



what value does your business get
from its corporate events spend?



gdz an independent corporate event
consulting and analysis business.

gdz provides a unique service to enable you to predict, measure and effectively and compliantly manage your spend on Corporate Events.

why do we need it?

The recession together with new legislation has meant a total rethink around the corporate events budget. In particular, far more rigour is demanded to ensure money is not being wasted and compliant processes embedded to ensure a business stays the right

side of the law. The way in which companies approach corporate events has changed and a new more scientific approach is required to meet the more transparent needs of this important area of the business strategy. **gdz** can help to bring it into line with how other

areas of the business are approached; professionally with effective planning and control, benefit realisation, feedback and learning and importantly giving a much better chance of achieving sales targets!

how do we do it?

gdz consults with you to understand your events' schedule and the rationale for the programme. We carry out an accurate analysis of current and proposed spend on hospitality and the different corporate activities required. We will feedback to you the main areas for potential change that may bring about improved efficiencies and greater value to your business through more sales and greater customer loyalty.

We can then work with you to fully unlock the knowledge of your customers to enable us to feed our unique scientific **Predictive Activity Modeller (PAM*)** which will enable us to deliver the following tailored objective analysis:

- assesses and calculates the priorities for invitation

- match the results to event types and clients' rules
- the quality level (and therefore the cost) of the hospitality required

We then assess the appropriate mix of customers with you and your relationship managers and most importantly what return on investment (ROI) your business might achieve by modeling various different broad event strategies tailored within your budget.

We will then construct a specific and tailored Event Timetable following a thorough review of your exact requirements. We will use the outputs from the PAM* to construct these timetables for you to review. This will take information from the annual

events calendar and locate the most appropriate events based upon the customers who are the most important to your business, their exact requirements and geography etc.

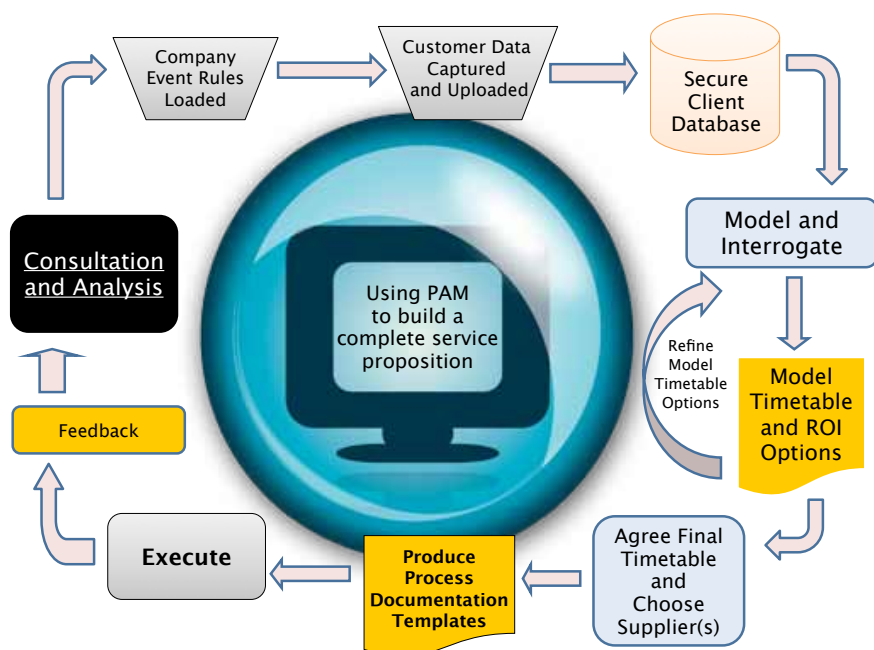
Once we have agreed an exact timetable for your needs, we can then select the most appropriate event suppliers from our Search and Procurement facility. The search function will provide you with several supplier options for your event needs. Together we can then choose the right match based on your exact requirements. For large events this function is critical as the choice of supplier can be the success or failure of the event and therefore choosing the appropriate company for your specific needs is extremely important.

PAM - How does the Scientific Modeller work?

PAM* - Our Predictive Activity Modeller is a unique, scientific web based system of databases connected together and interrogated by a set of algorithms. Developed specifically to prioritise your customers, shape the planning and delivery of the most effective event schedules and measure the likely value based outcomes in terms of a return on investment (ROI) or rate of return (ROR) at a single event level or an annual timetable. Example of one ROI calculation below:

ROI =

$$\frac{(\text{Business Revenue} \times \text{Gross Margin}) \times (\text{Events budget} / \text{Sales budget}) - \text{Cost of events}}{\text{Cost of Events}}$$



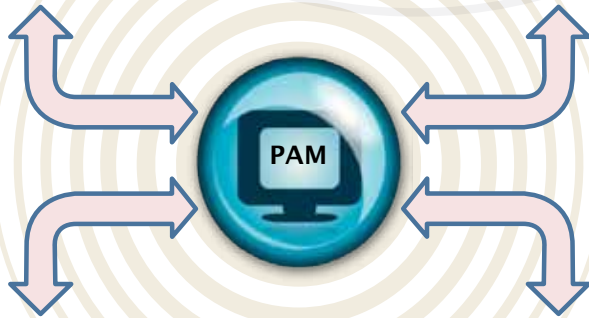
gdz services

Consulting Service

By engaging the Consulting Service we will help you to understand what value you are currently achieving from your events budget and what ROI might be possible from working with gdz further.

Customer Analysis, Prioritisation and Modelling

This service will work with you and your business development teams to fully understand your customers, alongside rules laid down by you for how you wish your event spend to be apportioned. We will then model various ROI scenarios for you to decide which strategy to adopt.



Supplier Search and Procurement

We will help you to search the market for the most appropriate supplier for your event and help you to drive the best price and therefore build more value from your events spend.

Timetable Construction and Management

We appreciate that selecting, organising and running corporate events is not necessarily your core business. We can manage the organisation of the chosen timetable and work closely with you to execute each event in a detailed and efficient way.

other services

Employee Engagement Service

We don't just work with your customers, we can also utilise the same concepts to fulfil the needs of your employees. Research has shown that an improvement in employee satisfaction leads directly to improved turnover. With the health, wellbeing and engagement of employees at the top of the corporate agenda, **gdz** can help you to get the most out of your workforce by consulting with you to work out the best possible event timetable and activities

Bribery Act Compliance

The new anti-bribery law could produce some unintended consequences for many companies. If your business does not have effective controls in place for the audit of corporate hospitality and the event management process, then it is conceivable that you could be at risk of prosecution. **gdz** has developed a business model that will provide some reassurance around this area by providing compliant timetables of events, invitation lists and a list of those attended as well as the cost and details of hospitality given.

gdz maximizes the amount of available working event capital, which optimizes the amount of potential ROI, we then incrementally improve the return by the addition of various ROI enhancing techniques including; drop-out rate improvement, mix and continuity value increases, advocate and celebrity involvement.

Have you ever wondered about the science of how to best prioritise and mix the right clients together to create the optimum event outcome for your business?

How can you cut back the event spend, but continue to provide enough of the right events so as not to impact sales and existing customer loyalty?

How can you create positive event anticipation and therefore event loyalty through a targeted invite and specific web based event information approach?

How can you organise collaborative business thought leadership around a particular event with a variety of competing customers and business advocates?

A heavy events schedule can be ecologically damaging to the environment, would you be interested to find out how **gdz** can reduce your carbon footprint and ensure that events are organized in the most eco-friendly way?

How do you know that you meet the criteria of being Bribery Act compliant?

about us

Nick Groom is the Managing Director of **gdz** and through his various senior sales and marketing roles has been organising events for customers and staff for more than 25 years. From small to large, from cheap to expensive, from product launches through to customer thought leadership events, sales conventions and conferences. One thing clearly stands out and which is true for every type of event; the more effort you (the company) put in, the more reward (ROI) you get out. There are some great events on the calendar and some terrific suppliers of those events. If the company isn't properly engaged early

enough however, or puts the right effort or emphasis and commitment into the event, then the money spent can often be wasted and could have been better used elsewhere.

gdz has come about as a result of a gap in the market. Where companies have chosen events and picked a supplier, the job is only half complete; the hard part is the pre-event organisation, choosing the customers, the mix of attendees and making sure they attend. As important is also gaining an understanding of the value created or anticipated from a particular event. In reality without real

attention at this part of the process, we get the wrong customers as we invite them too late in the day, don't really understand their needs or have too high a proportion of "mates" in the business who probably can't give us a lot more than they do currently. A high proportion of them will drop out beforehand and they will get replaced with back office worthy causes and therefore we end up with little or no value to the organisation.

gdz understand this and have developed a proposition to build efficient and sustainable event strategies.



To see how **gdz** can specifically help you, contact:

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