



the
Peregrine
agency

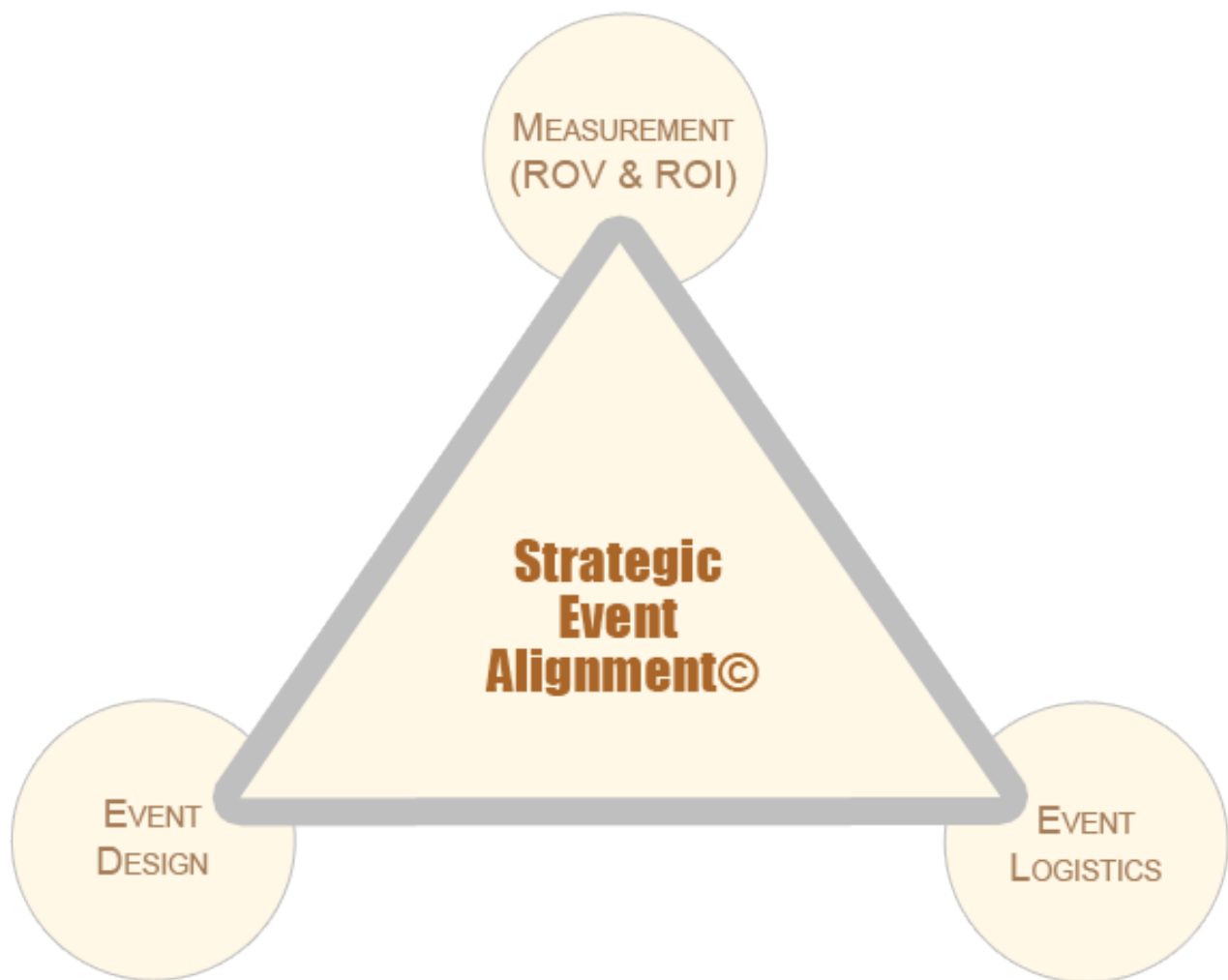
STRATEGIC
EVENT
ALIGNMENT©

People Performance Profit •

At The Peregrine Agency we believe an **aligned event portfolio** can help corporate leaders unleash people potential, improve organizational performance and drive profit. We believe an **aligned event portfolio** is a business builder and leadership intervention tool.

Our Agency's Framework, Strategic Event Alignment©, analyzes the effectiveness and efficiency of an organization's portfolio of events to determine appropriate investment allocation.

To that end, we provide counsel, assessment and strategy on event portfolio alignment to corporate clients globally.

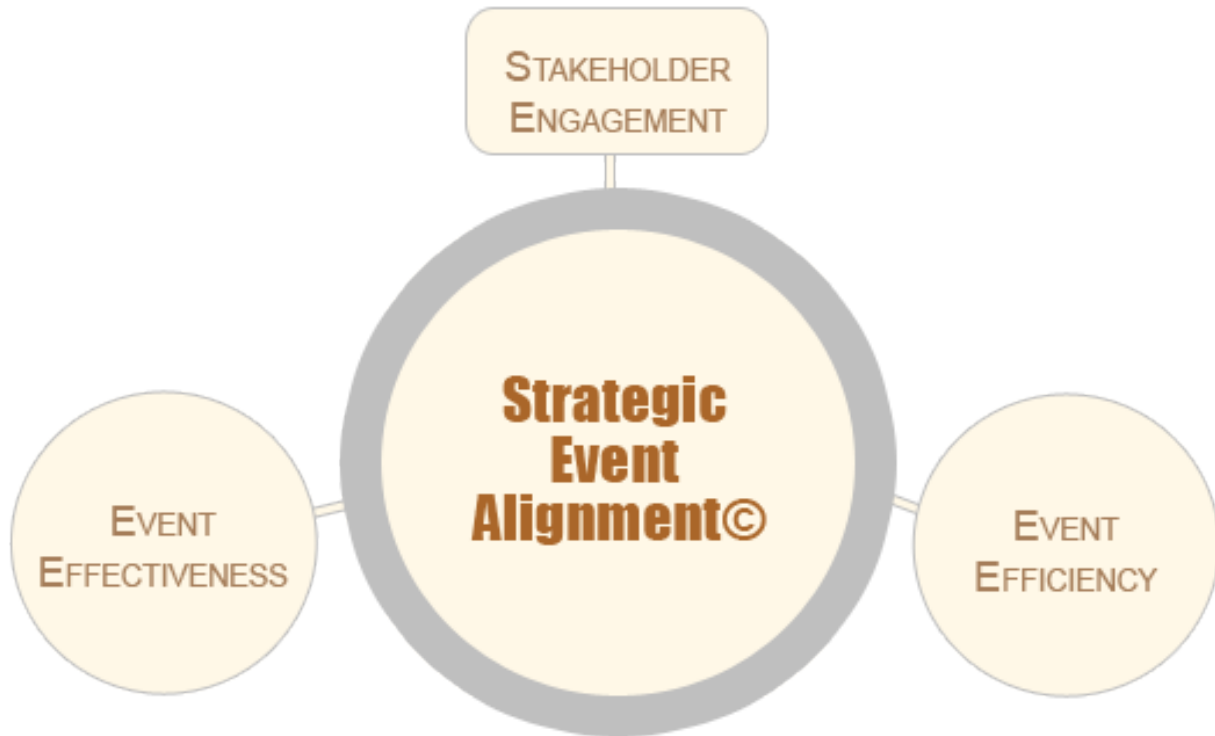


N.B. The term event(s) refers to: meetings and events (both internal and external); conferences; conventions; symposiums; forums; training sessions; workshops; educational meetings; recognition or incentive programmes; customer/client functions; corporate sponsorship programmes

Core Value Proposition ●

- Creates new behaviour, new ways of communicating and new ways of thinking.
- Increases business intelligence within organizations.
- Lessens fears and anxieties, creates interactive cultures, develops new practices, navigates through conflict and confusion in a productive way, manages ongoing change and improves organizational outcomes.
- Helps to facilitate workflow optimization to increase employee productivity.
- Enables the formation of cross-functional teams to overcome strategic barriers.
- Aligns the marketing strategy throughout the organization.
- Strengthens communication throughout the organization.
- Ensures the event portfolio (enterprise-wide meetings & events) are aligned with business goals to increase business effectiveness (like brand integrity and messaging consistency).
- Provides analysis of assessment to ensure continuing benefits of event alignment with business goals and generation of ROI.
- Increases investment accountability.
- Emphasizes customer/client needs and meeting those needs with solutions in a collaborative interaction.
- Builds awareness of projects and ensures positive and productive buy-in.
- Realizes significant travel and hospitality cost savings.
- Leverages purchasing power through preferred vendor selection.
- Applies effective negotiation skills to external spend activities.
- Streamlines support infrastructure, processes, vendor transparency and local practice resources.
- Helps mitigate risks and manages activity of uncertainty and threats.

Strategic Event Alignment© goal is summarized under two areas:



1 **Event Effectiveness** (outputs) – how an event portfolio fits in with an organization’s overall business strategy for the purpose of driving goals and profit.

Event Efficiency (inputs) – addresses best practices, travel and hospitality cost containment and data centralization.

2

Strategic Event Alignment©

Putting in place a strategy, structure and process to be more effective and efficient in the delivery of aligned, measured and designed enterprise-wide events.

Three Phases of Strategic Event Alignment© ●

Strategic Event Alignment© is a process of discovery. If you are familiar with the 70/30 rule of home repair; 70 percent preparation 30 percent execution this rule of critical process also applies to **Strategic Event Alignment©**.

PHASE ONE: Corporate Wayfinding™

Corporate Wayfinding™ is a fact finding and benchmarking approach which evaluates the effectiveness and efficiency of an organization's event portfolio investment.

The intellectual capital gathered with Corporate Wayfinding™ is used to develop an event alignment strategy. The core focus of the strategy is to align event portfolio activity with the organization's business goals.

The strategy can include these core components:

- Event alignment scope
- Findings, recommendations, rational
- Executive champion
- Event alignment leadership and project team
- Communication plan
- Change management
- Policies, processes
- Technology counsel (as requested)
- Sustainability plan
- External consultants on communication, change management and technology

PHASE TWO: Event Alignment Implementation

Phase Two focuses on the execution of the event alignment strategy.

The strategy is:

- Supported by an executive champion
- Led by an event alignment project leader
- Implemented by an event alignment project team
- Consultation with professionals in: event portfolio alignment, communication, change management and technology.

PHASE THREE: Event Alignment Sustainability

Achieving Event Alignment Sustainability includes:

- The development and implementation of an event alignment strategy

Strategic Event Alignment© should not just be sustained, but grow, over the months and years following complete implementation.

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