



THE EVENT MECHANIC!

Event Launch

Transform your event idea into a thriving reality with our comprehensive service that covers every step of the event lifecycle.

Launching a successful event requires more than just a great idea; it demands a well-executed strategy to ensure maximum impact, profit and longevity. I provide the best comprehensive service to take your event from concept to reality—ensuring that it meets your goals for revenue, attendance, engagement and ROI. Whether it's a new event or a revitalization of an existing one, I guide you through each phase of the process with expert advice, operational support, and proven tactics to deliver results.

CHALLENGE

Launching a new event or transforming an existing one can be overwhelming. Event organizers often face obstacles like:

- Unclear market demand
- Resource constraints
- Standing out in a crowded market
- Unpredictable revenue models
- Weak marketing execution

SOLUTION

With *Launching Events*, you'll have access to a tailor-made solution that includes:

- Market Research and Positioning
- Event Strategy and Planning
- Revenue Strategy Including Sponsorship Packages, Attendee Pricing, and Partnership Opportunities
- Marketing and Audience Acquisition
- Operational Support
- Services available via Zoom/In Person

RESULTS

Here's what you can expect with *Launching Events*:

- An Established or Re-established Event
- Stronger Market Positioning
- Target Audience Engagement and Registration
- Efficient Operational Execution
- Scalability and Growth



Warwick Davies

I specialize in helping organizers shape the future of events by transforming them into powerful, profit-driving experiences. With over 30 years of expertise in the conference and trade show industry, I bring a strategic approach to planning, content development, marketing, operations, and both attendee and exhibit sales. My focus is on helping businesses launch, streamline and grow their events for maximum impact and profitability, ensuring long-term success and growth in a competitive market.



TESTIMONIALS

At Shared Insights, we had an urgent need for both expertise and assistance executing a few of our networking conferences. We hired Warwick to step in and deliver against some very tight timelines. He helped us deliver world class events that exceeded their targets. If you have events and are looking to improve your margins while making them better for the attendees, I encourage you to consider Warwick and the Event Mechanic!

— **Mark Wallace, Founder of Justellus**

I've had the privilege of knowing Warwick Davies for over 15 years, and during that time, I've come to deeply value his strategic insight into the event industry. Warwick possesses a rare ability to guide event organizers in building their businesses with a customer-centric approach that drives significant returns. His innovative mindset and fearless approach to event creation set him apart as a true leader in the field. Warwick's groundbreaking work with The Annabelle Project, alongside his success in launching multiple events, makes him the ideal partner for event organizers looking to innovate and achieve strategic growth."

— **Sam Lippman, President, Lippman Connects**

DATAVERSITY has engaged Warwick on projects continuously since January 2008. In that time, Warwick has brought us millions of dollars in revenue. He is strategic in his forward thinking, and extremely effective in his tactical execution. His breadth of experience means he is always a valuable resource when I need to make strategic decisions for DATAVERSITY. Since early 2020, Warwick has played a key role in keeping our sponsor relationships stable and growing. He worked with our clients to transfer their sponsorship efforts to our future events and digital programs. His work directly resulted in the retention of 90% of our existing commitments, and substantial growth of our digital programs. Frankly, his efforts were essential to the survival of our business during Covid-19. For event organizers looking for a 'rainmaker', help with launching a new profitable conference, or rescuing a lagging sales program, I have no hesitation in recommending Warwick for the job.

— **Tony Shaw, CEO of Dataversity**