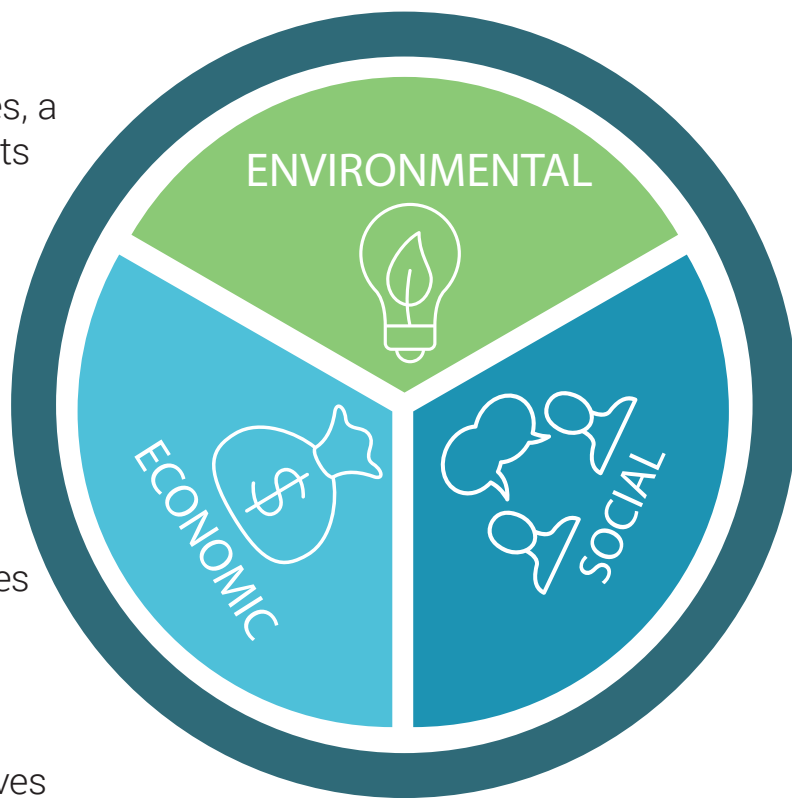
- Linking your Events Strategy to your Corporate Strategic Plan
- Developing an Event Assessment Tool for your specific needs
- Helping you to establish a continuous improvement approach to events
- Identifying “Right Fit” events for your city/ region
- Engaging the support of local community groups and businesses
- Designing an Event Partnership Program that matches your needs
- Preparing and documenting your complete Events Strategy



## Benefits of an Events Strategy

As in all areas with competing resources, a well thought out and documented Events Strategy provides a framework for best practice in delivery of services and ensures that the community benefits through:

- Driving the economy
- Promoting the city / region
- Building the capacity of the local workforce
- Building the capacity of local businesses
- Fostering civic pride
- Supporting local priorities
- Changing social behavior
- Contributing to environmental initiatives



## Previous Event Experience Includes

- Sydney 2000 Olympic and Paralympic Games
- Melbourne 2006 Commonwealth Games
- Beijing 2008 Olympic Games
- Australian Paralympic Youth Games 2009
- Delhi 2010 Commonwealth Games
- Papua New Guinea 2015 Pacific Games
- City of Melbourne Events Branch
- Melbourne Marathon and Olympic Dream Fun Runs
- University of the South Pacific 50th Anniversary 2018
- Asia Development Bank Annual Meeting Fiji 2019
- Opening/Closing Ceremonies
- Live Sites
- Cultural Festivals
- Meetings and Conferences

To discuss your project's needs, please contact either:

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To find out more about Otium Planning Group, our project history and our staff go to [www.otiumplanning.com.au](http://www.otiumplanning.com.au) or contact one of our offices:

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