



eventalism

new network effects

Events are the driving force in a human's life.
Make them count.

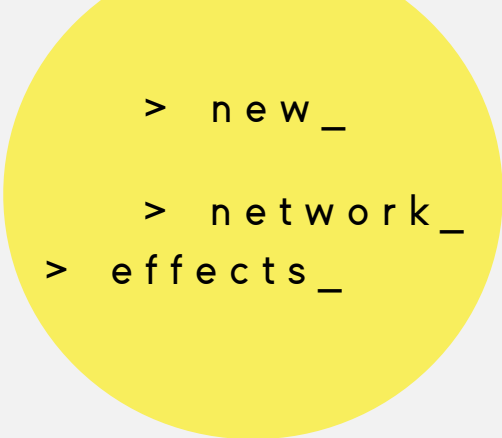
> Hello world,

We are Eventalism.

An event design & production agency operating in the IT industry for creative brand activation in strategic alignment.

We find that events are a big part of our every day lives. The things we look and live forward to.

It is our passion to create soul-catching moments that reflect back on your brand in expanding ways.



> new_
> network_
> effects_

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_01

> The Eventalism equation_

Events are the threads that weave the fabric of our lives together. The moments that become memories and subsequent shared stories.

The many intricacies that make up such stories are what creates a favourable view on your brand. Pair this with talking event language and knowing what deals are out there and you have the following equation;

$$\text{Details x Creativity x Experience x Deals} \\ = \text{Eventalism}$$

HOW

_02.1

> Why Eventalism_

Why

Attempting to solve the complex equation of event management independently could lead to various negative business consequences. Here are some of the headaches you can avoid by hiring Eventalism,

- **Inefficiency and Resource Drain**

Handling all aspects of event planning in-house may lead to inefficiencies and resource drain. Diverting time and personnel away from core competencies can hinder overall productivity and effectiveness.

- **Limited Expertise**

Event planning requires a diverse skill set, encompassing details, creativity, negotiation skills, and experience. A lack of expertise in any of these areas might result in suboptimal outcomes, impacting the overall quality of events.

- **Missed Opportunities**

Without a deep understanding of the event landscape and available deals, there's a risk of missing out on valuable opportunities for cost savings, partnerships, or innovative solutions. This could lead to higher expenses and a less competitive position in the market.

- **Brand Image and Customer Satisfaction**

Inadequate event planning may result in negative experiences for attendees, partners, sponsors, and clients. Affecting their satisfaction and perception of your brand. Unsatisfactory events can harm a company's reputation, making it harder to attract and retain clients.

_02.2

Why

> Why Eventalism_

- **Overlooked Trends and Innovations**

The event industry is dynamic, with trends and innovations constantly evolving. Handling everything internally might make it challenging to stay updated on the latest industry trends and incorporate innovative approaches into events.

- **Lack of Scalability**

As business grows, managing events independently may become increasingly challenging. Scalability can become an issue, limiting the company's ability to take on larger or more complex events.

- **Time Constraints and Stress**

Balancing the intricacies of event planning with other business operations can create significant time constraints and stress for the internal team. This could lead to burnout and reduced morale among employees.

- **Financial Implications**

Inefficient negotiation of deals and contracts, along with potential mistakes in planning, can have financial implications. Increased costs, budget overruns, or missed revenue opportunities could negatively impact the bottom line.

Eventalism serves as a strategic partner for companies, offering a holistic and specialised approach to event management. By outsourcing to Eventalism specialists, businesses can navigate the complexities of event planning with confidence, ensuring successful and memorable experiences for their clients and attendees.



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new network effects

_03

> Project phases_

We create new network effects for our clients by creating and producing gatherings.

We identify 7 big project phases in which we can be of value. Being part of the entire project is always our preference.

- **Vision & Strategy**
What do you envision?
- **Concepting**
Creating what represents your brand values, what is exciting, and what is of relevance to your target markets.
- **Budget control**
We carefully curate all elements to best suit the bottom wished number.
- **Campaign development**
Down to the nitty gritty, choosing direction.
- **Pre-Production**
Plan, plan, plan.
- **Production**
Execute by creating magic with the outcome of your visitors and partners becoming walking referrals.
- **Post-Production**
Final deliverables & assets.

What
we do

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> Phase breakdown_

Vision & Strategy

- Briefing details
- Discovery & Research
- Scenario analysis
- Strategy framework

Concepting

- Brand development
- Storyboarding
- Illustrations
- Art direction

Budget control

- Partner search
- Venue search
- Negotiations

Campaign development

- Sponsor deck
- Website
- Messaging
- Copywriting
- Code of conduct

Pre-production

- Permitting
- Scheduling program
- Environmental design
- Way-finding & signage
- Planning
- Supplier management
- Load in

Execution

- Point of contact
- Event management
- Attendee management
- Speaker management
- Sponsor management
- F&B management
- Timeline management
- Content marketing
- Technical production management
- Photography
- Videography

Post-production

- Load out
- Supplier management
- Deliverables management

What
we do



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> Clients & partners_

netbox labs


EQUINIX

 Container
Solutions

packet

 dotscience

 portworx
by Pure Storage

 APCERA

 ATLASSIAN

bol.com[®]

 CHEF[™]

 CISCO

 CLOUD NATIVE
COMPUTING FOUNDATION


 cool
blue

cloudsoft 

 DC/OS

DELL

 docker

 EXOSCALE

 Giant Swarm

Google

 HashiCorp


ING 

 kpn

 Microsoft

PRAQMA

Pro
ware
ness | we
on.

 redhat.

 STORAGEOS

SCHUBERG
PHILIS

THE NEW STACK

 TIGERA

TRIFORK.

 weaveworks

 wehkamp

05

Our
Work

<https://www.eventalism.com/>

> Previous events_

- IFX, downtown - Las Vegas
- IFX, the strip - Las Vegas
- Kubernetes day, Amsterdam
- NetDevOps Days, London
- NetDevOps Days, NYC
- Pre-CiscoLive party, Berlin
- Pre-DockerCon innovation day & afterparty, Barcelona
- Propel your Startup Mixer, Paris
- R.A.P.I.D.S., London
- Serverlessconf, New York
- Software Circus "2 day festival", Amsterdam
- Software Circus "Winter Wonderland", Amsterdam
- Software Circus "To the cloud and beyond", Amsterdam
- Software Circus "Cloudbusting", Amsterdam

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Our
Work

<https://www.eventalism.com/>

> Event testimonials_

Some of the responses to our events,

"An amazing line-up of speakers! The fact that it is in a very different setting makes people more at ease. I think this conference has been fantastic."

- Diogo Mónica

"This has been off the charts in terms of venue and the whole vibe. Website was great, promised a lot. And you delivered. Delighted to be involved!"

- Duncan Johnston Watt

"It has been brilliant! Very high quality of attendees and speakers. It was just fun!"

- Luke Marsden

"It was quite exciting. It was definitely different. People were listening to talks that were excellent, very high quality. Good people came here. It just is not boring, its cool, live music, good food and really really high quality talks."

- Pini Reznik

*"One day we'll look back and we'll be able to say:
"We were there, we started it all"."*

- Alessandro Vozza

"Awesome conference!"

- Timo Derstappen

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Our
Work

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> Get in touch_

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