



# THE EVENT MECHANIC!

## Running Your Event for You

Let The Event Mechanic! handle the complexities of running your event, so you can focus on what matters—creating impact, engaging your audience, and driving your business objectives.

Successfully running an event is a multifaceted operation that requires precision, coordination, and expert management. This program provides a complete event management service, executing every step of the process. Whether it's a conference or exhibition, I will ensure that your goals for attendee experience, sponsor satisfaction, profit generation and overall execution are met or exceeded. With my deep expertise, I take the complexity out of event management so you can focus on enjoying your event.

### CHALLENGE

Running an event presents significant challenges that can disrupt success if not properly addressed:

- Operational Complexity
- Attendee Experience
- Exhibitor ROI
- Event Profitability
- Post-Event Follow-Up

### SOLUTION

With *Running Your Event*, you'll benefit from a fully integrated management solution:

- **Comprehensive Event Operations:** From pre-event setup to on-site management and post-event wrap-up, we handle all the details.
- **Attendee Journey Mapping:** We design an attendee experience that flows smoothly from registration and check-in to breakout sessions and networking opportunities.
- **Sponsor Engagement and Execution:** We create custom sponsorship packages and ensure on-site branding, speaking opportunities, and networking events are executed perfectly
- **Crisis Management and Contingency Planning:** We anticipate potential issues and develop contingency plans to mitigate risks.
- **Post-Event Analytics and Reporting:** Our team provides a detailed post-event report, offering insights to improve future events.

### RESULTS

With Running Your Event, you can expect:

- **Flawless Execution**
- **Operational Efficiency**
- **High Attendee Satisfaction**
- **Improved Post-Event Insights**
- **Increased Exhibitor Retention**

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## 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**