

E-VENTures

RECENT EVENT SHOWCASE & SOLUTIONS

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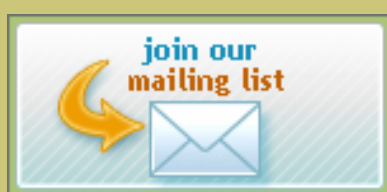
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Global Reach



While Current Affairs may be located in Hawaii, our events are global and that is thanks in part to our partnership with [TEAM Net](#). As shareholders in this exclusive corporation of special events and entertainment companies, we, in effect, have business Partners in 19 major cities throughout North America. Each one of our partners is considered an industry leader with complementary strengths, whether they be in event production, corporate event entertainment planning, tradeshow services, event décor or multi-media presentations. What this means for our Clients is that Current Affairs has the ability to plan and implement an incredible, memorable event regardless of where it takes place. For more information, visit www.go2teamnet.com.

Aloha!

Welcome to our latest edition of E-VENTures. With this issue, we focus on Corporate events...addressing everything from the Power of the Brand to the importance of developing special events marketing plans to taking a closer look at one of today's hottest trends with Green Events.

At Current Affairs, we remain committed to acting as a strategic partner to our Corporate Clients, providing unsurpassed services, creative solutions and exceptional results.

Allow us to bring this commitment to your next event.

Cheers,
Philip Richardson
Current Affairs

→ The Power of the Brand

Today's business needs are changing the structure and purpose of special events. While it may be as important as ever to celebrate a milestone, unveil a new product, recognize employees and thank existing customers, there is a new emphasis on branding when it comes to event marketing...[Read On](#)



→ What's the Plan?

Just as a marketing plan can improve a company's performance with clear-cut goals, outlined objectives and measurable results so can a plan for your special event. As our Clients approach their individual events, we recommend they ask themselves the following questions to ensure their biggest return on investment:

1. What is the purpose of the event?
2. Who is the audience?
3. What are our goals?
4. When will the event occur?
5. Where should the event be held?
6. What image or brand are we projecting with the event?
7. What tactics or event elements fit with the Client's corporate identity and marketing goals?
8. How is the event being financed - is there a set budget, sponsorship opportunities, ticket sales, etc.?
9. What indicators of success will be used for the event - attendance, media coverage, financial milestone, etc.?

→ Trend Alert ~ Green Events

Corporate events are going green! Green events are defined as those that incorporate environmental considerations to minimize the impact on the environment. But what does this mean exactly? To follow are some ideas for greening up your event:

- Select venues that have environmental practices in place.
- Consider off-site events that involve the area's natural environment with minimal impact.
- Implement a paperless registration process.
- Print collateral on post-consumer recycled paper.
- Use and / or create on-site recycling and waste disposal systems.
- Serve water from pitchers as opposed to individual water bottles.
- Donate leftover food to a homeless shelter or other appropriate organization.
- Use re-usable linens, dishes and cutlery.
- Choose décor, props and other displays that can be re-used and / or made out of recycled materials.

For assistance with your next event ~ whether it be planning & production, decor & design and/or food and beverage, please call Current Affairs at (808) 732-9666 or visit www.current-affairs.net.

We guarantee we'll create an innovative event to remember!

Mahalo,

Philip Richardson
Current Affairs