

“Happiness does not come from doing easy work but from the afterglow of satisfaction that comes after the achievement of a difficult task that demanded our best.”

- Theodore Isaac Rubin



red chair events, inc.



Services Snapshot



Our Team

15-20 Core Team Members (fluctuates up/down seasonally)
Up to 50 Contract Travel Directors
30 Air & FIT Agents

Over 100 Staff Available to Service your Event Needs



A photograph of a silver laptop and a white smartphone on a white beach towel. The laptop is open, and the smartphone is propped up against it. The background shows a blue ocean with white waves under a blue sky with light clouds. A white curtain is visible on the left side of the frame.

Worldwide Experience in Over
Fifty Plus Countries

Relationships & Partners



**Bonvoy Marriott Hotels
Four Seasons
Hilton
Hyatt
Fairmont
Starwood
Marriott
Preferred Hotels
Belmond
Ritz-Carlton
Omni
InterContinental
Small Leading Hotels of the World
And many more...**

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Event Management Components



Site Search
Itinerary
Development
Contracting
Budgeting



Project
Management
Creative
Budget
Billing



Audience
Communication
Registration
Air Travel
FIT Services



On Site Operations
Travel Staff
Auditing
Survey/Measurement

Purchasing/Site Analysis

- Purchasing Power for Best Rates with averages of 3000 Room Nights Per Year.
- Over 28 Years of Domestic & International Destination Knowledge and Experience.
- Over 46 Years of Combined industry experience Selecting and Negotiating Contracts with Best Practice Standards.
- Standard List of Over 40 Key Concessions.
- Standardized Best Practice Deposit/ Cancellation/Rebooking Clauses



Comprehensive & Easy To Read Program Details



Phoenix, AZ
 JW Marriott Desert Ridge Resort & Spa
 February 2, 2016

JW MARRIOTT DESERT RIDGE RESORT & SPA MEETING SPACE DIMENSIONS AND CAPACITIES



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DAY ONE TUESDAY, FEBRUARY 2, 2016 CONTINUED

Event Hospitality Desk/Registration and Check-in

Time:	12:00 p.m. – 10:00 p.m.
Hotel Keys:	Accommodations – guests will receive room keys at the hotel front desk and then be directed to the registration desk for welcome packets.
Location:	Grand Canyon Ballroom Foyer
Registration:	1-6' Draped Table with 2 chairs
Desk Setup:	1-Wastepaper based 1-House Phone 1-Easel
Registration Materials:	Distribute the following items at check-in: Name Badges (with table number assignment on back) Hotel Map with Event Locations Attendee List Agenda Shuttle Schedule for return transfer time to Airport
Possible Giveaways:	TBA – possible t-shirt, misc. item giveaway (provided by PayPal)
Signage:	(1) Lucite tabletop sign "Hospitality/Registration"

General Session

Time:	Meeting Time is 3:00 p.m. to 5:45 p.m. Rooms set and ready by 12:00 p.m.
Timeline/Agenda:	3:00 – 3:05 p.m. – Introduction 3:05 – 3:15 p.m. – Nick Ivory Interaction with Steve Fusco Introduction 3:15 – 3:30 p.m. – Steve Fusco Kickoff 3:30 – 4:00 p.m. – Leadership Presentations 4:00 – 4:15 p.m. – Table Teambuilding Activity 4:15 – 4:20 p.m. – Video Presentation 4:20 – 4:50 p.m. – State of the Business 4:50 – 5:00 p.m. – Nick Ivory Short Performance 5:00 – 5:15 p.m. – Team Panel or Video TBA 5:25 – 5:45 p.m. – Lion's Den Presentation 5:45 – 6:45 p.m. – Reception / Turn Meeting Room
Location:	Grand Canyon Ballroom Sections 10-13
Attendees:	85 attendees
Assist Guests:	Staff will have attendee list showing table number assignment and direct guests to assigned tables. Name
Set up:	(See previous day)
Audio Visual:	(See previous day)
Handouts:	To be advised.
Raffle Prizes:	(#TBA) Set on table to the side of stage.
Tent Cards:	Set tent cards on tables with attendee names for assigned seating (14) Table Numbers placed on tables 1-14
F&B:	(6) Bottle of Water set on highboy (replenish as needed throughout the meeting)
Entertainment:	Possible interactive entertainment with executives by Nick Ivory.
Signage/Easel:	(2) Easel for directional signage (to be placed on site)

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Program Management

Project/Account Manager Responsibilities

- Day-to-day Corporate Liaison
- Inter-department Communication/Team Lead
- Logistics & Creative Management
- Travel Staff Liaison
- Budgeting & Billing
- Event Wrap Up & Billing

Corporate
Client Contact

Account
Executive

One Stop Account
Management
Sr. Project Manager

Pre-Program
Logistics

Vendor
Management
Contracting

Budget
Maintenance

Creative
Services

Communication

Registration

Production
Liason

Accounting

Air Travel
Services

Creative Services

We understand the importance of promotional marketing support when developing successful programs. From branding to communication designs, Red Chair has the following services available:

Creative

- Message and theme development.
- Creative graphic design
- Copywriting.
- Electronic communications (websites, email blasts, registration).
- Event collateral (programs, name badges, exhibits, signage, mailings, presentation templates, welcome packets.)
- Interactive Design (mobile graphics elements)





Contract/Vendor Management

- Vendor Liaison.
- Negotiate the most advantageous contractual arrangements (attrition, food & beverage, cancellation policies).
- Purchase orders.
- Manage and interface with contracted vendors.
- Plan and arrange site inspection(s).

Air

- Liaise with air provider.
- Provide agent with policies for bookings.
- Discuss risk management and possible cost savings measures.
- Obtain arrival / departure manifests to be shared with hotel and ground operators.

Accounting

- Develop and manage budget.
- Suggest cost savings where possible.
- Food and beverage guarantees.

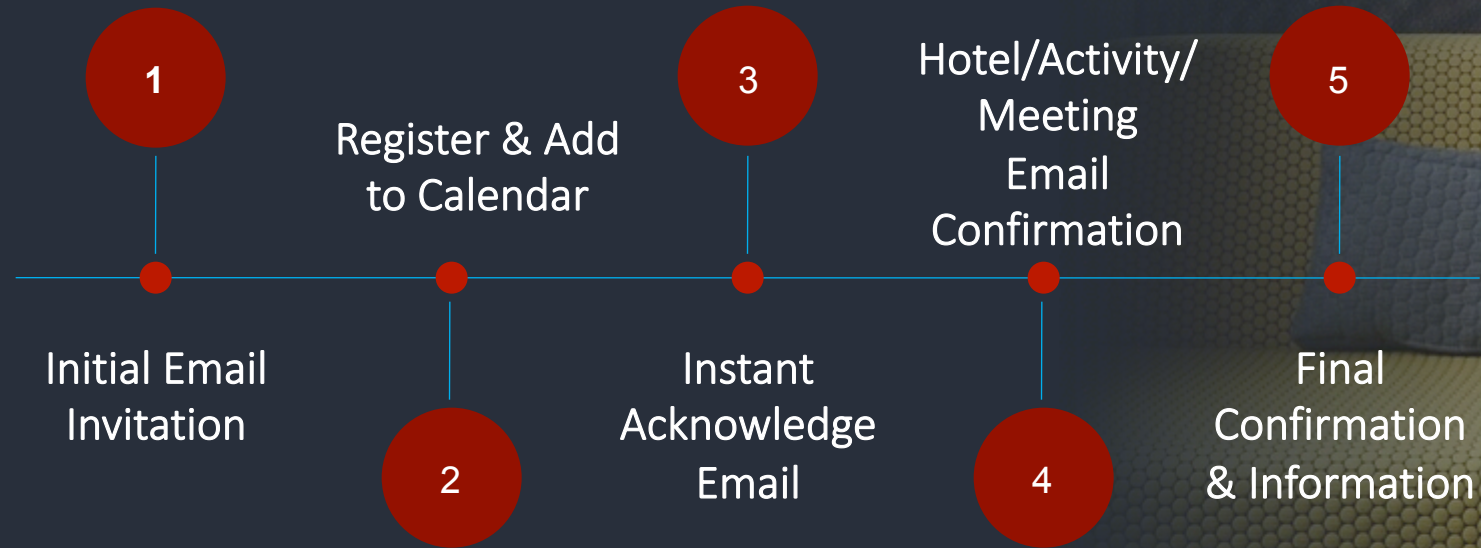
Communication

Our powerful, dynamic tools provide attendees with the ease and flexibility needed to quickly register or get answers; Corporate Planners have details at their fingertips 24/7 with our Administrative Tools.

From rooming lists, to arrival & departure manifest and everything in between, *Reporting Options* are endless.

100% Percent
Online Uptime 15 + Years
SSL Encrypted and Secure

Registration & Communication Process



DREAMS Database



Design:

- Designed to handle both Meeting and Incentive Programs
- Designed specifically to pull data from Webcom Registration system
- Designed specifically to pull data from Air Travel partner
- Designed specifically to pull demographic data from Client Company

Modules:

- Attendee Registrations
- Hotel
- Air
- Optional Activities
- Breakouts
- Demographics
- Table Seating
- Team Assignments
- T-shirt sizes
- Dietary Needs

Reporting:

- More than 30 Standard Reports
- Attendees (rosters, emergency contacts, name badges, passport data, dietary needs, t-shirts)
- Hotel (rooming lists, change reporting, block utilization, in house counts by date)
- Air (arrival and departure manifests)
- Activities (golf, spa, and tour enrollment)
- Meetings (breakout sessions, table seating, team assignments)

Flexibility:

- Designed as a template to handle a variety of programs, but flexible enough to allow for customization

Communication

Online Registration

- Calendar Link
- Password Protected Registration Form
- Register via Desktop or Mobile Device..

Administrative Tools & Reporting

- Password Protected Administrative Tool Available 24/7
- Standard and Customizable Reporting Available
- On site check-n Capabilities

Administrative Tools & Reporting

- Online Service is PCI DSS certified
- Online SLA that guarantees 99.95% uptime
- SSL security certificates as required.

Event Ticket/Mobile Scanning

- Event ticket Administration & mobile ticket scanning



Communication – Phones

Dedicated Group Phone Numbers

- Dedicated Group Phone Number.
- Personalized Greeting, Call Forwarding,
- Voicemail with both Voice & Email Notification of Messages.
- Average Return call rate within 1 hour, but not less more than 24 hours.
- Dedicated Group Registration Manager - Available 8:00 a.m. – 5:00 p.m.
- Air team phone system that rotates to find next available agent, available from as early as 6:00 a.m. PT
- 24 Hour After Hours Emergency Services



On Site Program Operations

- 24 Hour After-Hours Emergency Service
- Over 50+ Experienced Travel Professionals
- Trained the RCE Way
- RCE Ethics & Data Policy Trained
- RCE Uniforms or Corporate Brand Identity
- Detailed On Site Program Information
- Cross Utilized Staff for Maximum Coverage to Minimize Budget
- Cell Phone/Radio Communication
- Domestic & International Insurance
- Emergency Disaster Trained



Staff selection criteria:

- Industry Experience
- Personality
- Area of Specialty
- Professionalism

