



TAG

EXPERIENCE MORE

# EVENT MANAGEMENT

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# WELCOME

Thank you for your interest and for taking the time to learn more about TAG Events. I would like to take this opportunity to introduce you to our business, what I believe makes TAG so unique, and why I'm proud to be part of this special organisation.

We understand that when it comes to events, vast experience, delivering value, and exceptional service are everything. From the initial event design and choosing whether it is an in-person, virtual, or hybrid experience, right the way through to event delivery and post-event surveys, you want to know and trust that every single detail has been taken care of. At TAG, we thrive on delivering outstanding expert service in this even more complex world of international events.

TAG's key values are Teamwork, Ambition, and being Genuine. Values are often a list of soundbites. They sound good. They look good from the outside. But all too often they are just words that are paid lip service to. At TAG our values are not simply words. Our values are an embodiment of our culture, something we live and breathe each and every day. Our values were chosen by our people to reflect them, our business, our supplier partners, and of course our valued customers.

Alongside our values, we have our brand promise, Experience More. TAG is not only deliberately different but a shining example of how a solid vision and a real set of values can make you the best at what you do.

We hope to get a chance to demonstrate how we live and breathe these values which differentiate us in order to bring you countless benefits, effectively acting as not only event managers but your in-house events consultancy.

We look forward to hearing from you.



— Sam Robson —  
Director of Events



## ELEVEN GLOBAL OFFICES

LOS ANGELES • NASHVILLE • ATLANTA • MIAMI • NEW YORK • LONDON •  
MANCHESTER • SINGAPORE • MELBOURNE • SYDNEY • HONG KONG



“On behalf of The Benelux Team, and the Business Partners, I want to congratulate you for the exceptionally well-organized Partner Conference. I have seen a lot in my career... but this is definitely the best organized Partner Event I have ever attended.”

Head of Sales,  
Global Partner Conference and Product Showcase





## WELCOME TO TAG

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TAG is an award-winning event management and travel company, backed by thirty years experience.

Globally, we have specialist expertise across six divisions - Events, Corporate, Investment Management, Production, Touring, and Private Travel, providing comprehensive services tailored to you.

Whatever you need, whenever you need us, we are here for you – our dedicated professionals are available 24/7/365, from offices in the UK, US, and Asia Pacific.



## LEADING THE WAY

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Established in 1988, TAG has grown to become one of the world's leading event management and travel companies. From day one, we have been a high-end, service-driven company – committed to meeting the needs of a diverse marketplace.

Three decades on and TAG remains ahead of its competitors as a diverse, ethical, and sustainable company, who is not only influential amongst their peers, but well respected and trusted by some of the biggest names in the corporate world. Today, we have dedicated specialist divisions with travel and event experts across four continents. We are a Global Business, with a Global Team that's with you all the way.



## OUR VALUES

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### TEAMWORK



We know that collaboration is essential to success. Within TAG we work across divisions and regions to bring you, our client, a seamless experience. By sharing knowledge, technology, and insight, we enhance the level of service available to you. We also strive to become part of your team, working closely with key stakeholders to become an essential part of your event programme.

### AMBITIOUS



Our founders' vision was to create an industry-leading event and travel management company that put service and experience at its heart. They wanted to set the standard for the industry and by being deliberately different, ambitious, and passionate, we have done just that. Our ambition isn't just confined to TAG, but to the travel industry as a whole and to our clients, for whom we strive every day to make the impossible, possible.

### GENUINE



Creating a long-lasting and successful partnership requires openness and honesty. We are respectful and considerate to everyone within our team, never shying from the difficult conversations and approaching every task genuinely. With our clients we take the same approach, meaning you can be assured that we will always be acting in your best interests.





## STRATEGIC EVENT MANAGEMENT

Our dedicated Events team lives and breathes events and this is how we give our clients and their guests the very best experience. Talented, professional and friendly, every member of our team has a can-do attitude, constantly thinking outside the box. We are always up for a challenge. Whatever your brief, we have the knowledge and expertise to deliver creative solutions, on time and on budget.



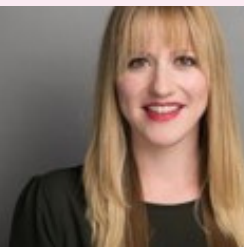
### Sam Robson | Director of Events

Sam heads up our ever-expanding events teams and delivery across TAG's global offices. With a background in PR and marketing, Sam moved into the incentive, conference and live communications industry over 15 years ago and has never looked back.



### Bethany Chamberlain | Event Director USA

Since graduating from the University of Plymouth with a BSc in Event Management, Bethany has honed her skills and climbed the ladder within TAG's Events division to become an established event professional with expertise in imaginative and memorable incentives.



### Gemma Collinge | Event Director UK

Gemma's 10 years of events experience have taken her all over the world. She has expertise across all levels of event organisation, giving her a true understanding of challenges and demands, from large-scale logistics to small value-added touches.



### Jon Pyne | Event Director APAC

Jon started his TAG career in London and transferred to work in our Sydney office six years ago. He now leads the APAC Events team and has extensive international experience in event design and delivery. He excels in complex logistics, rewarding incentives, retail studies and partner conferences.

## EXPERIENCE MORE

### TRUST

The safety of our partners and employees, accuracy of your bookings, and security of your information is our priority. We're not just a supplier, we're a trusted partner. We are experienced in building long term, transparent, and genuine relationships, placing our clients' wellbeing and safety at the centre of all we do.

### INSIGHT

Our origins in servicing high-profile tours for the world's most demanding artists means we are experts in managing complex requests and intricate itineraries. No matter the request we will have a creative solution for you. Our business is our people. We invest heavily in nurturing talent, providing ongoing learning, and development giving you access to the top Event Specialists and the highest service levels in the industry.

### DIGITAL

We invest in technology which enhances the experience of our clients. In an industry that increasingly encourages self-service, we bring you the personal touch. Our partners will experience a level of service that truly goes above and beyond. Technology supports and elevates our people, allowing them to deliver the best service possible.

THESE PILLARS WOULD NOT SUPPORT THE BRAND PROMISE WITHOUT A STRONG FOUNDATION, OUR PEOPLE.



EXPERIENCE  
MORE



## WE EXCEED EXPECTATIONS

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TAG is an award-winning global, independent event management and travel management company delivering impeccable service and exhilarating events for 30+ years.

Our diverse network of creative professionals means we can plug in precisely the right people to the team that will create the strategic magic, which transforms your audience from curious to passionate.

Our strong relationships with production suppliers in global markets gives us superior buying power and access to the most current technologies.

Our unmatched relationships in the travel and destination business, and all of the platforms they're built on, empower your experience and event potential. The TAG personal touch is something you'll recognise, and come to enjoy.

The feeling that you're working with your own Event Impresario, Producer, Strategic Business Partner, Trusted Advisor, Friend.

For now, it can only be a promise.

A promise that will be fulfilled.

“

Our guests had a flawless experience and you ladies were literally willing to give travellers the clothes off your back to ensure their happiness and achieving a satisfying experience. I do not know many vendors who would go this far for their clients. As so eloquently stated at the Awards gala, you three truly are more like family to us now and we hope we make you feel a part of that. I also hope that you smile as broadly as I do about the memories from the trip.

Your unique ideas were only surpassed by your top-notch execution.

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# HOW TAG VIEWS EVENTS

## Positioning

The positioning of the event is crystal clear to you and to your audience. Why it's happening and why they attend makes strategic business sense.

## Event Identity

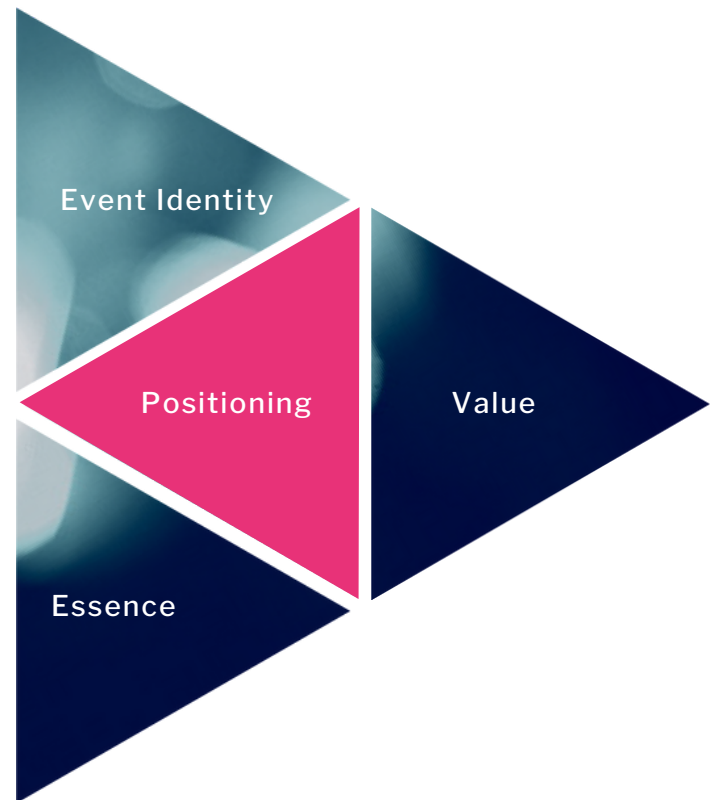
The event identity embodies your brand and aspirations. It is distinct from every other event, and thus memorable.

## Essence

The essence of your event is in what everybody feels, thinks, knows and how they respond. Measured by Return On Investment and Return On Experience.

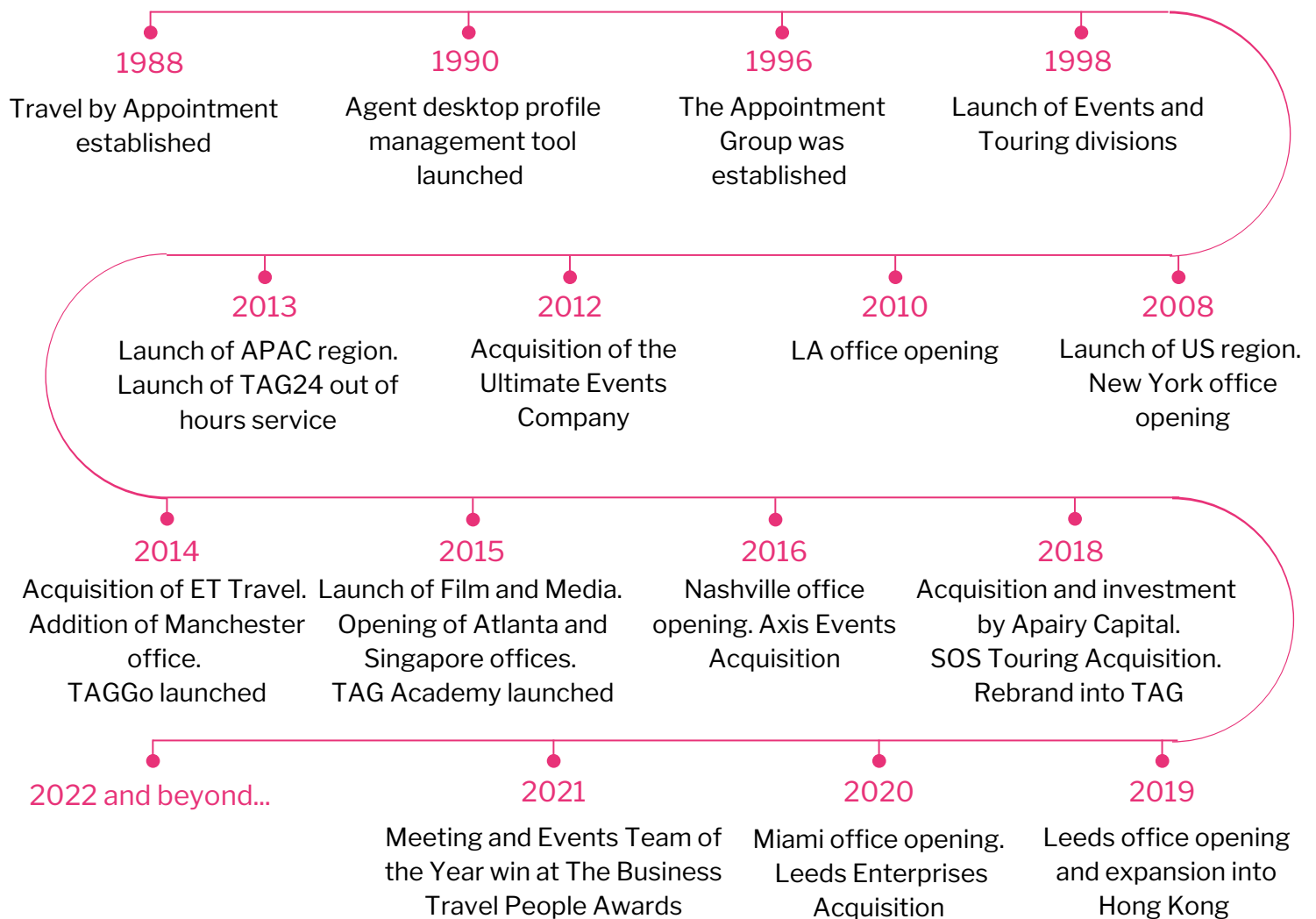
## Value

The value of your event is what we help to define, by content, experience, budget and outcomes.





# TAP INTO DECADES OF EXPERIENCE

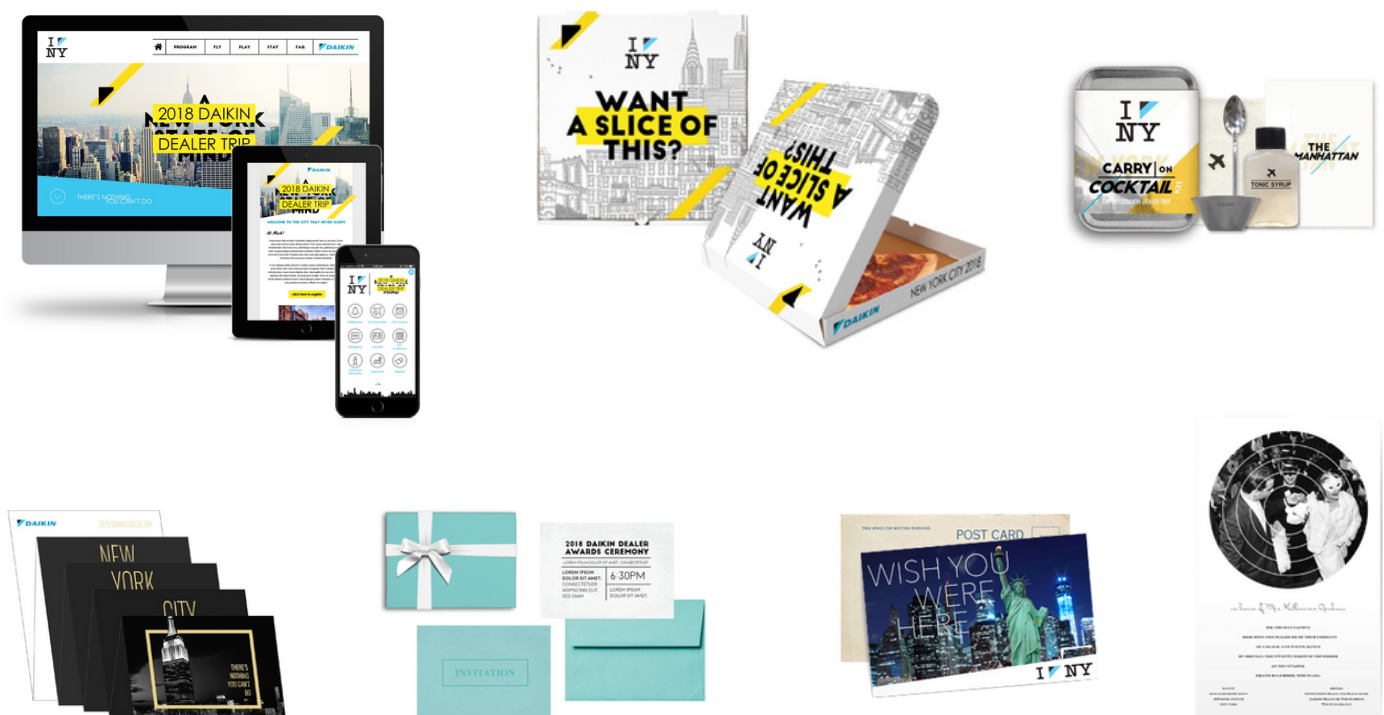


## CASE STUDY

### Storytelling, event theme, branding and collateral.

Through eyes, ears, minds, taste, touch and expectation, we engage brands with their target audiences.

Our live experiences, stunning event collateral and delegate engagement tools all connect deeply. We tell your story with strategic insight and impactful creative, bringing your brand message to life at every touch-point throughout the event life-cycle – pre, during and post event.

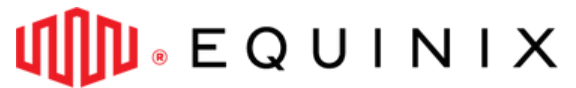


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“You created a theme and event identity with an intrinsic quality that aligned our brand’s unique point of difference with our people, our franchisers, our inspirations and our customer expectations. ‘Authenticity’ provided a powerful springboard to thousands of conversations, both within our organisation and with our external partners, suppliers and customers – a narrative that continues well after our conference ended.”

## CASE STUDY

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### Virtual Partner Engagement



#### Industry

Data Storage



#### Audience

The Equinix Partner Exchange took place in November 2020 with 300 delegates including partners, potential clients and industry specialists from EMEA.



#### Location

Virtually hosted in the UK.



#### TAG's Expertise

With experience of running virtual events and passionate and a knowledgeable event team, TAG guided Equinix from live to virtual with a platform choice to suit the requirements of the event with engagement and networking as key requisites.

Run as a mix of prerecords and live content, the event host was recommended by TAG and added energy and continuity.

The programme included a live Q&A panel, polling, voting, challenges and activity feed in addition to 1:1 video calling and chat.

A woman with dark hair, wearing a green top, is speaking and gesturing with her hands. In the background, a large screen displays a grid of video feeds from a virtual event, showing various participants in a professional setting.

"We have used TAG for a number of events, including most recently our annual partner event, which we moved from a physical to digital event in light of current circumstances. The TAG team were incredibly helpful and professional throughout, helping us define our event and then working with us to execute. The team brought their considerable knowledge and experience to our project, helping us make our partner event a huge success."



## OUR SERVICES

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TAG's Events division offers a complete event and group travel management service. Talented, passionate, experts assist you every step of the way. We anticipate your needs and work with you to make it happen.



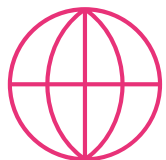
Destination selection &  
venue sourcing



Venue negotiation &  
contracting



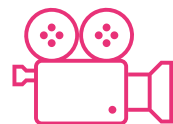
Bespoke delegate  
management website



Live, virtual and  
hybrid events



Reward &  
Recognition



Live studio, production  
& video creations

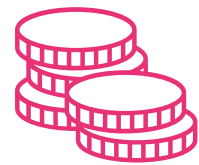




Event theming, set  
design & branding



Entertainment &  
talent sourcing



Budget & financial  
management



Incentive programmes  
& team building  
activities



Onsite & virtual  
event management



Post event  
feedback reports



# BENEFITS FOR

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## EVENT ORGANISER

Our Event Managers are experts who act as an extension of your team and thrive on complexity

Award-winning in-house events team, we understand you don't stop and neither do we

Hybrid and virtual events management, all under one roof with event logistics

Supplier relationships that are unrivalled in the industry

In-house technology enables smooth delegate management







## EVENT MANAGER

Event Managers who fully understand the importance of attention to detail and time sensitivity

Great instant communication and troubleshooting via our event helpdesk

In-house technology developed for simple and intuitive event registration

Vast knowledge and experience in international events

Proactive and incredibly skilled in proposing solutions



## TAG VIRTUAL

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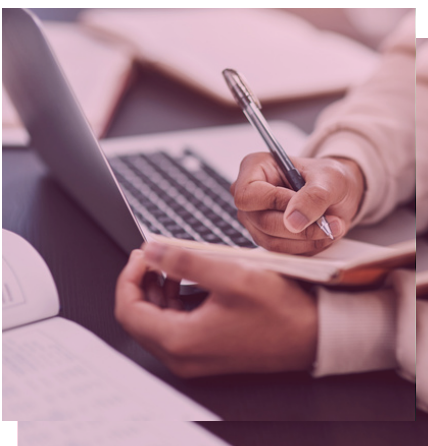
However you choose to host your event, we partner with you to achieve your goals.

Virtual events have risen in prominence over the past two years and are a fantastic, sustainable solution to gather people from different parts of the world together on one platform. Your event can take place regardless of its physical location, time zones or safety restrictions, making it an incredibly flexible and cost-effective option.

From the initial consultation to the planning and delivery of a virtual experience, your organisation will benefit from the experience, skills, and dedication of our award-winning event delivery teams.

TAG is a one-stop shop for your virtual event. From registration platform (utilising our in-house registration with flexible design), email communications, content creation, proven engagement ideas, minute-by-minute management, streaming, and live interaction tools, we really do have all your virtual event solutions under one roof.

If you are thinking of a virtual workshop, conference, or even a party – contact us and we will take you through your digital journey!



## TAG HYBRID

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Hybrid events offer the best of both worlds –: real in-person interaction between your delegates, together with a virtual conference platform that will make the content accessible for remote speakers and participants all around the world.

With extensive experience in event logistics, We will help you find a suitable venue to stage the physical part of the event, as well as the most suitable virtual event platform to host the content and enable streaming for digital elements of the event.

You will be supported with onsite event logistics as well as simultaneous virtual event management, combined registration and communication, accommodation, agenda and content planning, variety of engagement tools, and most importantly, safety!





# ENVIRONMENT, SOCIETY AND GOVERNANCE PROGRAM

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Our ESG program guides how we behave as a company plus also how we partner with you.

TAG will work with you to ensure your event program is not only creative, dynamic and engaging but also sustainable. We are here to help you reduce, measure and offset CO2 emissions from your events.



## PLANET



## PEOPLE



## PROFESSIONAL



## TAG ESG

- Ways to reduce emissions is part of our planning process
- Reduction in single use plastics is vital to our service
- Offsetting CO2 emissions is part of our service
- TAG is working hard to be a carbon neutral business by 2023

- Mental Health First Aiders are part of our events staff
- CSR activities are part of our incentive programs
- The TAG Academy trains newcomers to our industry

- Data security is integral to our service
- TAG has achieved external PCI compliance
- Our Future Leaders program mentors staff





Our guests had a flawless experience and you were literally willing to give travellers the clothes off your back to ensure their happiness and achieving a satisfying experience. I do not know many vendors who would go this far for their clients. As so eloquently stated at the Awards gala, you three truly are more like family to us now and we hope we make you feel a part of that. I also hope that you smile as broadly as I do about the memories from the trip. Your unique ideas were only surpassed by your top-notch execution.





## EXPERIENCE THE IMPOSSIBLE

The experience is about far more than styling, rigging, staging, projection, food and beverage and entertainment. Events is a people business, affecting perceptions, emotions, reactions, inspirations. TAG curates your audience's perceptions, emotions, reactions, inspirations. Your expectations of a Return On Experience will be exceeded.

## EXPERIENCE MORE

Events are a business tactic, driven by sound strategy. Some talk of glitter, fairy-dust and frou-frou. Others, of big screens, rigging, lighting, staging and celebrity talent.

They're just tools that we apply for the main game: growing your business through events that deliver measurable results. Doing it with professional discipline, rigorous risk mitigation and precision, also delivers peace of mind. They're TAG's DNA, and why our clients return for more.

## EXPERIENCE TAG

**T**ransform audiences, attitudes, alliances

**A**lign employees, channels and stakeholders

**G**enerate passion, commitment and results







Our promise to you is that TAG's deliberately different approach means you experience Event management like never before. If you would like to learn more about our Event Management strategy, please feel free to contact us and we can arrange a consultation.

Experience More.

[events.uk@tag-group.com](mailto:events.uk@tag-group.com)



# TAG



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