

DDG

SMART MARKETING

LEADS YOU FORWARD





Event in a Box - What, Why and Who

What?	Why?	Who?
<ul style="list-style-type: none">• Event in a Box is a concept enabling Sales to organize small scale meetings and/or events, which are not covered by Marketing, such as breakfasts, dinners, roundtable sessions run with or without partners for customers and prospects.• Every request has a maximum budget, no marketing budget is involved. An Event in a Box will be paid by Sales via credit card, DDG will send an email with a link for online payment by credit card.• The request can be added in the customized Event in a Box portal.	<ul style="list-style-type: none">• With Event in a Box Sales can generate pipeline with your own targeted event, with the logistics arranged by DDG.	<ul style="list-style-type: none">• An Event in a Box is an initiative from Sales supported by a local Marketing Agency; DDG Smart Marketing• Every request has to be approved by the Marketing and/or Sales manager. This is incorporated in the request process.• DDG provides logistic support beforehand and onsite and will arrange payments with suppliers (venue, catering etc.).

Event in a Box – In Detail

Sales in the Lead

Pre-Event

- Request the event via the **customized Event in a Box portal**.
- Sales **nominate contact/leads**, create and send email invites and is responsible for follow up.
- **Content and agenda** preparation.
- **Registration process**. DDG will receive the registration list with all names & company names.

During Event

- Leave all the **logistics** during the event with DDG and interact with your customers.

Post Event

- Sales manage **all partner interactions**, e.g. giving them detailed information on venue, content, etc. Ensure that the partner invites their customers/prospects.
- Sales will attach **opportunities** to a campaign.
- Sales will **update** the registrations / No show details.

DDG Smart Marketing

Pre-Event

- Once a request is approved, DDG will contact you to set up a **briefing call**.
- DDG will help and advise on **all logistic details**, including:
 - Venue search
 - Catering
 - Audio visual equipment
 - Badges
 - Signage/roll ups/goodies (standard materials)
 - Project management.
 - Quality check against Event Standards.

During Event

- **Onsite assistance**; registration of customers, main contact for venue & making sure everything runs smoothly.

Request Process – Step by Step

Just a few steps away from your event!

1. Get **approval** from your Sales and/or Marketing manager to organize the event/meeting.
2. Add the request via the **portal**. New users can create an account in the portal, they need to provide their own information and who their managers are.
3. Wait for **official approval** from the Sales and/or Marketing manager to start **planning the event**. After approval DDG will contact you to discuss further details.
4. DDG will send you a **quotation**.
5. After approval of the quotation, DDG starts **coordinating all required logistics**.
6. After the event, DDG will send you a link for **payment with Amex**.

The main objective is to save time for the Sales Managers and secretaries and to take all logistics away from them so they can focus on their core business.

DDG Smart Marketing will present the Event in a Box portal in **a sales meeting**. The presentation is **the official launch** of the portal, enabling Sales to start requesting the events.

Event in a Box – Overview of Costs

Category	Amount in hours	Amount in €
Event-in-a-Box portal <ul style="list-style-type: none"> Design and structure (one-off costs) 		€ 2.500,00
Venue <ul style="list-style-type: none"> Venue search Coordination of venue 	1,5 1	€ 127,50 € 85,00
Catering <ul style="list-style-type: none"> Coordination of catering 	1	€ 85,00
Audio Visual <ul style="list-style-type: none"> Coordination of AV 	0,5	€ 42,50
Registration <ul style="list-style-type: none"> Badges á € 2,50 per badge Coordination of registration 	Depends on number of attendees 1,0	Depends on number of attendees € 85,00
On site <ul style="list-style-type: none"> Event day 	4,0 (depends on event times)	€ 340,00
Branding <ul style="list-style-type: none"> Branding 		€ 100,00*
General project management <ul style="list-style-type: none"> Update call(s), email(s), administration, etc. 	3,0 (depends on size of event)	€ 255,00

***Note:** The costs including project management related to the services are an indication only and can vary depending on the details of each event.

Event in a Box – Example

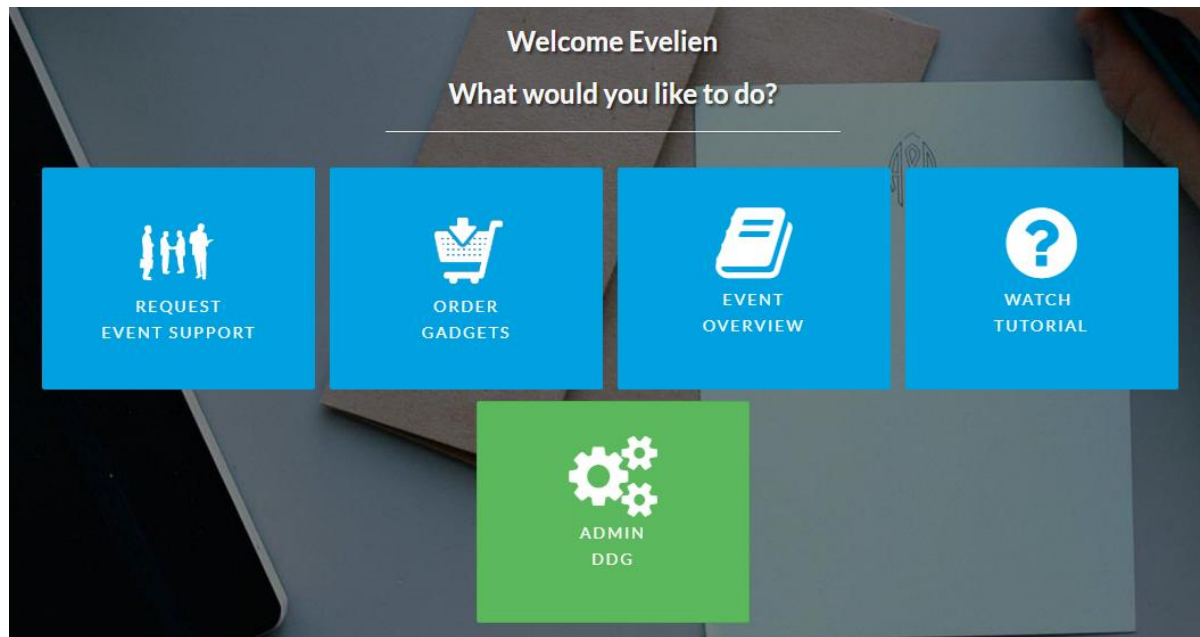
Note: The portal will be customized

Login

Powered by DDG

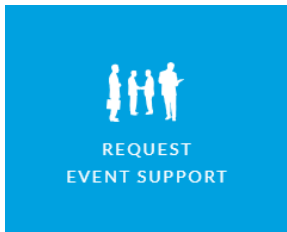
[Forgot password?](#)

Not yet registered? click [here](#) to register.



Event in a Box – Example

Note: The portal will be customized



Request Event Support

To get the most out of our campaigns please register all your event activities through this website following 4 simple steps:

- Step 1: fill in the questions below
- Step 2: our Agency DDG Smart marketing will contact you for further details
- Step 3: you will receive a quotation
- Step 4: payment can be done online by credit card

Personal information:

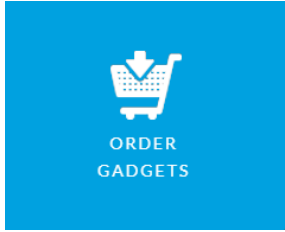
First name:	<input type="text" value="Evelien"/>
Middle name:	<input type="text"/>
Last name:	<input type="text" value="Steenveld"/>
Phone: *	<input type="text"/>
E-mail address:	<input type="text" value="esteenveld@ddg.nl"/>

Request form:

Event name: *	<input type="text"/>
Event date: *	<input type="text" value="date of the event"/>
Session type: *	<input type="text" value="breakfast, lunch, afternoon & drink, whole day"/>
Venue: *	<input type="text"/>
Region: *	<input type="text" value="country, region or specific city/location"/>
Agenda: *	<input type="text" value="estimated time table"/>
Number of attendees: *	<input type="text" value="estimate number of attendees"/>
Partner: *	<input type="text" value="if applicable please enter company name(s) and contact details"/>
Budget: *	<input type="text" value="indication of budget and partner funding"/>
Who do you report to? *	<input type="text"/>

Event in a Box – Example

Note: The portal will be customized



Order Gadgets

Would you like to order gadgets, pens or notebooks for your event? DDG Smart Marketing can also help you with this part. Please fill out the questions below and you will receive a quotation with multiple ideas and options. Need inspiration? Visit their [webshop](#).

Personal information:

First name:	Evellen
Middle name:	
Last name:	Steenveld
Phone: *	
E-mail address:	esteeveld@ddg.nl

Request form:

Event name: *	
Estimated budget:	
Needed by:	date the gadgets are needed at the office or event venue
Shipping address:	address + name contact person

Gadgets:

Gadget 1

Type of gadget:	describe the gadget; luxurious pen, notebook etc.
Preferred color(s):	
Quantity:	
Logos:	number of logo's and number of colors in logo

DDG

SMART MARKETING

LEADS YOU FORWARD

